Quickening

ADVERTISING RATE CARD 2011

EDITORIAL
Quickening provides information to members of the **American College of Nurse-Midwives (ACNM)** in the United States and more than 20 foreign countries concerning the activities of the association and its members and reports on new developments affecting midwifery and women's health care.

ORGANIZATIONAL AFFILIATION
Official membership newsletter of the American College of Nurse-Midwives.

Established 1970

CONTACT
Melissa Garvey, *Quickening* Editor
Phone: 240.485.1826
Fax: 240.485.1818
quick@acnm.org

READERSHIP
Quickening is sent to members of ACNM and midwifery education programs.

CIRCULATION 7,000

AUDIENCE
Certified nurse-midwives, certified midwives, student nurse-midwives, and student midwives.

FREQUENCY Quarterly

EDITORIAL TO ADVERTISING RATIO
80 percent editorial; 20 percent advertising

ONLINE
Rate information, insertion order form, as well as general information about ***Quickening*** is available at **www.Quickening.org.** Visit **www.midwife.org** for information about midwifery.

DISPLAY ADVERTISING

Ad Size	Width x Depth
Full page	7¼" x 9¼"
1/2 page	7¼" x 4½"
1/3 page (horizontal)	4¾" x 4½"
1/3 page (vertical)	2¼" x 9¼"
1/6 page (vertical)	2¼" x 4½"

RATES

Ad Size	1x	2x	3- 6x
Full page	$1,200	$1,145	$1,050
1/2 page	$805	$760	$705
1/3 page	$525	$500	$475
1/6 page	$350	$330	$310

Color (PMS) - $55

Issue	Color
Winter	Pantone 2985 U
Spring	Pantone 359 U
Summer	Pantone 262 U
Fall	Pantone 153U

Discounts
ACNM makes it easy to place your advertisement in more than one issue by offering frequency discounts.

CLASSIFIED ADVERTISING
Classified advertising is used primarily for personnel recruitment and business opportunity notifications. Employment ads are grouped geographically.

Mechanical Specifications
One line of text is approximately 40 characters/spaces. The typeface is Times new Roman, 9.55 point type size, on a 13.5 point leading.

RATES
- $6.75 per line or fraction of line
- 10 line minimum

ADDRESS FOR INSERTION

Electronic Submissions: *quick@acnm.org*
Fax Submissions: 240.485.1818
Mailing Address:
Melissa Garvey, *Quickening* Editor
American College of Nurse-Midwives
8403 Colesville Road, Suite 1550
Silver Spring, MD 20910

Reproduction Requirements/Digital Data

- Two-color ads will run in PANTONE Black CV. The specified color for each issue (see chart on page 1) may be added for a $55 charge.
- ***Electronic submissions required.*** We accept only high-resolution electronic images. Artwork must be saved as a Press Quality (300 DPI or higher) PDF. All fonts must be embedded. Send all fonts and graphics with the artwork. Graphics may be PDF, TIFF or EPS files.

QUICKENING DEADLINES

- Cancellations are accepted up to one week after closing date.

Volume	Publication Date	Ad Space Closing
42 (1)	January 2011	Dec. 1, 2010
42 (2)	April 2011	March 1, 2011
42 (3)	July 2011	June 1, 2011
42 (4)	October 2011	Sept. 1, 2011

ISSUE SPONSORSHIP

Sponsorships are on a first-come, first served basis and can include:

- Cover recognition
- One full-page advertisement
- Polybagged samples
- No product competition

Rates

Frequency	1	2	3	4
Issue Sponsorship	$8,500	$8,000	$7,450	$6,800

POLICY ON ADVERTISING PLACEMENT

- All advertising is subject to review and approval by the editor and Editorial Board.
- The publisher reserves the right to reject any advertising that does not conform to ACNM's goals and mission.
- The advertiser and his or her agency assume and agree to pay the charges for advertising published at their direction.
- Insertion orders and/or contracts are due on or before the advertising deadlines. All oral instructions regarding contracts, insertions, or changes of any kind must be confirmed in writing by the advertiser.
- Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- Employers advertising in *Quickening* must prohibit discrimination in employment on the basis of race, color, religion, sex, national origin, age or disability.
- Advertising for adoption or adoption services, alcohol, tobacco, or firearms will not be accepted.
- Acceptance of advertising by ACNM does not indicate or imply endorsement.
- Multi-insertion orders will be accepted only when in writing.
- ACNM will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser, advertising agency, or a third party.
- Billing and tear sheets will be mailed upon publication of the advertisement. No agency commission discounts are given.

AMERICAN COLLEGE of NURSE-MIDWIVES
With women, for a lifetime®