

### ENA Connection Editorial Calendar

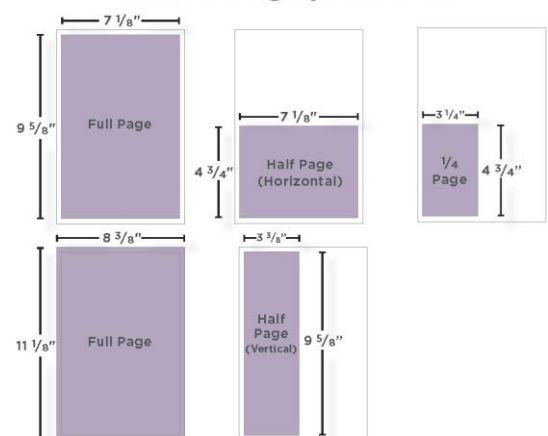
Month	Editorial Features	Ad Closing	Materials Due	Bonus Distribution
January	50 Years of Treating Addiction in the ED; Fall Regional Symposium	11/18/2019	12/4/2019	
February	Annual Career Guide; Opioid Assistance Program	12/13/2019	1/3/2020	
March	Exhaustion in the ED; Peds Ready Campaign	1/8/2020	1/23/2020	
April	SCLO; 50 <sup>th</sup> Anniversary Event; Sexual Assault Care in the ED	2/5/2020	2/20/2020	
May	"In Case of Emergency" (ICoE) Premiere preview; Stroke Care in the ED	3/10/2020	3/24/2020	
June/July	50 <sup>th</sup> Story; HIV/AIDS in the ED; "ICoE" Premiere coverage; EN20X Review	4/3/2020	4/21/2020	EN20X Virtual Marketing Supplement
August	50 <sup>th</sup> Story; EN20X Preview; Evolution of WPV	6/5/2020	6/22/2020	
September	50 <sup>th</sup> Story; Emergency Preparedness; Pain Management in the ED; EN20 Preview	7/8/2020	7/29/2020	EN20X Virtual Event
October	ENA History; EN Week; Election Results	8/7/2020	8/24/2020	
November	Military Trauma Nurses; Antibiotic Use/Evolution	9/4/2020	9/22/2020	
December	50 <sup>th</sup> Anniversary Celebration; EN20X Coverage; "ICoE" Coverage	10/14/2020	10/26/2020	EN20X Coverage Issue

Mechanical Specifications (W x H)	
Bleed Size	8-3/8" x 11-1/8"
Trim Size	8-1/8" x 10-7/8"
Live Matter	Keep 1/4" away from all trim edges

Ad Size	Non-Bleed (W x H)
Full Page	7-1/8" x 9-5/8"
Half Page Horizontal	7-1/8" x 4-3/4"
Half Page Vertical	3-3/8" x 9-5/8"
Quarter Page	3-1/4" x 4-3/4"

### Advertising Specifications



### File Formats

High-resolution PDF (300 dpi). Please email files under 10 MB to ENA.

### ENA Connection Rates

Advertising appears in both print and digital editions. Print + Digital upgrade includes a URL link in the digital edition.

Frequency	Full Page B/W Rates		½ Page B/W Rates		¼ Page B/W Rates	
	Print Only	Print & Digital Upgrade	Print Only	Print & Digital Upgrade	Print Only	Print & Digital Upgrade
1x	\$3,410	\$3,725	\$2,625	\$2,867	\$2,000	\$2,185
3x	\$3,320	\$3,627	\$2,560	\$2,796	\$1,960	\$2,141
6x	\$3,245	\$3,545	\$2,500	\$2,731	\$1,915	\$2,092
11x	\$3,145	\$3,435	\$2,425	\$2,649	\$1,855	\$2,026
17x	\$3,055	\$3,337	\$2,350	\$2,567	\$1,800	\$1,966

**4/Color Rate (in addition to earned B/W Rate)**  
\$1,775

### Premium Positions (Color Additional)

**Cover 2** – earned b/w rate plus 25%

**Cover 3** – earned b/w rate plus 15%

**Cover 4** – earned b/w rate plus 50%



### Sponsored Content Advertising

Please contact your sales representative for pricing. ENA provides editorial guidelines and advertisers supply the content. Content must be educational in nature and provide a value to ENA members. All content must be approved by ENA.

### Inserts, Outserts and Cover Tips

Please contact your sales representative for pricing.

### Earned Rates

Rates are based on the total units run in a calendar year. Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

### Agency Commission

15%

#### ENA Business Development Team

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