2017
ADVERTISING RATE CARD
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All prices include GST
The Hive, ACN’s quarterly print publication, showcases the expertise of our member base. The Hive allows members to share research outcomes, educational developments, innovative nursing techniques and their own unique stories.

Distribution dates
Autumn – March/April 2017
Winter – June/July 2017
Spring – September/October 2017
Summer – December 2017/January 2018

Reach
Approximately 8,000 ACN members

Advertising specifications and rates
1/2 page advertisement
$660
185mm wide x 128mm high
CMYK, 300ppi, print quality PDF

Full page advertisement
$990
$1,320 – inside back cover
$1,980 – inside front cover
$2,310 – outside back cover
210mm wide x 297mm high
(plus 5mm bleed)
CMYK, 300ppi, print quality PDF

Advertorial
$3,300
• 700 words
• 1/4 page advertisement
85mm wide x 120mm high
CMYK, 300ppi, print quality PDF

Only one advertorial available per issue. Please note ACN has strict editorial guidelines. Please read the advertising guidelines on page nine to ensure your content meets the requirements.

Double sided A5 flyer insert
$3,850
148mm wide x 210mm high
(plus 5mm bleed)
CMYK, 300ppi, print quality PDF

Only one insert available per issue.
NurseClick focusses on current issues related to nursing practice, policy developments and professional issues. This publication showcases the narrative and expertise of our members through their submissions.

Reach
Approximately 10,000 (consisting of ACN members and external subscribers)

Advertising specifications and rates

- **1/8 page advertisement**
  - $220
  - 61mm wide x 78mm high
  - CMYK, 300ppi, print quality PDF + hyperlink

- **1/4 page advertisement**
  - $385
  - 61mm wide x 158mm high
  - CMYK, 300ppi, print quality PDF + hyperlink

- **Advertorial**
  - $2,200
  - 500 words
  - 1/4 page advertisement

Only one advertorial available per issue. Please note ACN has strict editorial guidelines. Please read the advertising guidelines on page nine to ensure your content meets the requirements.
The eNewsletter provides members with a brief update of ACN and focusses on member benefits, upcoming ACN courses, events, policy and representation opportunities and special member offers.

**Reach**

Approximately 8,000 ACN member subscribers

**Advertising specifications and rates**

- **Block advertisement**
  - $220
  - 166px wide x 250px high
  - 72ppi, JPG file + hyperlink
  - 6 advertisements available per issue.

- **Position listing**
  - $220
  - Format:
    1) Position title
    2) Organisation name
    3) Location
    4) Closing date
    5) Hyperlink to further information
    6) Logo

**Save 20%**

Upgrade to include a CareerLinks posting for a total of only $264
CareerLinks is a page on ACN’s website which promotes external nursing positions. The page receives an average of 1,000 visitors per month and provides an ideal platform to reach nurses interested in career opportunities.

**Advertising specifications and rates**

**Banner advertisement**
- 4 weeks — $550
- 750px wide x 150px high, 72ppi JPG file + hyperlink.
- Only two banners are available at any one time. Banner advertisements cannot be booked consecutively.

**CareerLinks posting**
- $104.50
- Format:  
  1) Brief description of position (max. 300 words)  
  2) Logo  
  3) Logo hyperlink
- Job advertisements are uploaded for 30 consecutive days of your choice.
Located on the ACN website, the calendar of events is an ideal platform to promote your events and courses to a targeted nursing audience. The page receives an average of **1,200 visitors** per month.

**Advertising specifications and rates**

**Calendar of events**

- **Calendar posting**
  - 1 month — $55
  - 3 months — $99
  - 6 months — $126.50
  - 12 months — $220

  Format:
  1) Event name
  2) Description (max. 200 words)
  3) Date
  4) Time
  5) Venue address
  6) Hyperlink to further information
  7) Logo (max. 500px wide x 500px high)

**Banner advertisement**

- 4 weeks — $550

  750px wide x 150px high, 72ppi JPG file + hyperlink.

