



Quickening

ADVERTISING RATE CARD 2009

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

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quick@acnm.org

READERSHIP

Quickening is sent to members of the 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	7 1/4" x 9 1/4"
1/2 page	7 1/4" x 4 1/2"
1/3 page (horizontal)	4 3/4" x 4 1/2"
1/3 page (vertical)	2 1/4" x 9 1/4"
1/6 page (vertical)	2 1/4" x 4 1/2"

RATES

Ad Size	1x	2x	3- 6x
Full page	\$1,165	\$1,110	\$1,020
1/2 page	\$780	\$740	\$685
1/3 page	\$510	\$485	\$460
1/6 page	\$340	\$320	\$300

Color (PMS 322 Green) - \$55

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 Berkeley, 9 point type size, on a 10 point leading.

RATES

- \$6.55 per line or fraction of line
- 10 line minimum

ADDRESS FOR INSERTION

Electronic Submissions: quicke@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 and PMS 322 (green).
- **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 two weeks after closing date.

Volume	Publication Date	Ad Space Closing
39 (1)	January 2009	Dec. 1, 2008
39 (2)	April 2009	March 1, 2009
39 (3)	July 2009	June 1, 2009
39 (4)	October 2009	Sept. 1, 2009

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.