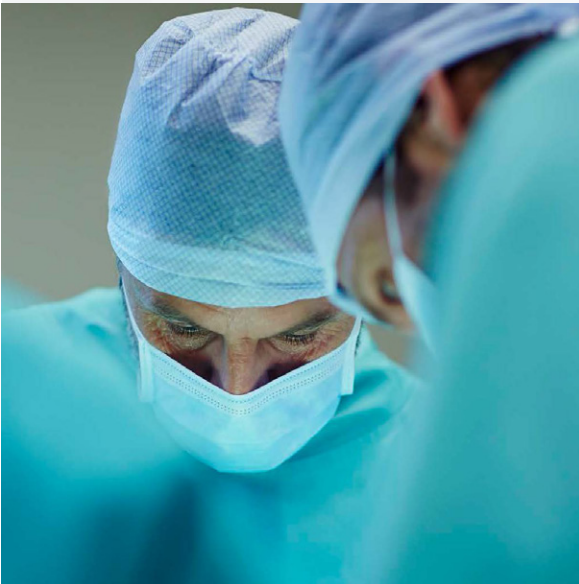




# AANA

American Association of  
**NURSE ANESTHESIOLOGY**



**2025** MEDIA KIT  
& ADVERTISING RATE CARD

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# AANA MEETINGS 2025

## **ASSEMBLY OF DIDACTIC AND CLINICAL EDUCATORS (ADCE)**

**Tucson, AZ**

February 12-15, 2025

A platform for thought leadership in  
nurse anesthesia education.

## **AANA 2025 ANNUAL CONGRESS**

**Nashville, TN**

August 9-13, 2025

The largest networking and education  
event in nurse anesthesiology.

## **MID-YEAR ASSEMBLY**

**Washington, DC**

April 26-April 29, 2025

CRNAs and residents gather in the nation's capital  
to advocate for the profession.

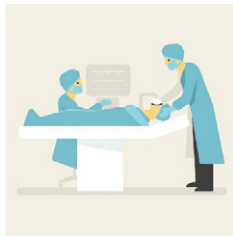
# AANA members are a key target audience...why you should be talking to them



1

## AANA

The American Association of Nurse Anesthesiology was founded in 1931 as the professional association for the specialty and represents more than 65,000 CRNAs, RRNAs and RNs -APRNs



2

## CRNAs Role in Patient Care

- CRNAs practice everywhere anesthesia is delivered
- CRNAs are the sole anesthesia provider in nearly all rural hospitals
- CRNAs are the primary anesthesia services provider in the US Armed Forces.



3

## AANA Journal

- Published bimonthly
- Papers undergo a rigorous, double-blind peer review process under the leadership of an Editor-in-Chief, Editorial Board and 45 reviewers
- Highly valued membership benefit

5

## AANA.com

Official professional website for nurse anesthetists that serves as a gateway to up-to-date information about professional meetings, education, resources, advocacy, membership news and AANA Journal information - [www.aana.com](http://www.aana.com)



4

## AANA Readership

- Journal contains important content-information is valuable to all readers; even newer practitioners!
- 45.9% of our readers prefer print
- 36.4% prefer accessing information via our digital app
- 20.7% of readers prefer online issues
- 41.7% of CRNAs practicing less than 5 years prefer print issues



ANESTHESIA ESSENTIAL

ANESTHESIA ESSENTIAL  
THE OFFICIAL EMAIL  
NEWSLETTER

Anesthesia Essential, the AANA's weekly electronic newsletter, offers AANA members succinct, timely news about the AANA, nurse anesthesia practice, federal and state government affairs, the AANA Foundation, and more. Each issue includes Healthcare Headlines, a compendium of abstracts of articles, and research papers on topics of interest to nurse anesthetists.

WEEKLY NEWSLETTER ADS

Net rates: non-commissionable  
File type: JPG or GIF, max file size 60K

SUBMIT NEWSLETTER ASSETS TO:

Chris Evans Gartley | cevansgartley@healthcommedia.com

32%

Average Open Rate

17,000+

Engaged AANA Members

Leaderboard Ad 728 x 90 pixels (w x h)	Vertical Ad 160 x 240 pixels (w x h)
\$2,795	\$1,045



Vital Signs

Medicare Agency Issues Physician  
Fee Schedule Final Rule for 2025

On November 1, the Centers for Medicare & Medicaid Services (CMS) Medicare Agency officially published a preview of the 2025 [Medicare Physician Fee Schedule \(PFS\) Final Rules](#). Medicare anesthesia payment for CRNAs and physician anesthesiologists continues to face cuts, and this is primarily due to statutory budget neutrality requirements and payment changes that incentivize primary care. CMS finalized the CY 2025 national anesthesia conversion factor (CF) at \$20.3178, which is down by 2.2% from the previous year's CF of \$20.7739. The regular physician CF for CY 2025 is finalized at \$32.3456. AANA continues to work with various coalitions on improving Medicare fee schedule payment in Congress and with CMS.



