

Urologic Nursing

Official Journal of the Society of Urologic Nurses and Associates, Inc.

- Looking into the Effect of Diabetes Mellitus in Women's Urinary Bladder Function
- A Comparative Analysis of Patients' Perceived Pain Versus Actual Pain Pre- and Post-Intracavernosal Injection for Treatment of Erectile Dysfunction
- Impact of Intraurethral Lidocaine on Cystometric Parameters and Patient Discomfort: A Randomized Controlled Trial

Earn 3.9 NCPD contact hours



Urologic Nursing Journal

Urologic Nursing is a fully digital publication.

- Search keywords and authors
- Clickable links to review additional resources
- Increased image quality
- Ability to embed video and audio
- Speedy access to previous journals

Official Publication of

Society of Urologic Nurses and Associates, Inc.
856-256-2335 | suna.org

Editor

Susanne A. Quallich, PhD, ANP-BC, NP-C, CUNP,
FAANP

National Advertising Representative

Anthony J. Jannetti

Advertise your products and services to more than 2,000+ urologic nurses and associates.



Coverage for both publications

Urologic Nurses in

- Physicians' Offices
- Clinics
- Hospitals
- Independent Practices



Mission Statement

SUNA is committed to enriching the professional lives of our members and improving the health of our patients and their families, through education, research, and evidence-based clinical practice

General Information & Circulation

Issuance — Six Times a Year

January/February, March/April, May/June,
July/August, September/October,
November/December

Established

1981

Electronic Subscription Data

Individual: \$74.00 one year; \$124.00 two years
Institution: \$110.00 one year; \$173.00 two years
Single copy: \$23.00

Editorial Philosophy

Urologic Nursing is the official publication of the Society of Urologic Nurses and Associates. The journal serves as the primary journal information source for urologic health professionals practicing in hospitals, clinics, urology offices, extended care facilities, and surgical units.

Published six times per year, **Urologic Nursing** contains original peer-reviewed clinical articles including NCPD features, clinical insights, and professional news on the latest developments concerning the care of urologic patients. **Urologic Nursing's** content is targeted toward its diverse readership – nurses and allied health care professionals.

Editorial / Advertising Ratio

A maximum average of 50/50 is maintained.

Coverage & Market

Coverage – National

Market Served – Urologic nurses who work in physicians' offices, clinics, hospitals, and other health care professionals with a primary interest in urologic patient care.

Circulation

2,000+ per Issue

Services to Advertisers

- Advertising Placement – Interspersed
- Advertising Index
- The SUNA Mailing List is available for purchase to regular advertisers.

Membership Profile

Licensure	
RN	45.3%
Nurse Practitioner	40.8%
LPN / LVN	4.7%
Other	9.2%
Years in Urology	
Less Than 1	12.7%
1 – 5	30.5%
6 – 10	20.1%
11 – 15	10.6%
Over 15	25.9%
Employer	
Hospital	26.0%
MD Office	31.2%
Clinic	29.5%
Other	13.3%
Clinical Practice Area *	
Ambulatory Surgery	8.1%
Geriatrics	8.1%
Hospital / Inpatient	14.6%
Incontinence	20.2%
Lithotripsy	4.8%
Long Term Care	1.7%
Nursing Education	8.8%
Office, Clinic, & Outpatient	57.5%
Oncology	13.7%
Operating Room / Cystoscopy	9.6%
Pediatrics	4.4%
Research	3.7%
Sacral Nerve Stim	8.0%
Sexual Dysfunction	13.6%
Staff Development	5.0%
Urodynamics	16.4%

* Please note, some members/readers checked more than one practice area.

Rates & Closing Dates

Advertising Rates Per Insertion (effective January 1, 2023)

Size	1X	6X	12X
One Page	\$ 1,940	\$ 1,770	\$ 1,650
Junior Page	\$ 1,480	\$ 1,350	\$ 1,215
1/2 Page	\$ 1,255	\$ 1,175	\$ 1,100
1/4 Page	\$ 955	\$ 900	\$ 845

Premium for Preferred Positions:

Position	Premium
2nd Cover	30%
Page 1	30%
Page Facing 1st Table of Contents – LHP	25%
Page Facing 2nd Table of Contents – RHP	25%
Page Facing First Text	25%
Other Guaranteed Positions	20%

