

THE REGISTERED PRACTICAL

# NURSING JOURNAL

*"Enhancing Professional Competency"*

## 2011 Media Kit & Advertising Rate Card

Why is *The RPN Journal* the most effective way to reach Registered Practical Nurses in Ontario?

- It is the **single most important source** for Registered-Practical-Nurse-focused information regarding Professional Development, Advocacy and Leadership.
- It is a unique collection of Reports, News and Views from all over Ontario — about and from Practical Nurses in all care sectors.
- It is a **powerful forum** for Nurses to share their Stories, Insights and Opinions.
- It is a collaborative publication, created by Nurses for Nurses — with a clear, concise and balanced editorial voice.
- It is the **most comprehensive resource** for Ontario's Practical Nursing Professionals.
- It is All of This and More!**

**RPNJ 2011  
ADDED VALUE  
ALERT....**  
Our circulation has increased 20% — but our prices remain the same!

**RPNAO**  
Registered Practical Nurses Association of Ontario



### Reaching Nurses One-On-One...

We speak to all 6,000\* Professional Members of the Registered Practical Nurses Association of Ontario who receive *The RPN Journal*, four times a year!

# Advertising Rates & Specifications 2011

## From the Publisher/Editor

*The RPN Journal is a **unique resource** in the world of practical nursing. This key quarterly publication keeps literally thousands of RPNs up-to-date on the issues affecting their practice. It also enables RPNs to share their knowledge and experiences and learn how to become active in advancing the profession and their careers. This symbiotic blending and synergy of shared, vital information ensures added value for the reader — **and you the advertiser**, as each issue is kept for future reference and thus has **greatly extended shelf life**.*

Sincerely,  
Beth McCracken (Publisher/Editor-in-Chief)

## Display Advertising

*Full and Partial Size  
Ad Space Options*

Surrounded by insightful articles, vital industry updates and timely news items, our Display Ads garner repeated viewings. A variety of size options are available to maximize your marketing message and match your budget considerations.

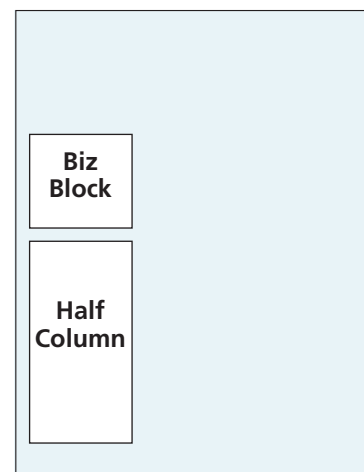
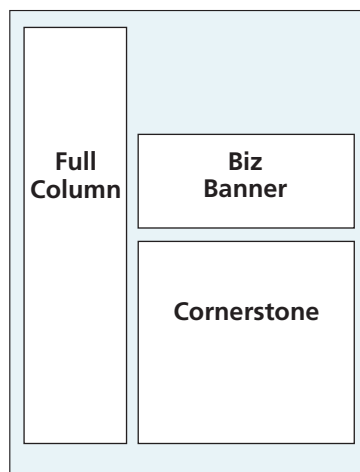
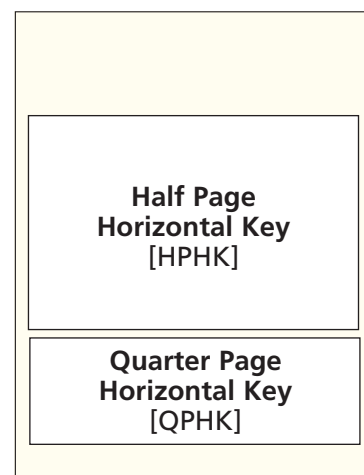
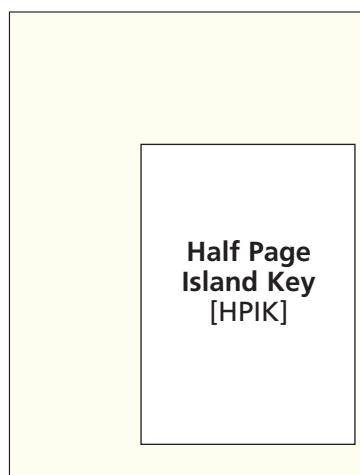
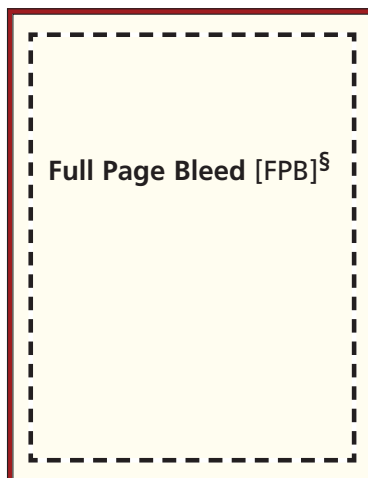
## "Green Pages"