Hot Topics

How Are We Doing?

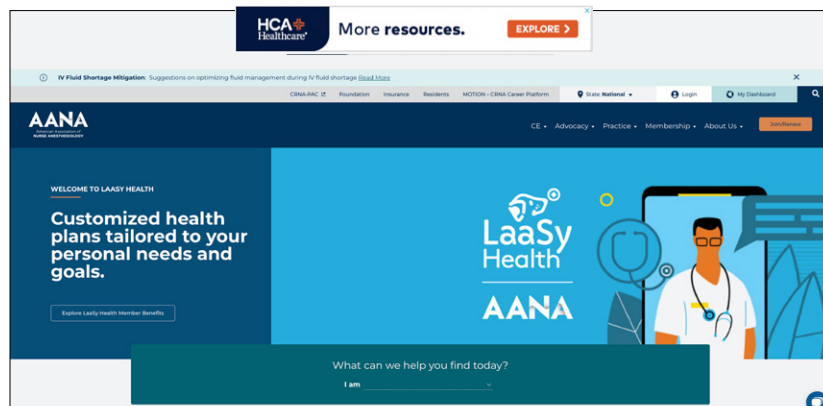
Take this one-question survey to let us know how you feel about AANA. Your anonymous response will be used to determine how well we are serving you, the members.

[Take the survey here.](#)

# AANA.COM OFFICIAL WEBSITE

5

728x90



## AANA.COM

AANA.com is one of the first places that CRNAs go to search for information regarding their profession. AANA's homepage is the gateway for members to find up-to-date information on meetings, education, resources, advocacy, membership news and AANA Journal information.

### Scalable to fit any budget!

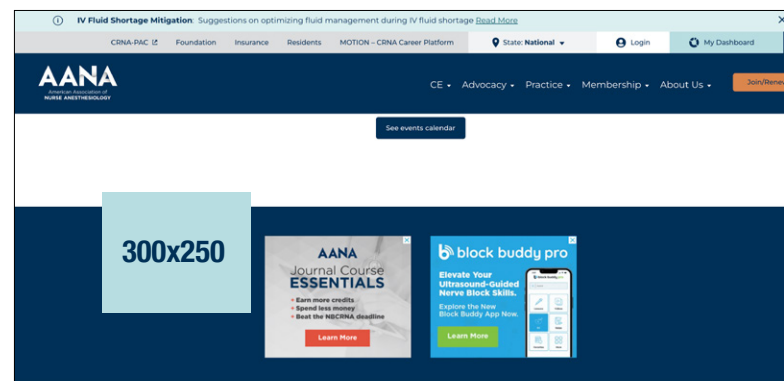
AANA.com generates more than 295,000 page views on average each month. When you place your 300 x 250 px banner ad on the website, it will give your company an edge.

**RETARGETING NOW AVAILABLE\***

\* Your ads will appear on multiple websites and mobile apps, engaging the AANA audience wherever they go!

### SUBMIT WEBSITE ASSETS TO:

Chris Evans Gartley | cevansgartley@healthcommedia.com



### Home Page Banner Ad

Net rates: non-commissionable

Banner Ad: 300 x 250 pixels, JPG or GIF, max file size 40K

Leaderboard Ad: 728 x 90 pixels, JPG or GIF, max file size 40K

300x250	\$105/CPM	20,000 Impression minimum
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728x90	\$120/CPM	20,000 Impressions minimum
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### Run-of-Site

Get maximum visibility with a Run-of-Site banner ad.

Your ad is placed next to valued content throughout the site.

Net rates: non-commissionable

Banner Ad: 300 x 250 pixels, JPG or GIF, max file size 40K

Leaderboard Ad: 728 x 90 pixels, JPG or GIF, max file size 40K

300x250	\$95/CPM	20,000 Impressions minimum
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728x90	\$110/CPM	20,000 Impressions minimum
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## OVERVIEW

We know AANA is important to you and your business. As we continue our mission to provide value to our sponsors we want to share an opportunity to reach our online audience through digital sponsorship.

