



The American Association of Critical-Care Nurses (AACN) is the world’s largest specialty nursing organization. AACN joins the interests of more than 550,000 progressive and critical care nurses who care for critically ill patients and their families, and serves more than 250,000 constituents of whom more than half are members and certificants. NTI advertising opportunities provide an effective and affordable medium to promote your presence to attendees and drive traffic to your booth.

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Contacts

Publishing office
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Aliso Viejo, CA 92656
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www.aacn.org

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P.O. Box 827
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www.wt-group.com
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anne.green@wt-group.com

Promote your brand in *NTI Voices*, the official daily newspaper of the National Teaching Institute & Critical Care Exposition, the leading event for critical and acute care nurses.

Why Advertise in NTI Voices?

- **Dual Exposure:** Distributed in print at the conference and digitally to attendees.
- **Prime Visibility:** Handed out at exhibit hall entrances, escalators, and key spots throughout the convention center.
- **Extended Impact:** Digital editions remain online for six months post-event.
- **Trusted Content:** Packed with education, program highlights, and daily coverage.

Three High-Impact Opportunities:

- Sunday/Monday Issue (Print + Digital)
- Tuesday/Wednesday Issue (Print + Digital)
- Thursday Digital-Only Edition

Put your brand in front of thousands of engaged nurses, on-site, online, and beyond.

Dates: May 18 to 22, 2026

Location: San Diego Convention Center, San Diego, CA



RUN OF BOOK (ROB) 4-COLOR RATES

Size	Cost
Full page	\$4,250 net
1/2 page	\$3,650 net
1/4 page	\$2,250 net

PREMIUM POSITION RATES*

Position	Cost
Cover tip (supplied by advertiser)	\$7,500 net/issue

*A total of two issues available for advertising.

CLOSING DATES

Space	Material
4/10	4/17

PRINT MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Full page	11-1/4 x 14-1/4"	10 x 13"
1/2 page (horizontal)	11-1/4 x 6-3/4"	10 x 6"
1/2 page (vertical)	5-5/8 x 14-1/4"	5 x 13"
1/4 page	—	4-11/16 x 5-7/8"
Cover tip (supplied)	6-1/4 x 9-1/4"	5-1/2 x 8-1/2"

Publication trims at 11x14", keep live matter 1/2" from trim.



NTI Voices Career & Education Directory is a section within NTI Voices just for recruitment advertisers and universities promoting their educational programs. All ads for recruitment and educational facilities will be placed in this section and receive a **30 day job posting on the AACN Career Center.**

RECRUITMENT ROB RATES

Size	Cost
Full page	\$4,250 net
1/2 page	\$3,650 net
1/4 page	\$2,250 net

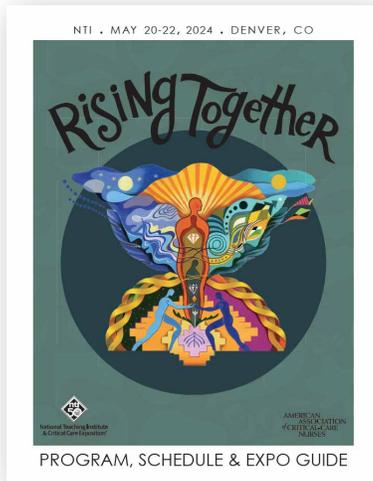
ELECTRONIC AD SUBMISSION

Publication is produced offset and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Karen Burkhardt at karen.burkhardt@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (e.g. Hightail, Dropbox). Once uploaded, send an email to Karen Burkhardt.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert material:
 Sheridan Press
 Attn: Tim Gates (*Journal, issue date, quantity*)
 69 Lyme Road
 Hanover, NH 03755



The **NTI Program & ExpoGuide** is used by 6,000 influential nurse attendees to navigate the conference. Containing valuable information including conference-at-a-glance, daily program and ExpoEd schedules, a list and description of NTI exhibitors, and more, the NTI Program & Expo Guide accepts advertising exclusively from NTI exhibitors.

Each nurse attendee receives a copy of the NTI Program & Expo Guide in the official NTI participant bag distributed at registration/check-in.

Distribution: All registered attendees.

