

# Quickening<sup>®</sup>

OFFICIAL NEWSLETTER OF THE AMERICAN COLLEGE OF NURSE-MIDWIVES

## Advertising Overview 2021

### EDITORIAL

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

### ORGANIZATIONAL AFFILIATION

Official membership publication of the American College of Nurse-Midwives, established in 1970.

### CONTACT

ACNM Communications Manager: [quick@acnm.org](mailto:quick@acnm.org)

### READERSHIP

The *Quickening* digital news site is accessible to members of ACNM and midwifery education programs. Most articles are members-only, with some available to the general public. *Best of Quickening* is a print publication sent twice a year to members who subscribe to receive it.

### CIRCULATION

Approximately 7,000 digital subscribers and over 600 print subscribers.

### AUDIENCE

Certified nurse-midwives, certified midwives, student nurse-midwives, student midwives, retired midwives, and supporters of midwifery.

### FREQUENCY

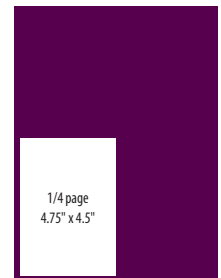
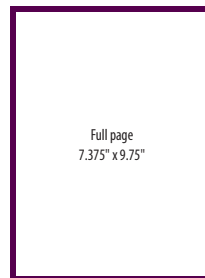
Twice a year.

### EDITORIAL TO ADVERTISING RATIO

80 percent editorial; 20 percent advertising

### QUICKENING DEADLINES

Please refer to the Advertisement Insertion Order below for specific issue closing dates.



### DISPLAY ADVERTISING

Display advertising may feature products, events and services of interest to our readership, and must adhere to the guidelines as stated in our Policy of Advertising Placement (see next page).

Print version ads will run in PANTONE Black CV, full color, or may be black plus the issue's spot color.

Digital version ads may be black and white, black plus spot color, or full color. Digital ads can also be hyperlinked to a URL of the advertiser's choosing. Please see the Advertisement Insertion Order for details.

**Mechanical Specifications**— All ad artwork must be high resolution/press quality (300dpi or higher) or full vector art. Artwork may be saved as .jpg, .tif, .pdf or .eps files. All fonts must be embedded or outlined if artwork is not .jpg or .tif format.

Ads must be built to the size specifications as listed on the Advertisement Insertion Order; otherwise the art will be resized to fit the available ad space.

**For Black plus Spot Color print ads, please submit a press quality resolution PDF with only black and the specific issue's spot color used.** Failure to do so may result in additional art charges to get the ad's colors to separate appropriately.

## CLASSIFIED ADVERTISING

Classified advertising is used primarily for personnel recruitment and business opportunity notifications. Employment ads are grouped geographically. Please see the Advertisement Insertion Order for rates.

Mechanical Specifications— One line of text is approximately 40 characters/spaces. The typeface is Cambria, 9.5 point type size, on 13 point leading.

## ELECTRONIC SUBMISSIONS

Email: quick@acnm.org

## 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

### Issue Sponsorship Rates

Frequency	1x	2x	3x	4x
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 or 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.

## ABOUT CNMs/CMs

Certified nurse-midwives (CNMs) and certified midwives (CMs) are primary care providers for women throughout their lifespan, with special emphasis on pregnancy, childbirth, and gynecologic and reproductive health. Over 95% of CNM and CMs attend births in hospital. Additionally, they are experts in women's health who:

- Are licensed health care providers with prescriptive authority in all 50 states, the District of Columbia, and US territories.\* Practice alongside physicians and other providers as integral members of the health care team.
- Provide care, support, and advice during pregnancy, labor, and the postpartum period, as well as care for newborns.
- Perform a full range of primary care services as well as gynecologic care including family planning services, Pap tests, perimenopausal care, and breast cancer screenings.
- Prescribe medications including controlled substances and contraceptive methods; admit, manage and discharge patients; order and interpret laboratory and diagnostic tests; and order the use of medical devices.
- Provide health promotion and disease prevention services. Focus on helping women make informed decisions, often creating bonds of trust and support that are increasingly rare in health care today.

*\* Because CM is a newer, equivalent pathway to midwifery, it is not yet reflected in all state legislatures. CMs can practice in Hawaii, New Jersey, New York, Rhode Island, Delaware, Maine, and New York.*

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## Advertisement Insertion Order 2021

Please complete this agreement and email to [quick@acnm.org](mailto:quick@acnm.org). If you have any questions, please contact ACNM Communications at [quick@acnm.org](mailto:quick@acnm.org).

### ADVERTISER INFORMATION

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS 1 \_\_\_\_\_

ADDRESS 2 \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

### PAYMENT INFORMATION

- Check (payable to American College of Nurse-Midwives)
- Visa     MasterCard     AmEx
- Bill to Purchase Order # \_\_\_\_\_
- Send Invoice to Advertiser Address

CREDIT CARD NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

CARDHOLDER'S SIGNATURE \_\_\_\_\_

I agree to the terms as stated in *Quickening's* Policy on Advertising Placement as stated on the current Advertising Overview.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### ADVERTISEMENT CHOICE

Select your choice for your advertisement size by checking the appropriate box in the chart below. Please circle your frequency choice under the Price category.

	Ad Size	Dimensions (width x depth)	Price (circle frequency choice)	
			1x	2x
<input type="checkbox"/>	Full page	7.375" x 9.75"	\$1250	\$1200
<input type="checkbox"/>	1/2 page (H)	7.375" x 4.75"	\$850	\$800
<input type="checkbox"/>	1/4 page (V)	3.625" x 4.875"	\$450	\$400
<input type="checkbox"/>	Classified	n/a	\$6.00 per line (10 lines minimum)	

Select which issue(s) of *Quickening* you wish your ad to appear in by checking the appropriate box(es) in the chart below.

	Volume/Issue	Ad Space Closing Date	Spot Color Available for Print Version
<input type="checkbox"/>	Best of: <b>Jun-Dec '20</b>	Feb 15, 2021	<span style="color: blue;">■</span> Pantone 299C (Blue)
<input type="checkbox"/>	Best of: <b>Jan-Jun '21</b>	Jul 15, 2021	<span style="color: orange;">■</span> Pantone 151C (Orange)
<input type="checkbox"/>	Best of: <b>Jun-Dec '21</b>	Feb 15, 2022	<span style="color: blue;">■</span> Pantone 299C (Blue)

### COLOR CHOICE FOR PRINT VERSION OF DISPLAY AD

- Black only
- Black plus issue's Spot Color (refer to chart above).
- Color only

### DIGITAL AD HYPERLINK

Please indicate what URL you would like your ad linked to below. If no URL is provided here, our staff will link to the URL listed in your ad, or to your company website if no URL is in your ad.

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