### What is Ad Retargeting?

Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on The Wall Street Journal.

### Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to AANA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

### Quality Audience

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with AANA's uniquely qualified audience that will showcase your business to those who need you the most.

### How Does It Work?

1

An internet user visits the AANA website



2

The user exits the website



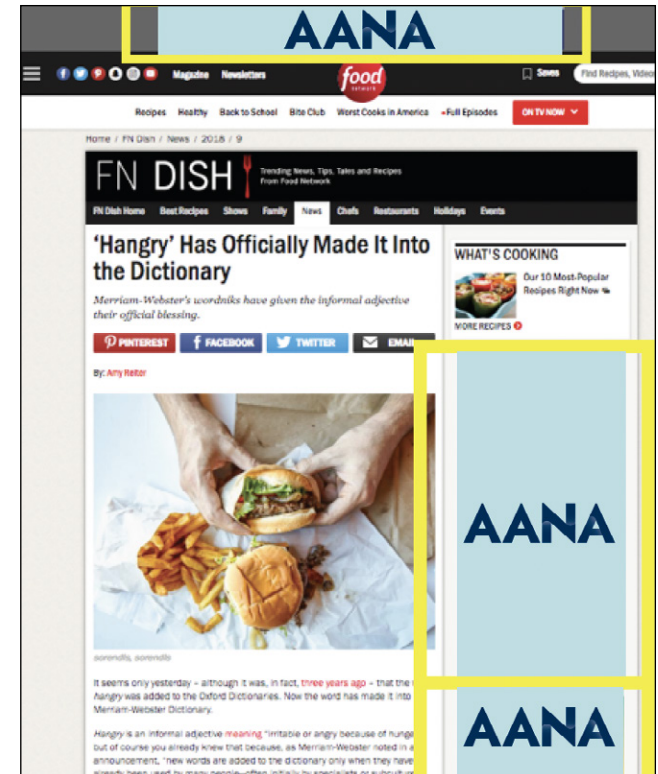
3

Your ad will be displayed on other websites the user visits



### Ad sizes include:

- Leaderboard: 728 x 90
- Wide Skyscraper: 160 x 600
- Square Pop-up: 300 x 250



Your ads will appear on multiple major websites and mobile apps; following the AANA audience wherever they go. Advertising duration will vary based on the plan purchased.

## AANA EBLAST &amp; AANA DIRECT MAIL

**AANA Eblast**

Reach the audience of CRNAs or geo-target to directly connect and message CRNAs with your brand and content. HealthCom Media (HCM) partners with the AANA as the authorized provider of the active CRNA member database. Your targeted and branded message can be directed to this highly specialized and engaged group of nursing professionals, and benefit from the access and intelligence of their official Association.

**Eblast strategic activity format ideas:**

- New Product Announcement
- News/Special Events
- Offer links
- Case Studies/White papers
- Awareness Campaigns
- Staff Recruitment

Rate	\$210/CPM
<b>Production Setup</b> (Geo and demographic targeting)	<b>\$250</b>

HTML production fee may apply (\$300)

**Materials**

Client-supplied materials that meet HCM's HTML Guidelines are due at least 7 business days before deployment. Materials not received 7 days prior to deployment will be assessed a \$150 fee. If materials for a new ad are not received by the due date, HCM has the right to run the most recent ad. If no prior ad is available, HCM will run a house ad and the client will be responsible for the cost of the original insertion order.

**AANA Direct Mail**

Reach AANA active members by renting the AANA's mailing list through a USPS direct mail campaign.

AANA Active Member list:	\$175/M
Approved CE Provider Rate:	\$125/M
State Nurse Anesthetist Association Rate:	\$95/M

The image displays two examples of direct mail pieces. The top example is an AANA (American Association of Nurse Anesthesiology) eblast titled 'A Message from Our Supporters'. It features the AANA logo and a message from the University of Pittsburgh School of Nursing, specifically from Dr. John M. O'Donnell, DrPH, MSN, RN, CRNA, CHSE, FSSH, FAANA, Professor and Chair, Department of Nurse Anesthesia. The bottom example is a Weirton Medical Center (WMC) eblast titled 'WMC is offering CRNAs:'. It lists various benefits for CRNAs, including a sign-on bonus, competitive pay, CEU allowance, and free parking. It also includes a QR code to view current CRNA job opportunities and a QR code to register for a 'MEET & GREET' event on Friday, November 8, 3-5pm at the Weirton Medical Center.