RUN OF BOOK (ROB) 4-COLOR RATES

Size	Cost
Full page	\$5,250 net
1/2 page	\$2,950 net
1/4 page	\$1,450 net

PREMIUM POSITION RATES

Position	4-color
Cover 2	\$6,250 net
Cover 3	\$5,750 net
Cover 4	\$6,750 net

CLOSING DATES

Space	Material
3/17	3/21

MECHANICAL SPECIFICATIONS

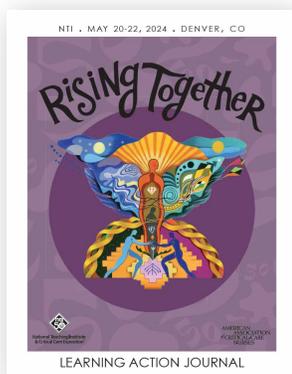
Size	Dimenisons (bleed)	Dimensions (non-bleed)
Full page	8-3/4 x 11-1/8"	7 x 10"
1/2 page (h)	—	7 x 4-3/4"
1/2 page (v)	—	3-1/4 x 9-5/8"
1/4 page	—	3-1/4 x 4-1/2"

Publication trims at 8-1/2 x 10-7/8". Keep content in 7-3/4 x 10-1/4" live area for a full page.

ELECTRONIC AD SUBMISSION

Publication is produced offset and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

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The **NTI Learning Action Journal** is an all-in-one notebook to record and reflect on their conference learning journey. When nurse attendees return to their hospital/unit, they share their notes with their nurse colleagues. Journals will be distributed in official NTI participant bags provided at registration/check-in.

Distribution: All registered attendees.

PREMIUM POSITION RATES

Position	Cost
Cover 2	\$2,500 net
Cover 3	\$2,000 net
Cover 4	\$3,000 net

CLOSING DATES (APPROXIMATE)

Space	Material
3/25	3/31

MECHANICAL SPECIFICATIONS

Size	Dimenisons (bleed)
Full page	8-3/4 x 11-1/8"

Publication trims at 8-1/2 x 10-7/8". Keep content in 7-3/4 x 10-1/4" live area for a full page.



The **NTI Participant Map** is the complete guide to the National Teaching Institute & Critical Care Exposition detailing the location of meeting rooms, the Expo Hall, and food outlets within the convention center. Used daily by nurse attendees throughout NTI, the Participant Map is included in the official NTI participant bag distributed at registration/check-in.

Limited to one sponsor with logo featured on the front of the map and booth location/number highlighted within the map using the provided logo.

Distribution: All registered attendees.

DISPLAY RATES

Position	Cost
Supporter	\$16,995 net

CLOSING DATES

Space	Material
1/16	1/24



The **NTI Exposition Floor Plan and Exhibitor List** is a map dedicated to the Expo Hall showing the location of all booths with a list of all exhibitors and booth numbers. Utilized heavily by nurse attendees during expo hours, the Exhibit Floorplan & Locator is included in the official NTI participant bag distributed at registration/check-in.

Limited to one sponsor, with a booth location/number highlighted with your logo on the floorplan map and on all four Exhibitor Locators positioned in key locations around the Expo Hall.

Distribution: All registered attendees.

DISPLAY RATES

Position	Cost
Supporter	\$16,995 net

CLOSING DATES

Space	Material
1/16	2/27

Paid Advertisement
728x90



Hello Robert Racan
May 17, 2025





CONCURRENT SESSION
Navigate NTI Like a Pro
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed consequat felis sit amet elit tempus, eu mollis arcu rutrum.

CONCURRENT SESSION
Healthy Work Environment Sessions
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed consequat felis sit amet elit tempus, eu mollis arcu rutrum.

Paid Advertisement

300x250

EXPOED SESSION
ExpoEd Sessions From Leading Exhibitors
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed consequat felis sit amet elit tempus, eu mollis arcu rutrum.

SUNRISE SESSION
Start and End Your Day With Sunrise Sessions
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed consequat felis sit amet elit tempus, eu mollis arcu rutrum.

EXHIBITOR
Sponsored Content by U.S. ARMY
This Title Here
As an Army Critical Care Nurse, you'll provide potentially life-saving medical services, procedures, and consultations to Soldiers and their families.

NTI 2025
Call for Abstracts 2025
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed consequat felis sit amet elit tempus, eu mollis arcu rutrum.

Paid Advertisement

300x250

AWARDS RECIPIENTS
Congratulations to Our Visionary Leadership Awards Recipients
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed consequat felis sit amet elit tempus, eu mollis arcu rutrum.

FEATURED SPONSOR CONTENT

FEATURED SPONSOR CONTENT

Paid Advertisement

728x90

Stay Up To Date >
Click here to explore previous articles and dive deeper into expert perspectives with NTI Voices.




