

**Nurses
Association of
New Brunswick**



**L'Association des
infirmières et infirmiers
du Nouveau-Brunswick**

Info Nursing Journal

Info Nursing journal contributes to the Association's objectives by keeping members, stakeholders, and the public informed about the Association's activities and policies; informed about nursing practice and the nursing profession in New Brunswick; and informed about the health care system and its implications for nursing in New Brunswick.

The journal is published three times annually: **March; September; and December** and is published separately in both official languages.

Circulation of 10,000.

2011/2012 Rate Card

| Space | Width x Depth | 1 Issue | 3 Issues |
|---|----------------------|----------------|-----------------|
| Full page (Bilingual insertion) | 7.25" x 9.75" | \$1310 | \$1235 |
| Full page (Unilingual insertion) | 7.25" x 9.75" | \$1510 | \$1435 |
| ½ page vertical (Bilingual insertion) | 3.6" x 9.6" | \$735 | \$685 |
| ½ page horizontal (Bilingual insertion) | 7.5" x 4.7" | \$735 | \$685 |
| ½ page vertical (Unilingual insertion) | 3.6" x 9.6" | \$835 | \$785 |
| ½ page horizontal (Unilingual insertion) | 7.5" x 4.7" | \$835 | \$785 |
| ¼ page vertical (Bilingual insertion) | 3.6" x 4.7" | \$425 | \$400 |
| ¼ page horizontal (Bilingual insertion) | 7.5" x 2.25" | \$425 | \$400 |
| ¼ page vertical (Unilingual insertion) | 3.6" x 4.7" | \$495 | \$470 |
| ¼ page horizontal (Unilingual insertion) | 7.5" x 2.25" | \$495 | \$470 |

**All of the above are subject to H.S.T.*

**Bilingual advertisements are billed at a discounted rate.*

General Policies

Advertising copy is to be provided camera ready when possible and is to conform to mechanical requirements (see below). All advertising copy is subject to the approval of the publisher.

The advertiser and advertising agency assume liability for content of advertisement printed (including text, representation and illustration) and assume any claims arising there from against the publisher. All advertising should be consistent with the objectives and goals of the Association.

Mechanical Requirements

- The journal is a two-colour only processing job. (b/w & pantone 201)
- Bilingual advertisements or ads provided in both languages are preferred. Unilingual advertisements are subject to the approval of the publisher.
- Recruitment advertisements within New Brunswick are accepted.
- Files are accepted in: Mac QuarkXpress; Adobe Illustrator; and Photoshop files. PDF's are also accepted, please ensure the fonts have been outlined.
- Rates and sizes are subject to change without notice.
- All prices are net and DO NOT include H.S.T.
- Invoices will be mailed upon publication.
- Cancellation will not be accepted after the insertion deadline.

Discount:

Recognized agencies receive a 15% discounted rate. (No cash discount.)

Publication

March

September

December

Reservation Deadline

January (mid-month)

July (first Monday of the month)

October (mid-month)

Insertion Deadline (artwork received)

February (first Monday of the month)

August (first Monday of the month)

November (first Monday of the month)