

2020

ADVERTISING Rates & Data

September-October 2019 / Volume 39 Number 5

Urologic Nursing

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

IN THIS ISSUE

Celebrating 50 Years of SUNA and Urology Nursing

'The Patients Are My Biggest Inspiration - They Are Brave': Reflections on Urology Nursing

Reflections of a SUNA Member's Journey

A 50-Year Review of Lapedes' Clean Intermittent Catheterization: A Revolutionary, Life-Saving, Quality-of-Life Improving Technique For Bladder Management

50 Years of Urinary Tract Infections and Treatments - Has Much Changed?

CNE *History of Ostomy and Urinary Diversions*

CNE *History of Prostate Cancer Over the Last 50 Years*

50 Years of Erectile Dysfunction: How Far Have We Come?

CNE *50 Years of Pessary Use*

Earn 4.1 Contact Hours in this Issue

SUNA Society of Urologic Nurses and Associates
sun.org

Celebrating 50 YEARS 1969-2019

Advertise
your products and
services to more than
3,000+ urologic nurses
and associates.

Coverage
Urologic nurses in
Physicians' Offices
Clinics
Hospitals
Independent Practices



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

2020 ADVERTISING Rates & Data

Urologic Nursing

General Information & Circulation

Issuance:

- Frequency: Six times a year — January/February, March/April, May/June, July/August, September/October, and November/December
- Issue/Date: 1st of February, April, June, August, October and December

Established:

1981

Subscription Data:

Individual: \$64.00 one year; \$110.00 two years
Institution: \$97.00 one year; \$162.00 two years
\$19.00 per single copy

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 CNE 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.

Editorial/Advertising Ratio:

A maximum average of 50/50 is maintained.

Services to Advertisers:

- Advertising placement interspersed
- Advertisers' index
- SUNA mailing list available for purchase to regular advertisers
- Bonus circulation

Circulation

3,000+ per issue

Circulation Verification

Sworn statements and U. S. Post Office records for second class mail.

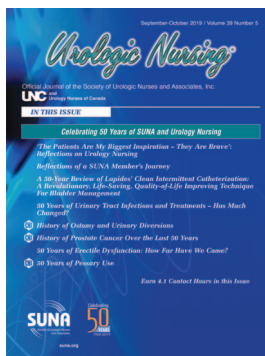
Coverage and Market

- Coverage: National
- Market Served: Urologic nurses who work in physicians' offices, clinics, and hospitals; other health care professionals with a primary interest in urologic patient care; urology offices; libraries and institutions.

Membership Profile

Licensure	
RN	51%
Nurse Practitioner	31%
LPN/LVN	6%
Other	12%
Years in Urology	
Less Than 1	20%
1 - 5	32%
6 - 10	15%
11 - 15	10%
Over 15	24%
Employer	
Hospital	30%
MD Office	32%
Clinic	26%
Other	12%
Clinical Practice Area*	
Ambulatory Surgery	10%
Geriatrics	9%
Hospital/Inpatient	16%
Incontinence	26%
Lithotripsy	6%
Long Term Care	2%
Nursing Education	9%
Office, Clinic & Outpatient	56%
Oncology	14%
Operating Room/Cystoscopy	13%
Pediatrics	6%
Research	5%
Sacral Nerve Stim	8%
Sexual Dysfunction	16%
Staff Development	6%
Urodynamics	20%

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



Official Publication of:

Society of Urologic Nurses and Associates, Inc.
East Holly Avenue / Box 56
Pitman, New Jersey 08071-0056
856-256-2335
www.suna.org

Editor:

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

National Advertising Representative:

Anthony J. Jannetti, Inc.
East Holly Avenue / Box 56
Pitman, NJ 08071-0056
Phone: 856-256-2376; FAX: 856-589-7463
Susan Iannelli, Marketing Manager, Advertising

Internet Communication:

unj_adver@ajj.com | www.suna.org

Rates: Advertising rates per insertion (black and white) effective January 1, 2019:				
	1X	6X	12X	24X
One Page	\$1,765	\$1,610	\$1,500	\$1,375
2/3 Page	\$1,450	\$1,345	\$1,250	\$1,180
Junior Page	\$1,345	\$1,225	\$1,105	\$1,040
1/2 Page	\$1,140	\$1,070	\$1,000	\$920
1/3 Page	\$1,000	\$905	\$840	\$770
1/4 Page	\$870	\$820	\$770	\$735

Color Rates (Additional Per Page Per Insertion):	
Second Color (Matched Out of Four Color Process)	\$ 725
Four Color	\$1,725
Bleed	No Charge

Preferred Positions (Premium charged on B&W Rate):	
2nd Cover*	30%
3rd Cover*	20%
4th Cover*	50%
Page One	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%
Bellyband	Call for Price
Cover tip	Call for Price
* Covers are non-cancelable.	
Inserts: *	
Two-page	3 Times Earned B&W Rate
Four-page	5 Times Earned B&W Rate
Business Reply Card (perfect bound)	1 1/2 Times Earned B&W Rate
Note – BRC must be accompanied with a minimum of a full page advertisement. Please call for BRC specifications.	
Insert Quantities	See Next Page Under Insert Requirements
* Please contact <i>Urologic Nursing</i> for Outsert information and pricing.	

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 due upon receipt. Agency discounts are allowed only 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. Publisher reserves the right to require prepayment for advertisements. All new advertisers must prepay.

