

The **Massachusetts Nurse Advocate** is a 4-color magazine. Eight times per fiscal year the **Massachusetts Nurse Advocate** is mailed to the 23,000 members of the Massachusetts Nurses Association which is comprised of registered nurses and health care professionals. In addition to its member-only issues, the **Massachusetts Nurse Advocate** mails to 110,000 registered nurses licensed in the state of Massachusetts 2 times per fiscal year.

Advertising Specs/Measurements	
Space	Width x Height
Full Page	7.625" x 10"
Half Page	7.625" x 4.9375"
Quarter Page	7.625" x 2.4375"
2 Column x 10"	5.0277" x 10"
2 Column x 4.9375"	5.0277" x 4.9375"
2 Column x 2.4375"	5.0277" x 2.4375"
1 Column x 10"	2.4306" x 10"
1 Column x 4.9375"	2.4306" x 4.9375"
1 Column x 2.4375"	2.4306" x 2.4375"

*Mechanical specs: Trim Size: 8 3/8 x 10 7/8,
 Bleed Size: 8 5/8 x 11 1/8, Live Copy Area: 7 5/8 x 10.
 All Photos must be 300 dpi at final size.
 All colors must be CMYK.*

Member-Only Issues Advertising Rates		
Ad Size	1 time run rate per ad	4 time run rate per ad
Full Page	\$2386	\$2146
Half Page	\$1431	\$1397
2 Column x 10"	\$1157	\$1041
2 Column x 4.9375"	\$814	\$743
Quarter Page	\$786	\$709
1 Column x 10"	\$426	\$383
2 Column x 2.4375"	\$384	\$367
1 Column x 4.9375"	\$387	\$348
1 Column x 2.4375"	\$213	\$193

Statewide Issues Advertising Rates		
Ad Size	1 time run rate per ad	2 time run rate per ad
Full Page	\$4792	\$4292
Half Page	\$2862	\$2794
2 Column x 10"	\$2314	\$2082
2 Column x 4.9375"	\$1628	\$1486
Quarter Page	\$1572	\$1418
1 Column x 10"	\$852	\$766
2 Column x 2.4375"	\$768	\$734
1 Column x 4.9375"	\$774	\$696
1 Column x 2.4375"	\$426	\$386

FREE COLOR!

This publication is a 4-color magazine, no additional charge for color advertisements.

Mechanical Requirements

- Electronic files preferred in Adobe PDF or EPS format with all fonts embedded. Contact MNA at (781) 821-4625, x789 for complete specifications or other acceptable file formats.
- Files in Word or similar software accepted subject to a typesetting charge (\$50 min.).
- Faxes or hand-written copy are not accepted.

Copy Submission

All copy must be typewritten, we would prefer an electronic file in PDF format. Copy will not be accepted over the telephone. The Massachusetts Nurse Advocate is a 4-color magazine with a finished size of 8 3/8 by 10 7/8. Please email ads to eservaes@mnarn.org. For questions, contact the MNA at (781) 821-4625, x789.

Terms - Open accounts are due upon receipt of invoice.

Note

All advertising rates are Net/Non-commissionable. Acceptance of advertising does not imply the endorsement of the Massachusetts Nurses Association.

Deadlines-Issues remaining in FY 2009

Issue Date	Deadline	Issue Type
July/Aug. '09	June 26, 2009	Member-Only
September '09	July 31, 2009	Member-Only
October '09	August 31, 2009	Member-Only
Nov./Dec. '09	Sept. 29, 2009	Member-Only
January '10	Nov. 16, 2009	Member-Only
February '10	Dec. 29, 2009	Member-Only
March '10	January 28, 2010	Member-Only
April '10	March 1, 2010	Statewide
May '10	March 30, 2010	Member-Only
June '10	April 29, 2010	Member-Only

*These issue will be sent to all RNs licensed in the state of Massachusetts (approx. 110,000 RNs, all other issues are member-only issues, which mails to approx. 23,000 RNs)