

2018 MEDIA KIT

texasnurses.org

Empowering Texas Nurses
to advance the profession



TEXAS NURSING

M A G A Z I N E



TEXAS NURSING MAGAZINE

ADVERTISING OPPORTUNITIES

TEXAS NURSES ASSOCIATION

The Texas Nurses Association (TNA) is a statewide membership-based professional association of registered nurses. Founded in 1907, TNA is the oldest and largest nursing association in Texas. A voluntary organization representing more than 10,000 Texas nurses, TNA works through policy channels to ensure standards for nursing practice and education.

TEXAS NURSING MAGAZINE

OVERVIEW

The official publication of the Texas Nurses Association, *Texas Nursing* is published four times per year. Each issue features articles on a variety of topics affecting Texas nurses. From practice and workplace issues and the accompanying policy implications to education and association/member news, TNA communicates what's important to the nursing profession.

READERSHIP

10,000 Texas Registered Nurses (RN) and Advanced Practice Registered Nurses (APRN) read *Texas Nursing*. Readership is comprised of nurse executives, school of nursing faculty, community-based nurses, school nurses, and clinical nurses in all areas of specialty practice, including perioperative care, cardiology, orthopedics, psychiatry, pediatrics, gerontology, etc. in all care settings.

In addition to those who receive each issue directly, *Texas Nursing* has a considerable pass-along readership via our nurse members sharing with their colleagues and our 200+ subscribers, which include hospitals, libraries, schools of nursing, and other health care organizations both in and out of Texas.



READER FACTS

BUYING POWER

The median income for full-time registered nurses in Texas is roughly \$68,000. Many TNA members are nurses in leadership roles making \$85,000+.

More than 42% of Texas Nurses Association members hold management positions with buying power within healthcare facilities.

TNA MEMBERS*

FEMALE

90%



MALE

9%



**1% did not disclose.*

Source: Texas Nurses Association

READER DEMOGRAPHICS

WELL-ESTABLISHED READERSHIP

Our 10,000+ members represent all segments of the nursing practice, direct care to leadership, consulting to advanced practice, and education to legislation. TNA members come from all practice settings: Hospital, home and community health, public health, higher education, long-term care, school health, and policy.

