

The Washington Nurse

ADVERTISER'S GUIDE

The Washington Nurse (ISSN# 0734-5666) is the official publication of the Washington State Nurses Association. It is a full-color magazine printed on book paper, on an offset press.

DIMENSIONS	SCREENS	BINDING
8.25" x 10.5"	175 lines per inch	Saddle-stitch

SUBSCRIPTIONS

All WSNA members receive a subscription to *The Washington Nurse*. Libraries and potential advertisers may subscribe to *The Washington Nurse* for US\$30, US\$36 (Canada/Mexico), or US\$49 (other foreign) per year, paid in advance. Checks should be made payable to WSNA.

CIRCULATION

The Washington Nurse is received by 15,000 RNs and ARNPs in Washington state, as well as nursing libraries and affiliated state nurses associations around the country, and our circulation is growing.

TYPESETTING

Rates shown apply to camera-ready ads. We can typeset and lay out your ad for a \$10 production charge for 1/8 page – 1/3 page ads, or a \$20 production charge for 1/2 page – full page ads.

FORMAT

Camera-ready art should be sent as a .PDF or .EPS file. For advertisements which require layout / typesetting, please send text to us in plain text or Microsoft Word format. Photos should be sent as prints (no slides or negatives) or as high-resolution (300 ppi) .JPG files.

BILLING

Advanced payment preferred. (See discounts below). Approved advertisers will be billed following publication. A tear sheet and/ or one copy of the issue in which your ad appears will be included with your invoice.

PAYMENT

All fees are in U.S. dollars. Checks should be made payable to WSNA.

DISCOUNTS

Discounts do not apply to typesetting (production) fees.

Multiple insertion discounts

Prepayment for multiple insertions earns you the following discounts:

One year (three issues) – five percent discount

Two years (six issues) – ten percent discount

Member discount

WSNA members are entitled to an additional five percent discount.

Agency discount

Bona fide advertising agencies are eligible for a five percent discount.

For more information call 206-575-7979 or send email to wsna@wsna.org.

ABOUT THE WASHINGTON STATE NURSES ASSOCIATION

WSNA is the leading voice and advocate for nurses in Washington. We provide representation, education and resources that allow nurses to reach their full professional potential and focus on caring for patients. WSNA has represented nurses in our state since 1908, leveraging our collective voice to successfully advocate with employers, state agencies and the state Legislature for better working conditions, safe staffing, fair compensation and patient safety. For more than 100 years, WSNA has championed issues that support nurses, advance professional standards and improve the health of individuals and families in Washington.

Find out more at www.wsna.org.



Washington State Nurses Association
575 Andover Park West, Suite 101, Seattle WA 98188

AD SIZES

Back Cover

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		8.25"	7.5"	.25"
	<i>Price</i>	\$1,049		

Inside Cover (Front or Back)

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		8.25"	10.5"	.25"
	<i>Price</i>	\$949		

Full Page

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		8.25"	10.5"	.25"
	<i>Price</i>	\$899		

2 / 3 Page

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		5"	10.5"	.25"
	<i>Price</i>	\$655		

1 / 2 Page (Vertical)

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		3.75"	10.5"	.25"
	<i>Price</i>	\$551		

1 / 2 Page (Horizontal)

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		7"	4.25"	N/A
	<i>Price</i>	\$551		

1 / 3 Page (Vertical)

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		2.625"	10.5"	.25"
	<i>Price</i>	\$383		

1 / 3 Page (Horizontal)

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		4.625"	4.25"	N/A
	<i>Price</i>	\$383		

1 / 6 Page

	<i>Dimensions</i>	WIDTH	HEIGHT	BLEED
		2.25"	4.25"	N/A
	<i>Price</i>	\$166		

Prices effective 6/1/18, and subject to change.