

Urologic Nursing

Official Journal of the Society of Urologic Nurses and Associates, Inc.

● Effect of a Nurse-Directed Education Program on Improvement in Severity of Symptoms and Quality of Life among Patients with Benign Prostate Hypertrophy: A Quasi-Experimental Study

● Characteristics of Nursing Homes with High Rates of Urinary Tract Infections among Their Residents with Obesity

● Remote Continuous Temperature Monitoring for Postoperative Complications: A Urinary Retention Case Report

Earn 3.7 NCPD contact hours



Urologic Nursing Journal

Urologic Nursing is a fully digital publication.

- Search keywords and authors
- Clickable links to review additional resources
- Increased image quality
- Ability to embed video and audio
- Speedy access to previous journals

Official Publication of

Society of Urologic Nurses and Associates, Inc.
856-256-2335 | suna.org

Editor

Susanne A. Quallich, PhD, ANP-BC, NP-C, CUNP, FAANP

National Advertising Representative

Anthony J. Jannetti

Advertise your products and services to more than 2,000+ urologic nurses and associates.



Coverage for both publications

Urologic Nurses in

- Physicians' Offices
- Clinics
- Hospitals
- Independent Practices



Mission Statement

Empowering Healthcare Professionals to Improve the Quality of Life for Urology Patients and Caregivers

Vision

Optimal Outcomes for All Patients through High Quality Care

General Information & Circulation

Issuance — Six Times a Year

January/February, March/April, May/June,
July/August, September/October,
November/December

Established

1981

Electronic Subscription Data

Individual: \$74.00 one year; \$124.00 two years
Institution: \$110.00 one year; \$173.00 two years
Single copy: \$23.00

Editorial Philosophy

Urologic Nursing is the official publication of the Society of Urologic Nurses and Associates. The journal serves as the primary journal information source for urologic health professionals practicing in hospitals, clinics, urology offices, extended care facilities, and surgical units.

Published six times per year, **Urologic Nursing** contains original peer-reviewed clinical articles including NCPD features, clinical insights, and professional news on the latest developments concerning the care of urologic patients. **Urologic Nursing's** content is targeted toward its diverse readership – nurses and allied health care professionals.

Coverage & Market

Coverage – National

Market Served – Urologic nurses who work in physicians' offices, clinics, hospitals, and other health care professionals with a primary interest in urologic patient care.

Circulation

2,000+ per Issue

Membership Profile

Licensure	
RN	46.1%
Nurse Practitioner	40.2%
LPN / LVN	5.0%
Other	8.7%
Years in Urology	
Less Than 1	10.5%
1 – 5	29.8%
6 – 10	20.6%
11 – 15	11.6%
Over 15	27.5%
Employer	
Hospital	26.6%
MD Office	29.9%
Clinic	29.9%
Other	13.6%
Clinical Practice Area *	
Ambulatory Surgery	8.7%
Geriatrics	7.4%
Hospital / Inpatient	13.0%
Incontinence	18.9%
Lithotripsy	4.6%
Long Term Care	1.7%
Nursing Education	7.9%
Office, Clinic, & Outpatient	51.0%
Oncology	12.1%
Operating Room / Cystoscopy	9.4%
Pediatrics	4.5%
Research	3.7%
Sacral Nerve Stim	6.9%
Sexual Dysfunction	12.9%
Staff Development	4.0%
Urodynamics	13.8%
Other	3.9%

* Please note, some members/readers checked more than one practice area.

Advertising Rates / Premium Positions

Advertising Rates Per Insertion (effective January 1, 2024)

Size	1X	6X	12X
One Page	\$ 1,940	\$ 1,770	\$ 1,650
Junior Page	\$ 1,480	\$ 1,350	\$ 1,215
1/2 Page	\$ 1,255	\$ 1,175	\$ 1,100
1/4 Page	\$ 955	\$ 900	\$ 845

Premium for Preferred Positions

Position	Premium
2nd Cover	30%
Page 1	30%
Page Facing 1st Table of Contents – LHP	25%
Page Facing 2nd Table of Contents – RHP	25%
Page Facing First Text	25%
Other Guaranteed Positions	20%

Closing Dates / Special Issues

2024 Issue Date	Space	Material
January/February	1/4/2024	1/11/2024
March/April	3/1/2024	3/8/2024
May/June	5/1/2024	5/8/2024
July/August	7/3/2024	7/10/2024
September/October	9/1/2024	9/8/2024
November/December	11/1/2024	11/8/2024

- **January/February** – *Advanced uroLogic, The Premier Conference for Advanced Practice Professionals* March 1-3, 2024 in Nashville, TN.
- **September/October** – *uroLogic, The Premier Conference for Urology Professionals* September 26-29, 2024 in Orlando, FL.
- **All Issues** – NCPD Feature

Mechanical Requirements

Size	Width	Height
Full Page	8 1/8"	10 7/8"
Junior Page	4 1/2"	7 1/2"
Half Page (Vertical)	3 3/8"	10 7/8"
Half Page (Horizontal)	8 1/8"	4 7/8"
Quarter Page	3 3/8"	4 7/8"

Additional Options for Advertisers

QR Code
Include a QR Code at no Additional Charge
Video or Audio Embedding
Video - \$200 / Audio - \$150 (up to 3 minutes) Video or Audio File – Includes a “Play” instructing reader to click the play.
Provide a link as follows:
<ul style="list-style-type: none"> • Video – e.g., on YouTube or Other Embedded Video Service • Audio – e.g., on SoundCloud or Other Embedded Video Service (alternatively, audio files can be emailed directly for insertion into the Digital Edition)

Information for Advertisers

Agency Commission

A 15% agency commission will be allowed to qualified advertising agencies if accounts are paid within 30 days. No cash discount is allowed. Line classified ads are not agency commissionable.

Payment Policy

Payment is due upon receipt of invoice. Agency discounts are allowed for accounts paid within 30 days. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for all monies due and payable to publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. All new advertisers must prepay.

Publisher's Liability

Publisher shall not be liable for any costs or damages for failure to publish an advertisement. The Publisher is not responsible for errors in the advertiser's index, or other index listings.

PDF File Ad Submission Checklist

- All PDF files should be high resolution (a minimum of 300 dpi).
- All fonts must be embedded.
- All placed images / photos should be high quality resolution.
- Required dimensions are provided in the ad size chart.
High resolution PDF files should be sent to:
susan.iannelli@suna.org

SUNA Electronic News Bulletin Banner Advertising Opportunities

Published

Twelve (12) Times per Year
(Second Week of the Month)

Closing Dates

25th of Month Prior to Issue

Rate

\$1,000 Net Per Issue *

* **Urologic Nursing** Advertisers receive a 25% Discount

* Banner Advertisements are not Agency Commissionable

Banner Advertisement Specifications

	Specifications
Flexible Size	728 Pixels W x 90 Pixels H
File Size	Less than 200K
Specifications	Static Ad Only; No Flash or html5
Material	jpeg or gif (may be animated)



Contact Information

For more information, or to reserve space, please contact Susan Iannelli.
856-256-2376 | susan.iannelli@suna.org | **Urologic Nursing**, PO Box 56, Pitman, NJ 08071