*Advertiser & Marketplace  
Ad Feature Section*

The Journal's "Green Pages" provide the perfect opportunity to share your message with your target audience — in the most affordable way possible. Both full colour and black & white options are available to suit your advertising needs.

### § Full Page Bleed Mechanical Specs:

Trim = 8.375" x 10.875"; Bleed = 8.625" x 11.125"; Live (safety) = 7.625" x 10"



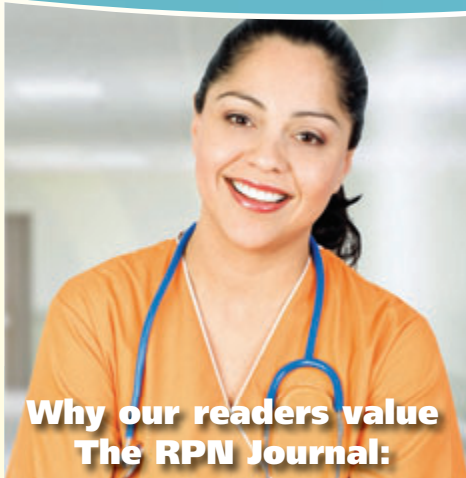
# The Registered Practical Nursing Journal

Issue	Space Reservations	Materials Deadline	Issue Release
Winter 2011	January 31st, 2011	February 14th, 2011	February 28, 2011
Spring 2011	April 1st, 2010	April 15th, 2011	April 29th, 2011
Summer/AGM 2011	June 22nd, 2011	July 6th, 2011	July 20th, 2011
Fall/AGM Recap 2011	October 3rd, 2011	October 17th, 2011	October 31st, 2011

Ad Size	Ad Dimensions Width x Height	Frequency Rate		
		1X	2X	4X
Full Page Bleed [FPB]	8.375" x 10.875"§	Display \$1,385**	\$1,260**	\$1,095**
		Inside Covers \$1,650	\$1,500	\$1,300
		Back Cover \$1,950	\$1,750	\$1,500
Full Page Key [FPK]	7.7" x 9.7"	\$1,185**	\$1,100**	\$985**
Half Page Horizontal Key [HPHK]	7.7" x 5"	\$825**	\$775**	\$700**
Half Page Island Key [HPIK]	5" x 7"	\$825**	\$775**	\$700**
Quarter Page Horizontal Key [QPHK]	7.7" x 2.5"	\$500**	\$465**	\$415**
Full Column	2.4" x 9.7"	Colour \$465** B&W \$395**	Colour \$440** B&W \$370**	Colour \$400** B&W \$330**
Cornerstone	5" x 4.7"	Colour \$465** B&W \$395**	Colour \$440** B&W \$370**	Colour \$400** B&W \$330**
Half Column	2.4" x 4.7"	Colour \$280** B&W \$235**	Colour \$265** B&W \$220**	Colour \$240** B&W \$195**
Biz Banner	5" x 2.25"	Colour \$280** B&W \$235**	Colour \$265** B&W \$220**	Colour \$240** B&W \$195**
Biz Block	2.4" x 2.25"	Colour \$150** B&W \$120**	Colour \$140** B&W \$110**	Colour \$125** B&W \$95**

\*\*Preferred page positions for display ads, and preferred placement on a page for Green Pages ads, will incur a 15% preferred position charge in addition to the rates shown above. §See opposite page.

