

We **RPN**

Registered Practical Nurses  
Association of Ontario

# We Are Practical Nursing

## Rate Card 2021-2022

We Are Practical Nursing is an official publication of WeRPN and the premiere print and digital magazine for Ontario's Registered Nurses (RPNs). With each print edition distributed directly to over 15,000 RPNs and nursing students and a monthly digital audience averaging 15,000, We Are Practical Nursing offers direct access to one of Ontario's largest groups of nurses.

### About RPNs

Ontario RPNs are college-educated, regulated nurses who combine nursing skill, knowledge and judgment to deliver exceptional care. RPNs practice in all corners of our health system including hospitals, long-term care, primary care and patients' own homes.

### Terms and Conditions

WeRPN accepts advertising for events, employment opportunities, and consumer products and services of relevance to health care professionals, employment opportunities (within Canada only), and classified listings for conferences and events.

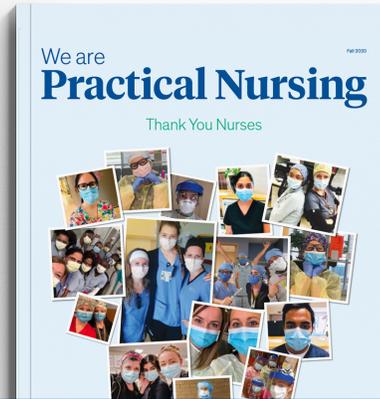
We do not accept ads that contribute to a sexist or stereotypical portrayal of individuals, including nurses.

Ads for liquor or tobacco products, or advertising that does not comply with the World Health Organization's international code of marketing of breast-milk substitutes, will not be accepted.

Any advertisement that is in direct competition with WeRPN member benefits and promotions, and any advertisement incompatible with the mandate of the association, will not be permitted. WeRPN reserves the right to decline or cancel any advertisement at any time.

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## We Are Practical Nursing Magazine - Print rate card

Ad format	Single Insertion	Annual insertion (2 issues)	Size
Inside Cover	\$2,700	\$2,550	8.5" x 11"
Inside Back Cover	\$2,575	\$2,400	8.5" x 11"
Outside Back Cover	\$2,880	\$2,600	8.5" x 11"
Full page	\$1,500	\$1,350	7.7" x 9.7"
Half Page (bleed) (horizontal/island)	\$950	\$800	8.5" x 5.5"
Quarter Page (horizontal)	\$650	\$500	7.7" x 2.5"

## We Are Practical Nursing Magazine - Digital rate card

Ad format	One month	Two months	Size (Pixel)
Half page	\$825	\$775	340 x 678
Medium Rectangle	\$1,720	\$1,625	340 x 287

### Materials Deadline for Print Advertising:

Spring 2022- January 28th 2022

Fall 2022- June 29th 2022

### Materials Deadline for Digital Advertising:

Two weeks prior to ad run (on condition of availability)

Please contact us at [info@werpn.com](mailto:info@werpn.com) for details.

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