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**Susan Levey**

slevey@healthcommedia.com | 215.489.7002

**Ryan Steiner**

rsteiner@healthcommedia.com | 215.489.7000 x115

# 3rd Party Emails

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## General Design:

- Design with tables—Most email clients don't support formatting with div tags: we recommend using tables to structure your email templates. Make it responsive.
- Specify cell widths—Setting the width of all table cells renders them consistently across email clients.
- Use nested tables—Many major email clients do not support floats, margins, or padding. To position elements; mimic margins and/or padding, use nested tables with specified cell widths.
- Subject line submitted should have no more than 50 characters.
- Maximize visibility—We suggest making your designs no more than 600 pixels wide.
- Use inline styles—Some major email clients don't support CSS in emails, so default to inline styles to format text.
- Specify formatting—Define the font family, color, and sizes for all text in your template.
- No Flash or JavaScript allowed, which is not supported by email clients.
- Avoid empty tags—HCM's email editor strips empty HTML tags from source code. To use empty tags for formatting, you can add a &nbsp; between the tags to prevent them from being removed.

## Images

- Limit images—Some spam filters consider image-heavy emails spam, and some email clients don't render images by default. More type, less images.
- The recommended maximum size is 100KB; anything over can lead to deliverability and display issues. E.g., Gmail clips your html at 102KB. Email clipping hides the end of your message, breaking your layout.
- Most emails are under 50KB. However, sometimes complex progressive enhancements or a large amount of campaign content results in a larger file size.
- Images no more than 72 ppi and max width of 600 ppi (e.g. headers) in JPEG or PNG format.
- Avoid background image—Some email clients do not support background images. If you do use one, set a background color as an alternative in case the image doesn't load.
- Use alt tags for your images—Alt tags display text when images don't load.
- Use absolute URLs for your image locations—E.g., instead of `img src="images/headline.gif"`, use `img src="http://go.HCM.com/images/headline.gif"`.
- Specify height and width for all images.

## Links

- Use absolute URLs for all your links—E.g., use `https://www.HCM.com/help` (instead of `www.HCM.com/help`).
- Limit links—Some spam filters consider emails with too many links to be spam/junk.
- Hyperlink your links—Hide the URLs behind text. HCM rewrites all links beginning with `http://` and `https://` to track your prospect's activities. If the link is not hidden behind text, prospects can see the full rewritten link in the email.
- When using Handlebars Merge Language (HML) merge fields to personalize content.

### Email includes two deployment email tests. Additional deployment tests and files that are not complete/noncompliant will be processed as follows:

- If any further rounds of edits and testing are required, an additional fee of \$150 will be assessed for each round of recoding and retesting that occurs before the message is sent by HCM.
- If HCM production is required to correct the source code, the client will be assessed a fee of \$300
- If HCM production is required to build creative, a charge of \$500 will be assessed.
- If edits arrive to HCM production less than 3 business days before the scheduled send date, the email might be rescheduled, or if HCM production time allows a late fee of \$150 will be assessed.
- If cancellation is received within the 15-day window, full payment will be due.
- HTML fee: If the client does not have the ability to create the HTML, then HCM will be happy to provide this service for layout, design, and production at a cost of \$300. Please send copy, call-to-action (CTA), logo file and images you would like our graphic designer to utilize. (If images can not be supplied by client, we have the option of stock photography).



**Editorial Statement**

The AANA Journal is the official peer-reviewed scholarly journal of the American Association of Nurse Anesthesiology. More than 90% of all active Certified Registered Nurse Anesthetists (CRNAs) receive the Journal, which provides a forum for this vital and long-established specialty in healthcare. Original manuscripts foster the understanding of the science of anesthesia delivery and investigate issues, ideas, and innovations that advance the practice of nurse anesthetists. Authors submit original research, case reports, survey/review articles, letters to the editor, book reviews, and columns such as Education News. Each issue carries an ongoing continuing education series, the AANA Journal Course. CRNAs receive 1 credit for the completion of each article and the corresponding questions at AANALearn.com

**Requirements for Advertising Acceptance:**

- All advertising must be directed to CRNAs and is subject to approval by the AANA Journal Editorial Committee.
- AANA Journal, being a specialized publication, cannot guarantee more than one page separation of competitive products or equipment.

