

The Iowa/Minnesota Edition of *Directions in Nursing* gives you the opportunity to reach thousands of Registered Nurses, Licensed Practical Nurses, Medical Facilities, Nursing Homes and Nursing Schools throughout Iowa.

**Employment:** Directions in Nursing give you the opportunity to recruit nurses for immediate employment or simply promote your facility for future consideration.

**Education:** Information on educational programs to advance a degree or enhance licensure is invaluable to nurses.

**Products & Services:** Nurses have a significant amount of contact with both patients and their families, so you may wish to inform nurses about specific products or services you offer to assist in referrals.

Please call with any questions concerning the ad sizes, rates, or deadlines listed below.

Space is limited so reserve your ad space today!

Ph: **1-800-728-4101** Fax: 319-277-8383 E-mail: [info@geminiconcepts.com](mailto:info@geminiconcepts.com).

### Issues and Deadlines

<u>Issue</u>	<u>Ad Deadline</u>	<u>Published</u>
Spring	March 31, 2020	April/May 2020
Fall	October 09, 2020	Nov./Dec. 2020

### Advertising Rates and Sizes for Black & White Ads

Ads should be sent at 100 line screen and without bleed.

<u>Ad Size</u>	<u>Dimension (W x H)</u>	<u>Rate</u>	<u>Cover</u>
Full Page	10.25" x 12.5"	\$ 670.00	\$ 721.00
1/2 Page	10.25 x 6.125"	\$ 386.00	\$ 438.00
1/4 Page	5" x 6.125"	\$ 199.00	\$ 251.00
1/8 Page	5" x 3"	\$ 110.00	\$ NA
Business Card	3.25" x 1.875"	\$ 85.00	\$ NA

### Advertising Rates and Sizes for 4 Color Ads

<u>Ad Size</u>	<u>Dimension (W x H)</u>	<u>Rate</u>	<u>Cover</u>
Full Page	10.25" x 12.5"	\$ 721.00	\$ 781.00
1/2 Page	10.25 x 6.125"	\$ 438.00	\$ 488.00
1/4 Page	5" x 6.125"	\$ 251.00	\$ 301.00

