



Directions in Nursing gives you the opportunity to reach and recognize the service & dedication of thousands of VA Nurses, Veterans, and their Families.

Education: Information on educational programs to advance a degree or enhance licensure is invaluable to both practicing and student nurses.

Products & Services: VA Nurses have a significant amount of contact with the veterans 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.

Issues and Deadlines			
<u>IssueAd</u>	<u>Deadline</u>	<u>Published</u>	
Spring	March 20, 2020	April/May 2020	
Summer	July 17, 2020	Aug./Sept. 2020	
Fall	November 11, 2020	December 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"	\$ 875.00	\$ 927.00
1/2 Page	10.25 x 6.125"	\$ 592.00	\$ 644.00
1/4 Page	5" x 6.125"	\$ 406.00	\$ 457.00

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