  Only two banners are available at any one time. Banner advertisements cannot be booked consecutively.
The Australian Journal of Nursing Practice, Scholarship and Research

Collegian is ACN’s refereed nursing journal. Papers published in Collegian meet high standards of academic and clinical expertise and contribute to current research, nursing knowledge and debate. Collegian is read by nurses in Australia and overseas and raises awareness of current developments and innovations in the fields of nursing and health care.

All papers published in Collegian are peer reviewed by a double blind process and it remains a highly respected contribution to nursing knowledge and debate.

Reach
Approximately 8,000 (consisting of ACN members and external subscribers)

Contact
Journals Advertising
Elsevier Australia
t 02 9422 8527
e journalsadvertising.au@elsevier.com

Collegian is listed in Thomson Reuters with an impact factor of 1.175
ACN membership summary

Approximately 8,300 current members

Gender Breakdown
- Female: 89%
- Male: 11%

Age Breakdown
- 36 or younger: 14%
- 37-53: 36%
- 54+: 50%

State Breakdown
- NSW: 29%
- VIC: 22%
- QLD: 24%
- WA: 9%
- ACT: 5%
- NT: 2%
- SA: 6%
- TAS: 3%

Community of Interest Members

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<th>Community of Interest</th>
<th>Members</th>
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<td>Acute Care Services</td>
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<td>Adolescent and Young People</td>
<td>306</td>
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<tr>
<td>Advanced Practice</td>
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<tr>
<td>Chronic and Complex</td>
<td>830</td>
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<tr>
<td>Climate and Health</td>
<td>193</td>
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<tr>
<td>Community &amp; Primary Health Care</td>
<td>909</td>
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<tr>
<td>Cosmetic Nursing</td>
<td>33</td>
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<tr>
<td>Disaster Health</td>
<td>347</td>
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<tr>
<td>Education and Research</td>
<td>1149</td>
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<tr>
<td>Healthy Ageing</td>
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<td>History</td>
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<tr>
<td>Leadership and Management</td>
<td>1258</td>
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<tr>
<td>Legal and Ethical Issues</td>
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<tr>
<td>Movement Disorders &amp; Parkinson's</td>
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<td>Next Generation</td>
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<td>Nurse Informatics</td>
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<td>Rural Nursing and Midwifery</td>
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Terms and conditions

ACN’s principles of working with industry guidelines

The Australian College of Nursing (ACN) has developed clear principles that must be followed in entering into any relationship with industry, including pharmaceutical companies, manufacturers and suppliers of medical devices, health-related products, information technology and other industry suppliers.

Position statement

ACN has a responsibility to ensure that its interactions with industry are in keeping with ACN’s professional standards and responsibilities to its members, the nursing profession and society as a whole. As such, relationships with industry are appropriate only if they do not conflict with ACN’s core values and do not compromise ACN’s integrity and objectivity.

The following principles which must apply in all instances are:

• conformity with ACN’s intent, core values and strategic directions
• professionalism and ethics, as outlined in the Code of Conduct for Nurses in Australia, the Medicines Australia Code of Conduct (Version 10) and the Medical Technology Association Code of Practice
• no relationship should undermine ACN’s independence
• consistency with ACN policies and practice principles and guidelines
• transparency of process, except for commercial in confidence activities
• regulatory compliance and accountability.

The terms and conditions upon which Australian College of Nursing (ACN) ABN 48 154 924 642 (“Australian College of Nursing”) will publish an advertiser’s advertisement (“advertisement”) are set out below (“terms”).

These terms represent the entire agreement between the advertiser and ACN for the advertisement and may only be varied in writing by ACN.

For the purposes of the terms, advertiser means any person or entity (including their employee, agent or subcontractor) who requests ACN publish an advertisement.

General

1. Advertisements must:
   a. clearly identify the product or service and the advertiser;
   b. conform to professional standards of good taste and must not be demeaning or discriminatory in any way;
   c. be clearly distinguishable from editorial content;
   d. not breach any law.

2. ACN will generally accept advertisements which, in ACN’s opinion:
   a. are directly relevant to, effective and useful in, the practice of nursing, nursing education, health care and nursing service delivery, and for nurses as professional practitioners;
   b. are for products and services that are of interest to nurses and their families as consumers.