READERS BY TYPE OF FACILITY

INPATIENT/HOSPITAL

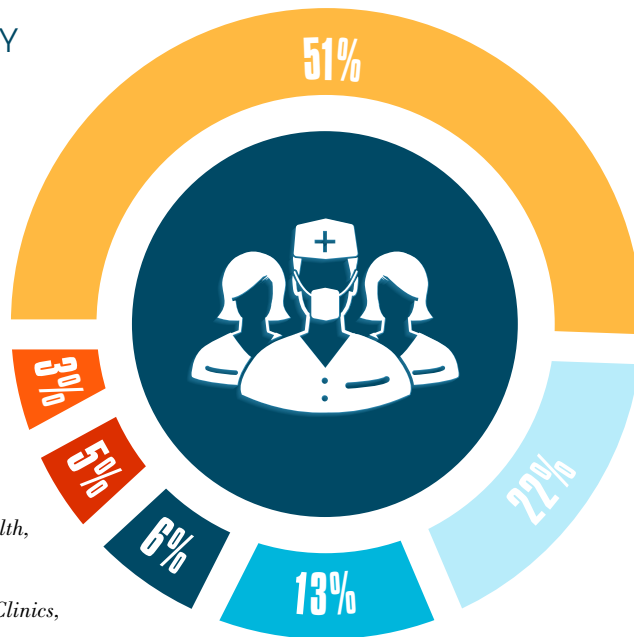
OTHER*

SCHOOL OF NURSING FACULTY

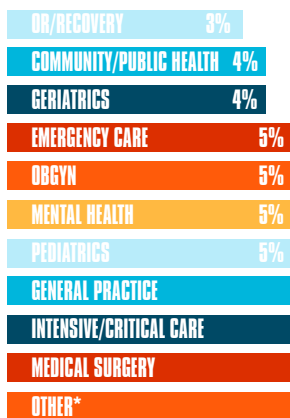
OUTPATIENT

**SCHOOL/COMMUNITY/
PUBLIC HEALTH**

**PHYSICIAN/
DENTAL OFFICE**



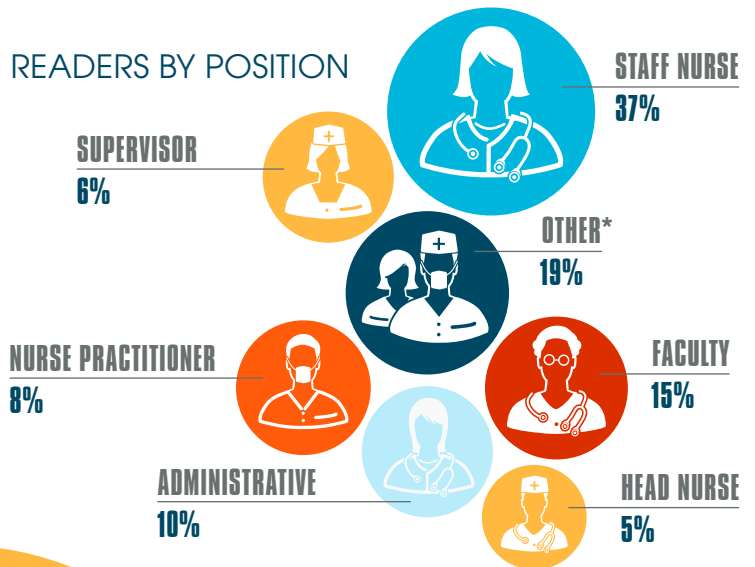
*Other includes Home Health, Military, Nursing Home, Occupational Health, Self-Employed, Free Standing Clinics, and unspecified



READERS BY SPECIALTY

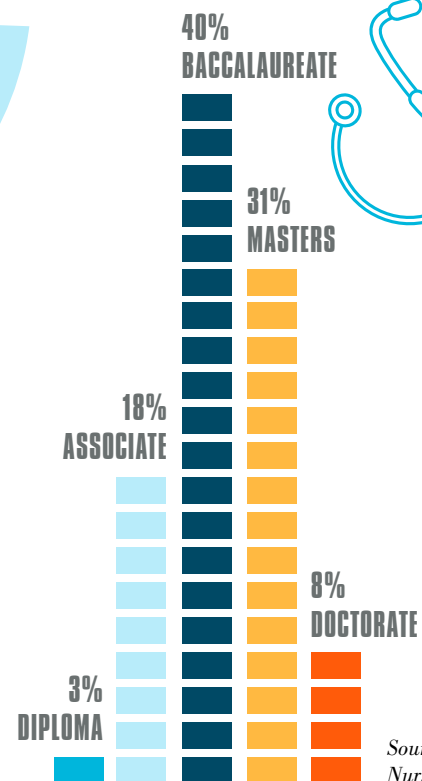
*Other includes Oncology, Home Health, Neonatology, Rehabilitation and unspecified

READERS BY POSITION



*Other includes Inservice, School Nurse, Office Nurse, Consultant, Clinical Nurse and unspecified

READERS HIGHEST LEVEL OF EDUCATION



Source: Texas Nurses Association

A VEHICLE FOR YOUR MARKETING SUCCESS

Texas Nursing offers a unique, cost-effective channel to reach Texas nurses and related personnel. Your advertisement in *Texas Nursing* can help you attract nursing professionals to learn about your services and products, and reinforce your brand and position with the market—ultimately helping you establish a relationship with Texas Nurses Association members. Our team will work with you one-on-one to make sure your message is on-target, well-timed and complements your other marketing activities.

PUBLICATION SPECIFICATIONS & RATES

Texas Nursing is an 8 1/2" by 11", four-color publication and is published quarterly.

Six ad sizes are available. All rates are per insertion. Guaranteed special placement is an additional 10 percent of the advertising rate per insertion.

