Place an ad in the RPN Journal and reach over 8,000* critical health care professionals through the one resource they trust!
Why should advertising in *The RPN Journal* matter to you as an advertiser?

- **The RPN Journal Is Thoroughly Read.**
  It is a unique collection of reports, news and views from all over Ontario and the world — about and from Practical Nurses in all care sectors. It is content that is of the utmost importance to Practical Nurses everywhere.

- **The RPN Journal Is Discussed.**
  It is a powerful forum for Practical Nurses to share their stories, insights and opinions. As the Trusted Voice of Practical Nursing, we not only facilitate communication, but also act as a catalyst of change, bringing light and life to vital issues.

- **The RPN Journal Is Shared.**
  It is the most comprehensive resource for Ontario’s Practical Nursing Professionals and as such is often quoted and shared among staff and colleagues at every level and sector — and is regularly followed by hospital and health care executives everywhere. News travels fast and the information and advocacy in the Journal really gets around.

- **It Is All of This and More!**

What kinds of advertisers can benefit from advertising in the *The RPN Journal*?

- Pharmaceutical Companies
- Health Care Products Companies
- Nutritional Supplement Companies
- Workwear Suppliers and Retailers
- Business Products Suppliers
- Long-Term-Care Facilities
- Medical Clinics
- Hospitals
- General Health Care Providers
- Nursing Schools
- Personal Development Coaches
- Insurance Companies
- Recreational Products Companies and Facilities
- Fitness Products Companies and Facilities
- Investment & Wealth Management Consultants
- Travel & Leisure Providers

Why do thousands of Registered Practical Nurses 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
When you advertise in The RPN Journal...

You’re reaching over 8,000 Ontario nurses, nursing students, health care leaders and government officials with your company’s message. The RPN Journal is the cornerstone communications vehicle from the RPNAO and represents a valuable and cost-effective opportunity for companies like yours to reach a targeted demographic consisting of skilled, knowledgeable and engaged front-line health care workers in Ontario. A demographic with buying power for the products, services and opportunities your organization provides.

Published four times each year, The Journal has established a successful track record of loyal readership, thanks in large part to a tradition of creating insightful, meaningful content that matters to Ontario’s RPNs.

Whether we’re explaining the implications of changing health care regulations, shining a spotlight on opportunities for career enhancement, sharing the insights of Ontario’s health care leaders or telling the inspirational stories of other RPNs, one thing is certain — The Journal is the trusted source of information for nurses across the province.

2014-2015 RPN Journal Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Materials Deadline</th>
<th>Issue Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2014</td>
<td>March 24th, 2014</td>
<td>April 7th, 2014</td>
<td>April 22nd, 2014</td>
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<tr>
<td>Fall/AGM Recap 2014</td>
<td>September 22nd, 2014</td>
<td>October 6th, 2014</td>
<td>October 20th, 2014</td>
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<tr>
<td>Ad Size</td>
<td>Ad Dimensions Width x Height</td>
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<td>8.375” x 10.875”$</td>
<td>Display $1,385**</td>
<td>Display $1,260**</td>
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<tr>
<td></td>
<td></td>
<td>Inside Covers $1,650</td>
<td>Inside Covers $1,500</td>
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<tr>
<td></td>
<td></td>
<td>Back Cover $1,950</td>
<td>Back Cover $1,750</td>
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<tr>
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<td>$1,185**</td>
<td>$1,100**</td>
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<tr>
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<td>$775**</td>
</tr>
<tr>
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</tr>
<tr>
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<td>$500**</td>
<td>$465**</td>
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<tr>
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<td>Colour $465**</td>
<td>Colour $440**</td>
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<tr>
<td></td>
<td></td>
<td>B&amp;W $395**</td>
<td>B&amp;W $370**</td>
</tr>
<tr>
<td>Cornerstone</td>
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<td>Colour $465**</td>
<td>Colour $440**</td>
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<tr>
<td></td>
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<td>B&amp;W $395**</td>
<td>B&amp;W $370**</td>
</tr>
<tr>
<td>Half Column</td>
<td>2.4” x 4.7”</td>
<td>Colour $280**</td>
<td>Colour $265**</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B&amp;W $235**</td>
<td>B&amp;W $220**</td>
</tr>
<tr>
<td>Biz Banner</td>
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<td>Colour $280**</td>
<td>Colour $265**</td>
</tr>
<tr>
<td></td>
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<td>Colour $140**</td>
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<td></td>
<td></td>
<td>B&amp;W $120**</td>
<td>B&amp;W $110**</td>
</tr>
</tbody>
</table>

**Preferred page positions for display ads, and preferred placement on a page for Green Pages ads, will incur a 15 per cent preferred position charge in addition to the rates shown above. $See page 5.
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.

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 [FPB]

Full Page Key [FPK]

Half Page Island Key [HPIK]

Half Page Horizontal Key [HPHK]

Quarter Page Horizontal Key [QPHK]

Full Column

Biz Banner

Cornerstone

Biz Block

Half Column

§Full Page Bleed Mechanical Specs: Trim = 8.375” x 10.875”; Bleed = 8.625” x 11.125”; Live (safety) = 7.625” x 10”
Alternative Advertising Options and Design Services
The Registered Practical Nursing Journal provides for a variety of alternative advertising options 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 RPNAO directly for pricing and details.

*Materials subject to approval by RPNAO.

Terms
1. The ad rates listed on page 4 are net, subject to HST and may change without notice. No cancellations will be accepted after the closing date. Contract rates are protected until the expiration date.
2. Prepay for a minimum of three insertions and receive a 10 per cent discount on the overall cost of your media program.

3. Invoices are sent out on an issue’s release date and are due for payment in 15 days. Interest will be charged at a rate of two (2) per cent per month on balances that remain unpaid after 15 days.
4. Prepayment of the first material insertion in The RPN Journal is required for first-time advertisers.
5. RPNAO accepts payment by Visa, MasterCard or cheque.

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/IX-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. (Using Acrobat Distiller is recommended, rather than using the Export-to-PDF command, as printing results can be unpredictable with files generated by this latter method.) Your final artwork should be accompanied by a proof that has been made from the supplied file. The Publisher/RPNAO will not be responsible for colour reproduction of an ad that was not accompanied by a proper colour proof.

• Illustrator: Embed all images and fonts (be sure to follow the software’s 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 in InDesign or Quark and make a PDF.

SENDING FILES: Send PDFs to RPNAO on CD or DVD, by email, or via FTP (e.g., Using Fetch, Transmit, CuteFTP, SmartFTP). Please contact us to obtain FTP access details.

Be sure to compress files with ZipIt or StuffIt for electronic submissions.

Book your space today, and discover how The RPN Journal can make a real difference in your media plan!

*Based on 2013 membership totals. Current publication distribution varies and can be at or above 8,000 copies: based on ~ 8,000 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.