## "Enhancing Professional Competency"



### Why our readers value The RPN Journal:

*"Having access to a publication that highlights the RPN's various roles helps me shape my own career goals."*

– Karen Beasley, PN Student

*"I look forward to receiving the Journal every three months. . . . It helps keep me informed about what's going on in my profession in the province of Ontario."*

– Ken White, RPN

*"The RPN Journal captures the voice of nursing across the province, providing a strong focus on leadership and advocacy."*

– Debora Cowie, RPN

### For more information on ad rates or file submission, please contact:

Podium Media Group Inc.

Robert Lauder at 1.866.814.6247

[robert@podia.ca](mailto:robert@podia.ca)

Panther Marketing Inc.

Alex Butzow at 1.647.228.4455

[alex@panthermarketing.ca](mailto:alex@panthermarketing.ca)

The Dubs & Dash Group

Ad Sales at 1.519.836.4335

[adsales@d2-group.com](mailto:adsales@d2-group.com)



### Alternative Advertising Options & Design Services

The Registered Practical Nursing Journal provides for a variety of alternative advertising options<sup>†</sup> designed to **maximize the reach** of your marketing message. Contact us directly for quotes on special editions, stitched or blown-in inserts and supplements, editorial/calendar sponsorships and event guides.

Advertisements can also be designed by RPNAO's design group for a minimal charge. Please call one of the contacts listed below, or RPNAO directly, for pricing and details. (*†Materials subject to approval by RPNAO.*)

### Terms

- Ad rates listed on the inside spread are net, subject to HST and may change without notice. No cancellations will be accepted after the closing date. Contract rates are protected until expiration date.
- Invoices are sent out on issue's release date and are due for payment in 15 days. Interest will be charged at a rate of 2% per month on balances that remain unpaid after 15 days.
- Prepayment of first material insertion is required for first-time advertisers.
- RPNAO accepts payment by Visa, MasterCard or cheque.
- Prepay a minimum of three insertions and receive a **10% discount** on the overall cost of your media program.

### File Submission Requirements/File Preparation

The RPN Journal requires material submissions be high resolution, composite/flattened CMYK files. Supplied artwork should be press-ready PDFs (*specifically PDF/X-1a format*) with fonts embedded, or high resolution .EPS or .JPGs with all fonts converted to outlines (curves).

It is best to use a page layout program such as QuarkXPress or InDesign to design your ad, and Adobe Acrobat Distiller to create the final press-ready file for submission. (Acrobat Distiller is recommended rather than using the Export-to-PDF command as printing results can be unpredictable with files generated in this manner.) Your final artwork should be accompanied by a proof made from the supplied file. The Publisher/RPNAO will not be responsible for colour reproduction of an ad not accompanied by a proper colour proof.

• **Illustrator:** Embed all images and fonts (be sure to follow software guidelines and flatten transparent elements for print) and *save as an EPS*. It is best to place the resulting .EPS file in InDesign or Quark and make a PDF.

• **Photoshop:** Embed all images and fonts and *save as an EPS or TIFF*. It is best to place the resulting .EPS or .TIF file in InDesign or Quark and make a PDF.

**SENDING FILES:** Send PDFs to Podium/Panther/D2 Group on CD/DVD, by email or via FTP (e.g., Using Fetch, Transmit, CuteFTP, SmartFTP).

*Be sure to compress files with Ziplt or Stuffit for electronic submissions.*

Please contact Podium/Panther/D2 Group for FTP access information.



5025 Orbitor Drive, Building 4, Suite 200; Mississauga, ON L4W 4Y5

Phone: 905.602.4664 • Toll Free: 1.877.602.4664 • Fax: 905.602.4666

Email: [membership@rpnao.org](mailto:membership@rpnao.org) • Web: [www.rpnao.org](http://www.rpnao.org)

## Book your space today!

*\*Based on 2010 membership totals. Current publication distribution varies and can be at or above 6,000 copies: based on ~6,000 members, plus bonus distribution to contributors, article subjects, relevant government officials, health care managers, and key industry figures at Trade Shows, Events and Conferences throughout the year. Note: RPNAO reserves the right to reject advertising based on content suitability.*