Closing Dates / Special Issues:

2023 Issue Date	Space	Material
January/February	1/4/2023	1/11/2023
March/April	3/1/2023	3/8/2023
May/June	5/1/2023	5/8/2023
July/August	7/3/2023	7/10/2023
September/October	9/1/2023	9/8/2023
November/December	11/1/2023	11/8/2023

- January/February – *Advanced uroLogic, The Premier Conference for Advanced Practice Professionals* (March 3-5, 2023 – Philadelphia, PA)
- September/October – *uroLogic, The Premier Conference for Urology Professionals* (October 26-29, 2023 – Phoenix, AZ)
- All Issues – NCPD Feature

Earned Rates

Rates are earned by total number of insertions used 12 months from date of first insertion. A spread is counted as two insertions.

Frequency / Rate Adjustments

Frequency rates for regular advertisers will be established when you run the first ad of the calendar year. This established frequency will be used for the entire year. Any adjustments (debits or credits) will be made at the end of the calendar year.

Mechanical Requirements

Size	Width	Height
Full Page	8 1/8"	10 7/8"
Junior Page	4 1/2"	7 1/2"
Half Page (Vertical)	3 3/8"	10 7/8"
Half Page (Horizontal)	8 1/8"	4 7/8"
Quarter Page	3 3/8"	4 7/8"

Additional Options for Advertisers

QR Code

Include a QR Code at no Additional Charge

Video or Audio Embedding

Video - \$200 / **Audio** - \$150 (up to 3 minutes)
Video or Audio File – Includes a “Play” instructing reader to click the play.

Provide a link as follows:

- **Video** – e.g., on YouTube or Other Embedded Video Service
- **Audio** – e.g., on SoundCloud or Other Embedded Video Service (alternatively, audio files can be emailed directly for insertion into the Digital Edition)

Position Available Advertisements

Following receipt of written copy and advance payment, **Position Available Advertisements** will automatically:

- Appear in the next issue of **Urologic Nursing**
- Post on the SUNA website, www.suna.org, at no additional charge for eight (8) weeks.

Copy Submission:

- Online at www.suna.org
- E-mail to susan.iannelli@suna.org

Fees:

- \$250 net for up to 10 lines (40 characters per line)
- \$25.00 per line thereafter.

Payment:

- All advertising must be prepaid by either check (payable to **Urologic Nursing**) or credit card.

Information for Advertisers

Agency Commission

A 15% agency commission will be allowed to qualified advertising agencies if accounts are paid within 30 days. No cash discount is allowed. Line classified ads are not agency commissionable.

Payment Policy

Payment is due upon receipt of invoice. Agency discounts are allowed for accounts paid within 30 days. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for all monies due and payable to publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. All new advertisers must prepay.

Ad Placement

Unless otherwise guaranteed, ***Urologic Nursing*** will rotate regular advertisements front to back every other issue. Placement away from competitors cannot be guaranteed.

Acceptance of Advertisers

All advertisements are subject to approval by the Society of Urologic Nurses and Associates (SUNA). SUNA may refuse acceptance of advertising space for any reason or no reason at the sole discretion of SUNA.

Publisher's Liability

Publisher shall not be liable for any costs or damages for failure to publish an advertisement. The Publisher is not responsible for errors in the advertiser's index, or other index listings.

PDF File Ad Submission Checklist

- All PDF files should be high resolution (a minimum of 300 dpi).
- All fonts must be embedded.
- All placed images / photos should be high quality resolution.
- Required dimensions are provided in the ad size chart.
High resolution PDF files should be sent to:
susan.iannelli@ajj.com

SUNA Electronic News Bulletin Banner Advertising Opportunities

Published

Twelve (12) Times per Year
(Second Week of the Month)

Closing Dates

25th of Month Prior to Issue

Rate

\$1,000 Net Per Issue *

* ***Urologic Nursing*** Advertisers receive a 25% Discount

* Banner Advertisements are not Agency Commissionable

Banner Advertisement Specifications

	Specifications
Flexible Size	728 Pixels W x 90 Pixels H
File Size	Less than 200K
Specifications	Static Ad Only; No Flash or html5
Material	jpeg or gif (may be animated)



Contact Information

For more information, or to reserve space, please contact Susan Iannelli.
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