**Earned Rates:** Space purchased by a parent company and its subsidiary is combined for accounting of earned rate.

**Rate Protection Policy:** Rates subject to change without notice. 2025 rates will be in effect for all advertisers as of the February 2025 issue.

Publisher assumes no liability for error or omissions in key numbers, its reader service section, and/or reader service number, or advertiser's index.

Publisher reserves the right to hold advertiser and/or its agency jointly and separately liable for such monies as are due and payable to the Publisher.

**Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions of this rate card.

**Circulation**

- **Total Circulation:** 58,000+
- **Circulation Verification:** Sworn Statement and U.S. Post Office Records controlled circulation mail.
- **Coverage and Market:**  
Coverage: National  
Market Served: Certified Registered Nurse Anesthetists (CRNA), nurse anesthesia educators, Registered Resident Nurse Anesthetists (RRNA), and other allied healthcare personnel

## ADVERTISING RATES

Display rates are effective with the February 2025 issue.

Black and White Rates 2025			
Frequency	Full Page	1/2 Page	1/4 Page
1x	\$6,255	\$4,910	\$3,680
3x	\$6,185	\$4,860	\$3,640
6x	\$6,100	\$4,780	\$3,620
12x	\$5,995	\$4,670	\$3,570
18x	\$5,860	\$4,540	\$3,500
24x	\$5,720	\$4,380	\$3,420

Rates 2025 (includes 4/color)			
Frequency	Full Page	1/2 Page	1/4 Page
1x	\$9,370	\$7,850	\$6,550
3x	\$9,285	\$7,820	\$6,520
6x	\$9,180	\$7,755	\$6,500
12x	\$9,045	\$7,695	\$6,355
18x	\$8,875	\$7,620	\$6,315
24x	\$8,720	\$7,530	\$6,260

### Cover Tips and Bellybands Now Available!

#### Standard Cover Tip\*

Trim size: 8.125" x 10.825"

Bleed size: 8.375" x 11.125"

**\$20,000 net**

#### Standard Bellyband

Trim size: 17.5" x 5"

Bleed size: 17.75" x 5.25"

**\$34,000 net**

\*The ad must accommodate the Journal's nameplate and a rectangle for the mailing address.

### Inserts and Business Reply Cards (Call representative for quantity):

- Single leaf (2-page, printed front and back): \$13,500
- Four-page (2 pages, both sides): \$22,500
- Six-page: \$31,500
- BRC with full page ad: \$1,200 tip-in charge; non-commissionable

### AANA Annual Congress Distribution:

Take advantage of the bonus distribution of the AANA Journal at the 2025 Annual Congress

### MOBILE APP NOW AVAILABLE:

Contact your rep for rates

## CLOSING DATES

Schedule 2025		
Issue date	Ad closing	Material due
February	December 12	December 19
April	February 13	February 20
June	April 10	April 17
August - Congress Issue	June 5	June 12
October	August 14	August 21
December	October 9	October 16

### Issuance:

- Bi-monthly
- Issue Date: Second week of publication month

## MECHANICAL REQUIREMENTS

Ad sizes	Width		Height
Spread (Bleed)	16.5"	X	11.125"
One Page (Bleed)	8.375"	X	11.125"
One Page (Non-bleed)	6.75"	X	9.1875"
1/2 Page (Vertical)	3.25"	X	9.1875"
1/2 Page (Horizontal)	6.75"	X	4.5"
1/4 Page (Vertical only)	3.25"	X	4.5"
Trim size of Journal: 8.125" x 10.875"			

Bleed area is .1/8 (.125)" outside trim on all sides. Live area must be at least 1/4 (.25)" in from trim.

**File Requirements:**

**Format:** PDF/X-1a preferred, high-res (300 dpi) print-ready file. All fonts must be converted to outlines; include crop marks and all bleeds. Ad files must be sized at 100%. The transparent elements contained in your file must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.

**Colors:**

- CMYK is the only accepted mode for 4C ads. No RGB images or colors.
- Spot Colors must be converted to CMYK values unless paying extra for a PMS (matched) color. PMS color must be indicated for any ad intended to print with spot color.
- Black and white ads must be supplied in grayscale mode. Any logos and images must also be converted to grayscale when exporting to a PDF.
- Color Proofs: One proof made from supplied file and meeting SWOP specifications must be provided with data file to ensure color match on press. Color laser printouts are not acceptable.