Journal and Online Position Available Advertisements:

Position available advertisements are accepted in the Journal and Online. Following receipt of written copy and advance payment, advertisements will automatically:

- Appear in the next available issue of *Urologic Nursing*.
- Receive a **bonus posting** on SUNA's website, www.suna.org, at no additional charge, for a period of eight (8) weeks.

Copy can be submitted either:

- Online at www.suna.org
- E-mail to susan.iannelli@suna.org

Fees:

- \$230 net for up to 10 lines (40 characters per line) and \$23.00 per line thereafter.

Payment:

- All advertising must be prepaid by check (payable to *Urologic Nursing*) or credit card.

Earned Rates:

Rates are earned by total number of insertions used 12 months from date of first insertion. A spread is counted as two insertions. Inserts count each page as one insertion. Space used by various subsidiaries of a parent company is combined for accounting of earned rates.

Rate Protection Policy:

Rates subject to change without notice. 20120 rates will be in effect for all advertising as of the January/February 2020 issue. Contracts for six or more insertions placed from January/February 2020 through November/December 2020 issues are protected at the rate shown on the rate card.

Frequency/Rate Adjustments:

Frequency rates for regular advertisers will be established when you run the first ad of the calendar year. This established frequency will be used for the entire year. Any adjustments (debits or credits) will be made at the end of the calendar year.

Special Issues/Closing Dates 2020 (Six times per year)	
January/February	CLOSING DATE: December 28
Conference Issue for Advanced Practice Professionals	
• Bonus distribution at <i>Advanced uroLogic, The Premier Conference for Advanced Practice Professionals</i> , to be held in Dallas, TX, March 27-29, 2020.	
March/April	CLOSING DATE: February 25
CNE Feature	
May/June	CLOSING DATE: April 25
CNE Feature	
July/August	CLOSING DATE: June 25
CNE Feature	
September/October	CLOSING DATE: August 25
CNE Feature – Annual Conference Issue for Urology Professionals	
• Bonus distribution at <i>uroLogic, The Premier Conference for Urology Professionals</i> , to be held in New Orleans, LA, October 9-12, 2020.	
November/December	CLOSING DATE: October 27
CNE Feature – Post Conference Issue	
• Reaches nurses immediately following the 2020 Annual Conference	
• Annual Index of 2019 Articles	



Mission Statement

As a professional community of urologic nurses and associates, SUNA is committed to enriching the professional lives of our members and improving the health of our patients and their families, through education, research, and evidence-based clinical practice.

Acceptance of Advertisements:

All advertisements are subject to approval by the Society of Urologic Nurses and Associates (SUNA). SUNA may refuse acceptance of advertising space for any reason or no reason at the sole discretion of SUNA.

Ad Placement:

Unless otherwise guaranteed, *Urologic Nursing* will rotate regular advertisements front to back every other issue. Placement away from competitors can not be guaranteed.

Publisher's Liability:

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

Insert Requirements/Perfect Bound Publication/Quantities:

2 Page Bound In - Size should be 8 3/8" x 11 1/8". This size allows for trimming off 1/8" in the binding; 1/8" off the outside; 1/8" off the top; and 1/8" off the bottom.

4 Page Bound In - Size should be 8 3/8" x 11 1/8". This size allows for trimming off 1/8" in the binding; 1/8" off the outside; 1/8" off the top; and 1/8" off the bottom.

Quantities: Please consult with *Urologic Nursing* for shipping instructions and quantities. Preliminary quantities are: February 4,000; April 3,500; June 3,500; August 3,500; October 4,000; December 3,500. Call for actual quantities.

Mechanical Requirements

	Width	Height
One Page	7"	10"
2/3 Page	4 1/2"	10"
Junior Page	4 1/2"	7 1/2"
1/2 Page (V)	3 3/8"	10"
1/2 Page (V) (with bleed)	4 1/8"	11 1/8"
1/2 Page (H)	7"	4 7/8"
1/2 Page (H) (with bleed)	8 3/8"	5 1/2"
1/3 Page (V)	2 1/4"	10"
1/3 Page (H)	4 1/2"	4 7/8"
1/4 Page	3 3/8"	4 7/8"
Bleed Page Size	8 3/8"	11 1/8"
Trim Size	8 1/8"	10 7/8"
Spread Bleed Size	16 1/2"	11 1/8"
Spread Trim Size	16 1/4"	10 7/8"

Digital/Reproduction Requirements

General Information:

- *Urologic Nursing* is printed in four color process, cyan, magenta, black, and yellow.
- Stock: Cover – 80lb.; Inside – 50lb.
- Line screen is 300 dpi. Maximum density under 300%.

PDF file is the accepted format:

PDF files should be sent via to susan.iannelli@ajj.com. All PDF files should be of high resolution (a minimum of 300 dpi) and print ready. All fonts and graphics must be embedded.

Bleed Information: Keep live matter 1/4" from trim, 1/4" from gutter.

Binding: *Urologic Nursing* is perfect bound.

Electronic Materials:

Electronic materials will be kept on file for one (1) year from date of last insertion. A new high resolution PDF file would need to be emailed to susan.iannelli@sun.org

Forward all contracts, insertion orders, and printing materials to:

Urologic Nursing

c/o Anthony J. Jannetti, Inc.

Postal:

Box 56, Pitman, NJ 08071-0056

UPS/Overnight Service:

200 East Holly Avenue, Sewell, NJ 08080

Attention: Susan Iannelli, Marketing Manager, Advertising

Phone: 856-256-2376

Fax: 856-589-7463

Email: susan.iannelli@sun.org

For more information, or to reserve space,
please call Anthony J. Jannetti, Inc. at 856-256-2376