



ADVERTISING INFORMATION

The American Society for Pain Management Nursing (ASPMN) is an organization of professional nurses dedicated to promoting and providing optimal care of individuals with pain, including the management of its sequelae. This is accomplished through education, standards, advocacy, and research.

ASPMN has several options to advertise available:

- ASPMN Pathways – our online Newsletter
- ASPMN E-News -- our monthly email to members
- Career Center – our Job Board for open nursing positions
- Web Banner Ads – to highlight your company or product
- Conference Publications – our annual conference final program

ASPMN Pathways

EDITORIAL PROFILE

Pathways, the official quarterly newsletter of the American Society for Pain Management Nursing, publishes articles from the Pain Management community and its members, which interest and impact the profession. Association activities are also highlighted.

CIRCULATION

The newsletter is currently provided on-line only through our website in PDF Format. Hard copies are mailed to members upon request. Our membership is currently 1500-1700 members.

ADVERTISING POLICY

The American Society for Pain Management Nursing Editorial Board reserves the right to approve all advertising. A complimentary copy of the publication is sent to each advertiser.

All camera-ready artwork and payment should be sent to ASPMN Executive Office - Advertising, P.O. Box 15473, Lenexa, KS 66285-5473. Overnight mail should be sent to 18000 W. 105th, Olathe, KS 66061, phone (913) 895-4606. Please send copy via email to: aspmn@goamp.com

DISPLAY ADVERTISING RATES (Subject to change without notice)

All rates apply to *ASPMN Pathways*.

<i>Number</i>	<i>1-2 Issues</i>	<i>3-4 Issues</i>
Full page	\$475 each ad	\$450 each ad
1/2 page	\$275 each ad	\$250 each ad
1/4 page	\$175 each ad	\$150 each ad

To receive discount, multiple issue advertisements must be placed at one time.

COLOR

Advertisements may be 2 or 4-color.

DISPLAY MECHANICAL REQUIREMENTS

	<u>WIDTH</u>		<u>HEIGHT</u>
Trimmed Page Size	8 1/2"	x	11"
Full Page	7 1/4"	x	9"
1/2 Page (Horizontal)	7 1/4"	x	4 1/2"
1/4 Page (Horizontal)	7 1/4"	x	2 1/4"
1/4 Page (Vertical)	3 1/2"	x	4 1/2"

PREFERRED MATERIAL

Print-ready electronic format preferred. (PDF or .jpg) Conversion of advertisements to preferred material, as well as other production charges, will be at cost plus handling.

DISPOSITION OF ADS

Disposition of furnished material, camera-ready artwork will be destroyed upon publication of ad issue unless other disposition is requested on insertion order.

GUIDELINES

1. Any contracts used shall indicate the number of ads to appear in any year and, if possible, should indicate the specific issues to be used. Payment is due before a tear sheet or complimentary issue will be sent.
2. Cancellation of any one ad agreement will require a 30-day notification prior to the scheduled publication date. The remainder of the multiple insertion agreement will remain in effect. If two (2) ads of a three-time insertion order are canceled, the advertiser or agent will be invoiced for the full one-time rate for the remaining ads and any subsequent cancellations will be invoiced for the remainder of the insertions at the full one-time rate.

NO CANCELLATIONS WILL BE ACCEPTED AFTER RESERVATION DATE (within 30 days of publication date.)

Closing Date for Upcoming Issues of our Newsletter:

<u>Issue:</u>	<u>Date:</u>
Spring, 2010	Deadline: February 15, 2010
Summer, 2010	Deadline: May 17, 2010
Fall, 2010	Deadline: August 16, 2010
Winter, 2010	Deadline: November 15, 2010

ASPMN E-News

Electronic Advertising is available via the ASPMN E-News. The E-News is a monthly blast (usually the first week of the month) to ASPMN Members. We must have the ads by the 25th of the month prior to the published edition of the E-News. By advertising in this method, your message will reach members and non-members alike in the Pain Management field.

ADVERTISING RATES (Subject to change without notice)

Set-up and advertising rates for the ASPMN E-News are as follows:

Number of Months	1-2 Months	3-6 Months	Over 6 months
Set-up Fee	\$175	\$175	\$175
Monthly Maintenance	\$60/mo.	\$50/mo.	\$40/mo.

Fee			
Include Logo	Add \$50 to Set-up Fee		

***To receive discounts for multiple months, advertising must be placed and paid up front and at one time. Advertisement copy can be provided via e-mail at aspmn@goamp.com If you would like to include your company logo in the advertisement, an additional \$50 will be required in the set-up fee.*

Please allow two weeks to place your advertisement on our web page. Your start date will be the date your advertisement is placed. Payment must be received prior to placement of the ad. No Purchase Orders will be accepted for advertisements.

Please allow two weeks to remove your advertisement from our web page. You will not be billed for the advertisement removal time period.

Advertising is run in (30) day increments only.

ASPMN Career Center

All advertising for employment positions will be conducted through our [Career Center](#). Website users will be able to access this page to find job listings, post their own resumes and get professional career tips and information. Employers are able to post employment opportunities and review resumes. Jobs can be posted for 30 day increments for a fee of \$150/30 days. Visit the Career Center to post your position.

ASPMN Website Banner Ads

Vertical Banners along the left-hand side of our “Public Information” page only:

Small Button: (140 x 145 pixels): \$700 monthly

Conference Publications

Each year in September, ASPMN hosts our annual conference; several advertising opportunities are available each year. Check out our website at <http://www.aspmn.org/Conference/index.htm> and download our Exhibitor Information for advertising opportunities.

Pain Management Nursing Journal

ASPMN accepts advertising for our official journal, *Pain Management Nursing (PMN)*. This peer-review journal offers a unique focus on the realm of pain management as it applies for nursing. Original and review articles from experts in the field offer key insights in clinical practice, advocacy, education, administration and research. For information on advertising in *PMN*, visit the official website at www.painmanagementnursing.org Different deadline dates will apply for *PMN* advertising.

ASPMN Advertising Order Form

If you would like to place advertising in *ASPMN Pathways* and/or ASPMN's E-News, please fill out the following order form and fax (913) 895-4652, ATTN: Tressie Nootz, Administrative Assistant.

Name: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

Type of advertisement to be placed:

ASPMN Pathways:

Size of advertisement:

1/4 Page 1/2 Page Full Page

Number of issues advertisement should run:

1-2 issues 3-4 issues

ASPMN Banner:

Size of advertisement:

Vertical Banners along the left-hand side of our "Public Information" page only:

Small Button: (140 x 145 pixels): \$700 monthly

Number of months the advertisement should run:

1 2 3 4 5 6 7 8 9 10 11 1 year

ASPMN E-News

Size of advertisement: 1/4 Page 1/2 Page Full Page

Number of months the advertisement should run:

1 2 3 4 5 6 7 8 9 10 11 1 year

Preferred advertisement start/run date: _____ **Cost:** _____

Payment Type:

Check Visa MasterCard American Express Discover

Credit Card Number: _____ Exp. Date: _____

Signature: _____

Return form to: ASPMN; P.O. Box 15473; Lenexa, KS 66285-5473; Phone: (913) 895-4606; Fax: (913) 895-4652; E-mail: ASPMN@goAMP.com; Website: www.ASPMN.org