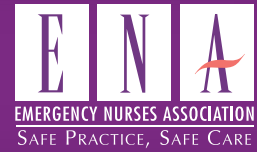


2017 ENA Connection



ENA Connection is the official magazine of the Emergency Nurses Association and is the perfect place to build brand awareness with emergency nurse leaders. As a leading resource to which emergency nurses can turn for the latest trends in emergency care, your message in ENA Connection provides exposure to 42,000 emergency nurses worldwide. ENA Connection is published 12x per year in both print and digital formats. Advertising appears in both formats.



ENA Connection Readers Are Your Target Audience

2016 Connection Readership Survey



Greater than
4 in 5

believe ENA Connection is 'excellent/very good' at keeping them informed about their profession.



More than
3 in 5

believe the advertisements in ENA Connection are a valuable source of product and service information.

OVER HALF



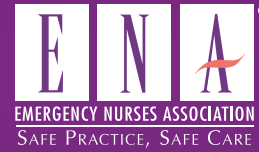
respondents have a stake in the purchase of products.

MORE THAN



intend to pursue products they saw advertised in ENA Connection within 12 months.

2017 ENA Connection Rates



File Format

High-resolution PDF (300 dpi).

Please email files under 10 MB to ENA.
Contact us for delivery of files over 10 MB.

ENA Connection Editorial Calendar

Issue	Editorial Feature	Ad Closing	Materials Due
January	Winter Hazards (Falls/Head Injuries/Trauma)	11/25/16	11/30/16
February*	Cardiac Emergencies	12/21/16	12/28/16
March	Poison Prevention	1/24/17	1/31/17
April*	Human Trafficking & Child Abuse	2/22/17	2/29/17
May	Stroke Awareness & Mental Health (Pediatric)	3/22/17	3/29/17
June (Consumer Issue)	Men's Health & Alcohol Abuse & Seasonal Safety	4/24/17	5/1/17
July	Crisis Management in the ED	5/23/17	5/30/17
August*	Day on the Hill & Opioid Abuse	6/21/17	6/28/17
September	Disaster Preparedness & Sepsis	7/24/17	7/31/17
October	Infection Prevention/Superbugs & Mental Health (Adults)	8/21/17	8/28/17
November	GI vs. MI/GERD & Great American Smokeout	9/21/17	9/28/17
December*	Technology/New Products	10/23/17	10/30/17

*Bonus Distributions: February - Nursing Schools; August - Emergency Nursing 2017; April, August and December - CNOs, ED Nurse Managers

Advertising Rates (black & white)
All rates include placement in print and digital issues of ENA Connection

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,160	\$2,425	\$1,860
3x	\$2,825	\$2,200	\$1,700
5x	\$2,540	\$1,950	\$1,510
10x	\$2,390	\$1,820	\$1,420
15x	\$2,245	\$1,700	\$1,315
20x	\$2,095	\$1,565	\$1,230

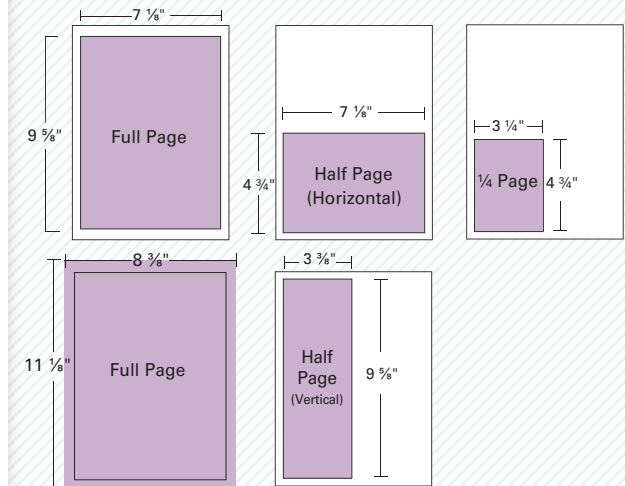
Color Charges
4-color \$1,540

Cover Positions

- Outside Back Cover** b/w rate plus 50% plus color charge
- Inside Front Cover** b/w rate plus 25% plus color charge
- Inside Back Cover** b/w rate plus 15% plus color charge

*Pricing and product availability can change at anytime without notice.

Advertising Specifications



Trim Size: 8 1/8" x 10 7/8"

Ad Size	Non-Bleed (Live Area) Sizes Width x Height	Bleed Sizes Width x Height
Full Page	7 1/8" x 9 5/8"	8 3/8" x 11 1/8"
1/2 Page (Horizontal)	7 1/8" x 4 3/4"	
1/2 Page (Vertical)	3 3/8" x 9 5/8"	
1/4 Page	3 1/4" x 4 3/4"	

Contact Us

ENA Development Department

Carolyn Stegvik

Advertising Sales Representative

carolyn.stegvik@ena.org

847.460.1214