Emory Nursing (biannual distribution to 37,000+ consumer audience)

Distribution:
- 6,500 print copies to School of Nursing alumni
- 4,000 print copies to donors, U.S. nursing school deans, health care leaders, and legislators
- 23,000 email promos to Woodruff Health Sciences Center faculty and staff
- 4,000 email promos to nursing school alumni and students

Demographic Highlights:
Alumni of the Nell Hodgson Woodruff School of Nursing are a loyal, professional, and engaged readership of clinicians, scientists, and educators committed to advancing nursing practice in hospitals, physician offices, and community settings and at the policy level—locally, nationally, and globally.

Emory Nursing Ad Rates, 2014-2015

<table>
<thead>
<tr>
<th>SIZE</th>
<th>ONE ISSUE</th>
<th>TWO ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page, inside back cover</td>
<td>$800</td>
<td>$700</td>
</tr>
<tr>
<td>½ page, back cover</td>
<td>$700</td>
<td>$600</td>
</tr>
<tr>
<td>Full-page inside interior</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>½ page, interior</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>Display ad, e-blast (header)</td>
<td>$400</td>
<td>$300</td>
</tr>
<tr>
<td>Display ad, e-blast (footer)</td>
<td>$300</td>
<td>$250</td>
</tr>
</tbody>
</table>

Ad submission deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE SPACE</th>
<th>MATERIALS DUE</th>
<th>MAIL DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>December 15</td>
<td>February 1</td>
<td>April 1</td>
</tr>
<tr>
<td>Fall</td>
<td>June 15</td>
<td>August 1</td>
<td>October 1</td>
</tr>
</tbody>
</table>

For more information or to reserve your space, contact Pam Auchmutey at pauchmu@emory.edu or 404.712.9265.
The EMORY NURSING eBulletin is an html e-mail roundup of featured articles in the latest issue of Emory Nursing. Include a URL to your website or promotional campaign and your audience can be connected with one click. This advertising opportunity is only available to Emory University departments and programs.

DISTRIBUTION
The Emory Nursing eBulletin is e-mailed twice a year to 23,000 Emory Health sciences faculty, and staff and 4,000 Emory Nursing School alumni students announcing the publication of the magazine.

PLACEMENT AND SPECIFICATIONS
Ads appear in the upper or lower portion of the Emory Nursing eBulletin. Accepted file formats are .jpg or .gif images with the following specifications:

Dimensions: 500 W x 100 H pixels

PRICING
Advertisements run one time. Discounts are available for multiple runs.

The cost for one eBulletin insertion is $400 (header) and $300 (footer).

MAKE A RESERVATION
Ads are generally run on a first-come, first-served basis. eBulletin advertising requests must be received 10 days prior to your desired distribution date, and final graphics must be submitted 7 days prior to the distribution date.

To place an advertisement, contact Pam Auchmutey at pauchmu@emory.edu or call 404.712.9265.

IMPORTANT TECHNICAL NOTE
The Emory Nursing eBulletin is designed in an html web-based format, which means there is a possibility that photos, graphics, or text formatting will not be visible in certain e-mail programs. To ensure your message reaches the total audience, a text-only version accompanies the html-formatted eBulletin.
Advertising Guidelines for All Advertising

AD PLACEMENT
Space is limited and advertising will be taken on a first-come, first-served basis. Placement of the ad is at the discretion of the editor. To guarantee placement on a certain page (except page 1, a 25% additional fee will be charged.

CLIENT RESPONSIBILITY
The client is solely responsible for the accuracy of the advertising content. All ads must be clearly recognizable as advertisements by design. If not, the editor will label them as such.

PROFESSIONAL DESIGN SERVICES
Professional design services are available at an additional charge. The rate is $50/hour. Ask your advertising representative for details.

ACCEPTANCE
All advertising is subject to the editor’s approval. The advertiser agrees to indemnify and protect the publisher from loss or expense on claims or suits based on submitted advertising.

PAYMENT
Clients are billed in advance of publication. Credit cards and checks are accepted.

CONTENT GUIDELINES
Emory Nursing reserves the right to revise, reject, or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to Emory University or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene, or a violation of the law or University policies and rules.

CANCELLATION POLICY
To cancel an ad, clients must contact an advertising representative at least 7 days prior to the materials due date (see “Ad Submission Deadlines” on the first page) or clients may be subject to a service charge of 25% of the advertisement cost.

TO ADVERTISE
Pam Auchmutey
pauchmu@emory.edu
404.712.9265

ACCOUNTING OR BILLING INQUIRIES
Ed Moseley
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407.712.5274