

APHON COUNTS



Dedicated to the care of children, adolescents, and young adults with cancer and blood disorders, and their families

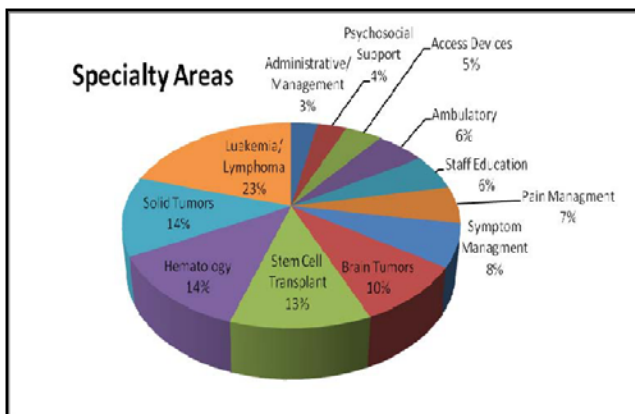
Advertising opportunities to reach nurses in pediatric hematology and oncology

Advertising in the **Association of Pediatric Hematology/Oncology Nurses'** official publication, *APHON Counts*, offers you exposure to more than 3,500 registered nurses who care for children adolescents and young adults with cancer and blood disease, including:

- nurse practitioners/clinical nurse specialists
- director/supervisor/manager
- staff nurses
- educators

APHON Counts is a quarterly publication devoted to dissemination of clinical news, basic science, and articles that pertain to the practice of pediatric hematology and oncology. The *APHON Counts* format includes the following departments:

- Practice Corner
- Treatment Innovations
- Childhood Cancer Updates
- COG Features
- President's Pen
- Chapter News
- News on Certification
- Educational Opportunities
- Members in the News
- Career Center
- Education Opportunities



2012 Display Rates

Space - includes 4/c	1x	4x
Full page7"x10"	\$800	\$695
1/2 page (h)7"x4 3/4"	\$610	\$475
1/2 page (v)3 3/8"x9 5/8"	\$610	\$475
1/3 page2 1/4"x9 5/8"	\$455	\$385
1/4 page3 3/8"x4 3/4"	\$360	\$305

Agency Commission 15% for accounts paid in 30 days

2012 Schedule

Issue	Insertion Close	Material Close	Issue Date
Spring	2/21	3/2	4/25/12
Summer	5/21	6/1	7/5/12
Fall	8/20	8/30	10/25/12
Winter	11/19	12/3	1/14/13

*No cancellations will be accepted after the space closing date.

Terms: APHON publishes only those advertisements consistent with the association's goals and purpose.

Materials accepted:

Preferred Ad Materials: Digital composite ads accepted in EPS or PDF formats, all images and fonts embedded; TIFF or JPG formats at 1,200 ppi.

APHON Recruitment:

Recruitment opportunities to maximize visibility and reach your audience are available. Add a posting on the Career Center of the APHON web site, which receives unique hits monthly. The Career Center is an online resource that provides you with opportunities to recruit qualified specialists, post resumes, and manage their job applications. Employers, recruiters, and ad agencies may also post positions and research resumes.

A 30-day job posting is \$375 for the APHON site, or \$450 for participation on the National Healthcare Career Network. Choose from several posting options at www.aphon.org/careercenters. Special packages to advertise on both the Web site and in the newsletter are available.

Display Advertising Contracts sent to:

APHON
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Glenview, IL 60025-1485
tberkowitz@connect2amc.com
847/375-4763; 847/375-6459 (fax)