ADVERTISING RATES						
	FULL COLOR			BLACK & WHITE		
FREQUENCY	1X	2X	4X	1X	2X	4X
Full Page	\$2,025	\$1,823	\$1,640	\$1,620	\$1,458	\$1,312
2/3 Page	\$1,675	\$1,508	\$1,357	\$1,340	\$1,206	\$1,085
1/2 Page	\$1,500	\$1,350	\$1,215	\$1,200	\$1,080	\$972
1/3 Page	\$1,275	\$1,148	\$1,033	\$1,020	\$918	\$826
1/4 Page	\$975	\$878	\$790	\$780	\$702	\$632
3/16 Page Square	\$625	\$563	\$506	\$500	\$450	\$405
Business Card	\$425	\$383	\$344	\$340	\$306	\$275

ADVERTISING SALES CONTACT

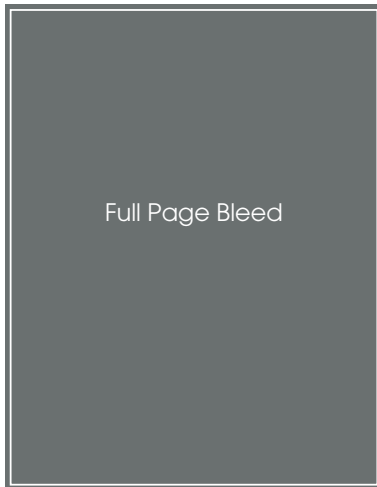
Chellie Thompson
 Monarch Media & Consulting, Inc.
 chellie@monarchmediainc.com
 512-293-9277

TERMS & CONDITIONS

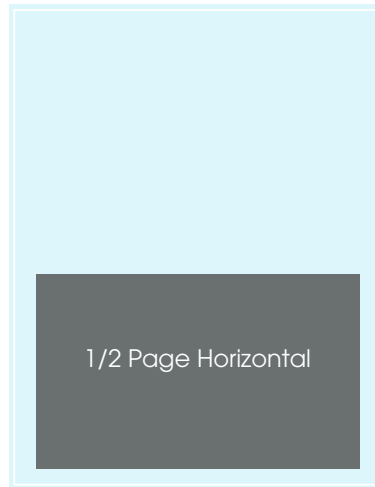
All copy and contracts are subject to approval. Both the Texas Nurses Association and Monarch Media reserve the right to refuse advertisements not in accordance with the advertising policies of *Texas Nursing*. Additions and corrections to advertisements that are received less than 15 days prior to the date of issue are not guaranteed.

Billing terms are "Net 30 Days." A 15 percent discount is granted to agencies on invoices paid within 30 days.

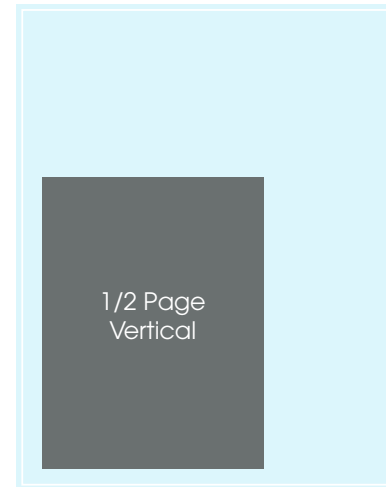
MECHANICAL REQUIREMENTS



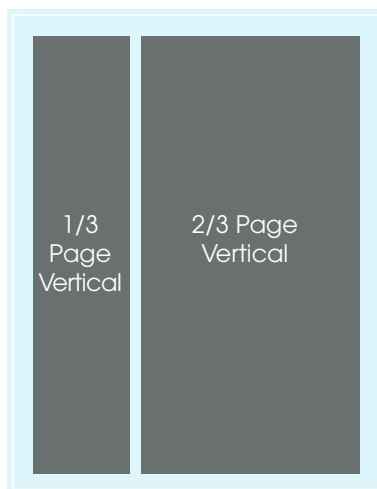
TRIM: 8.25" wide x 10.75" tall
BLEED: 8.5" wide x 11" tall