**Disposition of Materials:** Ad materials will be held for one year from date of last insertion and then destroyed.

**Paper Stock:**

- Inside pages: 45-lb gloss
- Covers: 80-lb gloss

**Binding:** Perfect bound

**Halftone Screen:**

- Covers: 150 line preferred, not less than 133
- Inside: 150 line preferred, not less than 133 (except for special effects)
- Four-color Screen: 150 line preferred, not less than 133

**Inserts and BRCs:**

- Inserts:
  - *Single leaf untrimmed:* Minimum 5" w x 11" h; Maximum 8.375" w x 11.125" h
  - *Folded 2-page spread (untrimmed):*
    - Minimum 5" w x 11.125" h; Maximum 8.375" w x 11.125" h
    - *AANA Journal final trim size:* 8.125" x 10.875"
    - *Maximum paper weight:* 100#, 70#, or 80# preferred
    - *Quantity:* Varies by issue. Call for quantities plus 5% waste
- BRC's
  - *Minimum Size:* 7" x 5.5" (untrimmed); allow 1/8 (.125)" trim at head
  - *Binding:* 7" dimension required on bind-in edge  
(NOTE: A premium will be charged for cards binding on the short edge)
  - *Paper stock:* 7 pt. preferred
  - *Quantity:* Varies by issue. Call for quantities plus 5% waste

**PRODUCTION CONTACT****Production Director: Chris Evans Gartley, 215-489-7004****Forward all contracts and insertion orders to:**

AANA Journal (month of issue)  
 c/o HealthCom Media 259 Veterans Lane | Suite 201  
 Doylestown PA 18901  
 Susan Levey | Director of Sales  
 slevey@healthcommedia.com

**Forward all printing (excluding inserts and BRCs) materials to:**

Chris Evans Gartley | Production Director  
 AANA Journal (month of issue) c/o HealthCom Media  
 259 Veterans Lane | Suite 201  
 Doylestown PA 18901  
 cevansgartley@healthcommedia.com  
 215.489.7004

**Preprinted insert shipping address (including BRCs):\***

Tim Gates, Sheridan NH  
 69 Lyme Road  
 Hanover NH 03755  
 603.643.2220

Note: Do not send reproduction materials of any kind to this address

**Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.

**Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including with-out limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

**Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

**PUBLISHER****American Association of Nurse Anesthesiology**

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 www.aana.com

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 Sheryl Leonard | sleonard@aana.com

AANA Periodicals:  
 Linda Lacey | llacey@aana.com

### AANA SPONSORED WEBINAR



Become the sponsor of an upcoming webinar **developed by the editorial team** at *AANA Journal* and **receive all registered leads**.

#### "Sponsored by" Promotion includes your logo on:

- Email messaging (including invitation and thank you for registering)
- Banner ad messaging on [www.aana.com](http://www.aana.com)
- AANA social media postings
- Banner ads in issues of the Essential eNewsletter
- OnDemand promotion for three months (post-live event)

**Investment: \$15,000**

### CUSTOM WEBINAR



Partner with AANA to develop a thought leadership, multi-channel webinar campaign that highlights best practices in key clinical areas that are **aligned to your product or brand education** initiatives and **receive all registered leads**.

#### Promotion includes:

- Client/HCM selects speaker(s)
- Live or pre-recorded presentation using ON24 Webinar Services
- Live Q&A with audience
- Audience generation campaign
- Metric reporting
- OnDemand promotion for three months (post-live event)
- Content development subject to AANA

**Investment: \$29,500**



## AANA VIDEO PACKAGE

Capture what's truly special about the members of your team and highlight your unique employment capabilities to the CRNAs and RRNAs.

Use video to shine a spotlight on your employees' enthusiasm for their profession and the benefits of working for your organization.



### *The video recording process:*

Team members shoot videos from their phones and send them to AANA. We edit and add graphics and photos (or use ones you provide). Use the finished video as part of a webinar or post it to AANA's video and social media platforms. **You'll also receive the final video to use anywhere you wish—your website, your exhibit booth at AANA meetings, and for any organization event—to reinforce the value of working for you!**

### PACKAGE INCLUDES:

- Production of short video (two to five minute) submitted by you
- Inclusion of graphics and photos (provided by AANA or you) as well as a title screen and call-to-action end screen
- Posting to AANA YouTube channel and AANA social media platforms and linked from AANA.com to your website

Cost: **\$7,500**

CLICK EXAMPLE BELOW:



**Combine your video with a webinar!**

Talk to your representative  
for more details.