3. ACN will generally NOT accept advertisements which, in ACN’s opinion:
   a. are for alcohol, tobacco, or other products harmful to health;
   b. are for lifestyle activities which promote potentially risk taking behaviours;
   c. do not reflect a favourable or professional image, either directly, indirectly or by implication, on the nursing profession or its interests;
   d. are for products or services which are the subject of litigation with respect to claims relating to the product or service. If litigation is active the advertisers must declare it to ACN;
   e. promote membership of a professional organisation;
   f. promote higher education (diploma or higher).

4. ACN may accept advertisements for apparatus, equipment, pharmaceuticals and other devices intended for therapeutic purposes.
   a. ACN may request an advertiser provide any scientific and technical data, or an acceptance of the apparatus, equipment, pharmaceuticals and other devices by the Therapeutic Goods Association (TGA).
   b. ACN may refuse to advertise any products for which scientific and technical data as to the product’s safety, operation and usefulness is not provided on request or is incomplete.

5. An advertiser must not, unless approved by ACN in writing, refer to ACN in any advertisement placed in any other publication to aid its credibility.

6. An advertiser must provide an advertisement in the format required by ACN.

7. ACN reserves the right to refuse or withdraw from publication any advertisement (including inserts) at any time without giving reasons (even if the advertisement has been previously published).

8. ACN may request from an advertiser without notice any additional information ACN reasonably requires to determine whether to publish the advertisement.

9. ACN may place the word “advertisement” or “advertorial” on any advertisement that in ACN’s opinion:
   a. resembles ACN’s editorial style or branding; or
   b. could be mistaken by readers as editorial matter or ACN content.

10. ACN may place on any advertisement a disclaimer, in the form ACN determines, that ACN does not:
    a. endorse the product or services advertised; or
    b. guarantee any of the claims made for any product or service by a manufacturer or service provider.

11. An advertiser must ensure the information in any proposed advertisement is accurate and not misleading to its readers.

12. An advertiser must immediately notify ACN of any error as soon as it appears; otherwise ACN accepts no responsibility for publishing such advertisements.

13. ACN may re-publish the previous advertisement of an advertiser if the advertiser does not provide ACN with new advertisements before the material deadline (that is; the deadline for an advertiser to provide an advertisement), as set by ACN.

Payment

1. Invoices will be raised upon confirmation of booking.

2. Payment is required within 30 days of issue of invoice.

3. ACN does not pay agency commission under any circumstances.

4. Advertising prices are subject to periodic adjustments.

Cancellation

1. No refund will be claimable for cancellation of advertisements.

Liability

1. ACN is not liable for any delay or failure to publish the advertisement caused by a factor outside ACN’s reasonable control (including but not limited to any act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).

2. ACN will use reasonable endeavours to publish advertisements at the time agreed with the advertiser.

a. If the publication of an advertisement is delayed or cancelled for any unforeseen reason ACN will publish the advertisement at the earliest available time or provide an equivalent advertising opportunity.

3. ACN will use reasonable endeavours to publish advertisements in the format agreed with the advertiser.

4. ACN is not liable for any loss or damage whatsoever to any advertisement material (including negatives, artwork, disk or other materials that are the property of the advertiser) left in ACN’s control.

5. ACN is, under no circumstances, liable to an advertiser for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity incurred in consequence of the publication or non-publication of the advertisement.

6. The advertiser warrants to ACN that the publication of their advertisement does not breach or infringe:
   a. the Trade Practices Act (Cth), Fair Trading Acts (state) or equivalent legislation;
   b. any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
   c. any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
   d. either State or Federal privacy legislation or anti-discrimination legislation within Australia;
   e. financial services law as defined in the Corporations Act 2001 (Cth); or
   f. other law or applicable code.

7. The advertiser acknowledges that he/she has not relied on any advice given or representations made by or on behalf of ACN in connection with the advertisement.

8. The advertiser indemnifies and agrees to keep indemnified ACN, its officers, employees, contractors and agents against any costs, expenses, losses, damages, liability, claims or proceedings whatsoever which may arise from:
   a. the publication of the advertiser’s material pursuant to their order;
   b. any breach of these terms by the advertiser;
   c. any negligent or unlawful act or omission of the advertiser in connection with their advertisement;
   d. any conflicts of interests between advertisers and ACN employees.