American Association of Critical-Care Nurses
 27071 Aliso Creek Road, Aliso Viejo, CA 92656
 800-899-AACN (2226)

NTI Voices Newswire emails are available to reach attendees during the in-person and virtual NTI events. The emails feature important conference information and daily highlights. Secure space to promote your presence in the Expo Hall and support the virtual event.

Pre-conference sends: up to 4,000 registered attendees

Virtual pre-conference sends: up to 3,000 registered attendees

During conference sends: All registered attendees

Post-conference sends: 223,000+ AACN members and registered attendees

Banner advertising is exclusive to one advertiser per position.

EMAIL RATES

Top 728x90	\$10,000 net
First 300x250	\$8,000 net
Second 300x250	\$8,000 net
Bottom 728x90	\$7,000 net

CLOSING DATES

Package	Materials	Sends
Pre-conference	3/18	4/1, 4/15, 4/29, 5/13*
Virtual pre-conference	3/18	5/13, 5/27, 6/10*
During conference	3/18	5/18, 5/19, 5/20, 5/21
Virtual during conference	3/18	6/15
Post-conference	3/18	6/10

*Send dates are not exact, emails sent week-of listed date.

MECHANICAL SPECIFICATIONS

728x90 pixels	100 KB limit
300x250 pixels	50 KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF and a click-through URL. No third-party tags can be accepted.

Featured Sponsor Content allows advertisers to place content on each email to generate traffic to a destination URL. Limited to two advertisers.

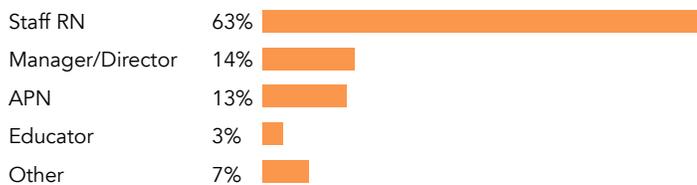
EMAIL RATES

Package	Cost
Single headline and sponsor content text	\$6,000 net

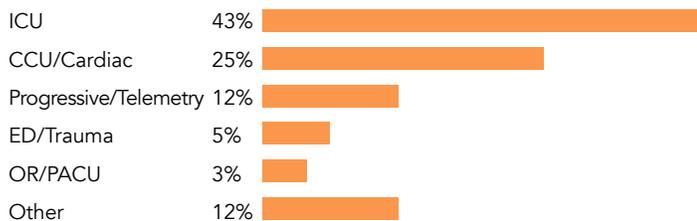
REQUIRED FILES

Advertisers must provide headline text limited to 40 characters, article text limited to 256 characters, call-to-action text limited to 2 words, and a URL.

PRIMARY POSITION



PRIMARY SPECIALTY



EDUCATION

85% of AACN members have a BSN or higher. More than 90% of all new members have a BSN or higher.

AGE

74% of AACN members are under the age of 44 with 65% of new members under the age of 34.

EXPERIENCE

More than 60% of AACN members have 6+ years of experience in critical care nursing.

Advertising Policies

Acceptance of Advertising

All advertising is subject to approval by AACN. Publisher reserves the right to refuse any advertising at any time.

Dates are tentative and subject to change.

Agency/Advertiser Requirements

No contract will be held without a signed insertion order. Orders must include the flight dates and special instructions.

All contracts are non-cancellable unless FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

AACN reserves the right to approve all ad creative that will run on any AACN-owned website. AACN reserves the right to reject any creative that does not follow AACN's specifications.

Material Specifications

It is the advertiser's or agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher, and the printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

Agency Commission

15% gross billings on space, color, cover, and preferred position charges.

Extensions

If an extension date for material is agreed upon and ad material is not received by the Publisher on the agreed upon date, the advertiser will be charged for the space reserved.

Cancellations

If, for any reason, an advertisement is cancelled after the space closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the space closing date.

Extensions

If an extension date for material is agreed upon and ad material is not received by the Publisher on the agreed upon date, the advertiser will be charged for the space reserved.

Publisher Liability

The Publisher and Advertising Sales Representative will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accident, or any circumstances beyond the Publisher's control.

Indemnification of Publisher

In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the periodical, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

Billing Policy

Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this media kit.

Payment

WTG accepts ACH, checks, and credit cards. If paying with a VISA or MasterCard credit card, a 3% surcharge will be added. If paying with an American Express credit card, a 4% surcharge will be added.



The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