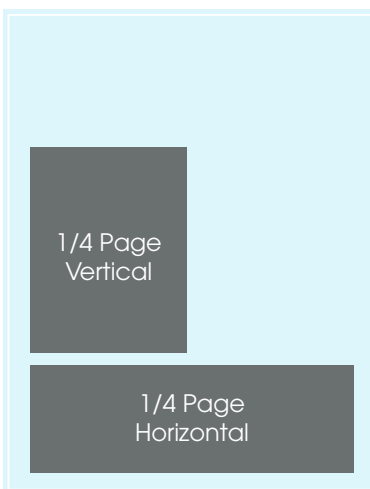
1/2 HORIZONTAL:
7.25" wide x 4.375" tall



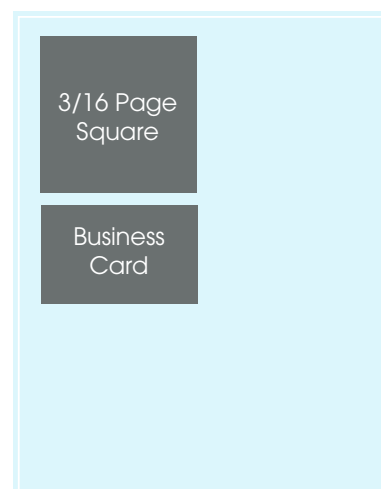
1/2 VERTICAL:
4.75" wide x 6.25" tall



1/3 VERTICAL
2.25" wide x 9.1875" tall
2/3 VERTICAL:
4.75" wide x 9.1875" tall



1/4 VERTICAL:
3.5" wide x 4.375" tall
1/4 HORIZONTAL:
7.25" wide x 2.25" tall



3/16 SQUARE:
3.5" wide x 3.5" tall
BUSINESS CARD:
3.5" wide x 2.25" tall

Shown at 15% of actual print size.

PRODUCING YOUR AD

COLOR

Use CMYK, four-color process for all images and graphics that print in color. Use grayscale for all black and white ads.

FONTS

Embed all fonts. To avoid font issues with EPS files, convert all fonts to outlines.

BLEED/LIVE SPACE

Full page ads may bleed. Use bleed specs which allow an 1/8" (0.125") beyond trim. Omit crop marks or offset crop marks by at least 1/4" (0.25"). Live matter (anything important or necessary to the reader) must be 1/4" (.25") from the trim.

IMAGE RESOLUTION

All images should be 300 dpi.

FILE TYPE

Provide a print-resolution (300 dpi) PDF with live or vector type. Embed all fonts or convert to outlines.

Files received in any other format are subject to standard production rates of \$80 per hour with a minimum of one hour.

SUBMITTING YOUR AD

EMAIL & FTP

E-mail your ad directly to Chellie Thompson at Monarch Media, chellie@monarchmediainc.com.

You may FTP your ad to Monarch Media if the file is too large for e-mail. You must use an FTP client such as Cyberduck or Core FTP to upload your file.

FTP Server: <ftp.monarchmediainc.com>

Username: mmcftp@monarchmediainc.com

Password: mmcftp12

MATERIALS DEADLINE

See the schedule below. A signed ad agreement must be received to reserve space by the close of business on the reservations deadline.

QUESTIONS?

If you have questions regarding the production or submission of your advertisement, please contact:

Chellie Thompson

Monarch Media & Consulting, Inc.

chellie@monarchmediainc.com

512-293-9277

monarchmediainc.com

ADVERTISING DEADLINES

TN ISSUE	RESERVATIONS DEADLINE	MATERIALS DEADLINE	TN MAIL DATE
2018 VOLUME 92, ISSUES 1 - 4			
Winter	2/5/2018	2/7/2018	2/28/2018
Spring	4/30/2018	5/2/2018	5/23/2018
Summer	7/30/2018	8/1/2018	8/22/2018
Fall	10/29/2018	10/31/2018	11/21/2018
2019 VOLUME 93, ISSUES 1 - 4			
Winter	2/4/2019	2/6/2019	2/27/2019
Spring	4/29/2019	5/1/2019	5/22/2019
Summer	7/29/2019	7/31/2019	8/21/2019
Fall	10/28/2019	10/30/2019	11/20/2019