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

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.

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

2020 ADVERTISING Rates & Data

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.

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 & Closing Dates


### Rates:

Advertising rates per insertion (black and white) effective January 1, 2019:

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>$1,765</td>
<td>$1,610</td>
<td>$1,500</td>
<td>$1,375</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,450</td>
<td>$1,345</td>
<td>$1,250</td>
<td>$1,180</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$1,345</td>
<td>$1,225</td>
<td>$1,105</td>
<td>$1,040</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,140</td>
<td>$1,070</td>
<td>$1,000</td>
<td>$920</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,000</td>
<td>$905</td>
<td>$840</td>
<td>$770</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$870</td>
<td>$820</td>
<td>$770</td>
<td>$735</td>
</tr>
</tbody>
</table>

### Color Rates:

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 Urologic Nursing 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)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 28</td>
</tr>
<tr>
<td>Conference Issue for Advanced Practice Professionals</td>
<td>at Advanced uroLogic, The Premier Conference for Advanced Practice Professionals, to be held in Dallas, TX, March 27-29, 2020.</td>
</tr>
<tr>
<td>March/April</td>
<td>February 25</td>
</tr>
<tr>
<td>CNE Feature</td>
<td></td>
</tr>
<tr>
<td>May/June</td>
<td>April 25</td>
</tr>
<tr>
<td>CNE Feature</td>
<td></td>
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<tr>
<td>July/August</td>
<td>June 25</td>
</tr>
<tr>
<td>CNE Feature</td>
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<tr>
<td>September/October</td>
<td>August 25</td>
</tr>
<tr>
<td>CNE Feature – Annual Conference Issue for Urology Professionals</td>
<td>at uroLogic, The Premier Conference for Urology Professionals, to be held in New Orleans, LA, October 9-12, 2020.</td>
</tr>
<tr>
<td>November/December</td>
<td>October 27</td>
</tr>
<tr>
<td>CNE Feature – Post Conference Issue</td>
<td>Reaches nurses immediately following the 2020 Annual Conference</td>
</tr>
<tr>
<td></td>
<td>Annual Index of 2019 Articles</td>
</tr>
</tbody>
</table>
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.