




Nurses Weekly

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Nurses Weekly

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N.J. NURSES WANT STUDY FOR GUN VIOLENCE
NJSNA leadership recently attended a sit-in against gun violence. As emergency departments see more gun fatalities, the association wants the growing concern studied in depth.
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ANA ENDORSES HILLARY CLINTON FOR PRESIDENT
Why nurses believe the Democratic candidate will be the best Healthcare Advocate Commander in Chief.
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U.S. NEWS ANNOUNCES BEST HOSPITALS
The annual analysis has classified more than a dozen New Jersey hospitals as "Top Performing."
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5-WORD HEADLINE GOES HERE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sed scelerisque augue. Pellentesque pharetra, metus eget blandit mollis, leo erat eleifend ex, ultrices posuere lacus magna ut enim. Etiam pellentesque malesuada diam, sit amet mollis lorem vestibulum sed. Sed non leo consequat. Feugiat urna vel sodales risi. Donec massa velit.
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HOW NURSES LEVERAGE DATE TO IMPROVE CARE
Taking lessons from the toddler who incessantly asks "WHY?"
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PRODUCT SHOWCASE

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet aliquet ex. Vivamus imperdiet hendrerit sollicitudin. Cras feugiat fringilla mi, interdum pulviner enim consectetur ut. Suspendisse eu leo vel felis luctus efficitur in non justo. Aenean id massa sit amet mi imperdiet aliquet. Donec venenatis molestie nunc, in tristique.
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WITH ROOM SERVICE, HOSPITALS BORROW FROM HOTELS

YOUR AD HERE
Skyscraper: (120 x 600) GIF/JPG, 40K file size

2017

GET YOUR MESSAGE ACROSS NOW – WITH



NJSNA EDITORIAL STAFF

The staff includes seasoned publication and editorial professionals who have years of experience promoting associations.

Publisher

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JBarnhart@cmasolutions.com

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Production Manager

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SElgart@cmasolutions.com

Accounts Receivables

Todd DeFilippis
TDeFilippis@cmasolutions.com

HOW CAN *NJSNA NURSES WEEKLY* HIT YOUR TARGET?

NJSNA Nurses Weekly email publication curates weekly content from leading industry publications and mainstream news outlets to the inboxes of more than 80,000 NJ registered nurses, who earn a six-figure median salary, according to the Bureau of Labor Services.

To place an advertisement, please contact Advertising Manager Jude Martin-Cianfano at JCianfano@cmasolutions.com.

ADVERTISER BENEFITS

Here are seven reasons why you should invest in NJSNA Nurses Weekly:

Visible Return On Investment

You will receive our proprietary monthly Leads Generation Report of individuals who have clicked on your advertisement so you can follow up.

Target Marketing

You will be able to reach highly educated nurse practitioners with purchasing power (median annual wage = \$113,210) through a digital publication that targets a specific affinity group on their desktop computers or their mobile devices, which are always within arm's distance.

Cost-Effective

Advertising in *NJSNA Nurses Weekly* is more affordable than television and radio commercials or even Internet campaigns. Your reach will exceed 300,000 circulation in a quarterly purchase for as little as .02 cents per email inbox.

Credibility

NJSNA Nurses Weekly subscribers work in the nursing profession and are keenly aware of NJSNA's legislative victories on their behalf—so your advertisement won't be confused for spam.

Exposure

NJSNA Nurses Weekly leverages a proprietary system that identifies the most popular and relevant stories about the healthcare industry, based on the marketplace. Trending news will generate more attention and a greater reach for your company's advertisement.

Creative Services


At no extra charge, your advertisement in *NJSNA Nurses Weekly* will be created for you when you purchase a 13-week placement. Each advertiser has up to two reviews per ad without an additional fee. Please contact Advertising Manager Jude Martin-Cianfano at JCianfano@cmasolutions.com for more details.

Goodwill

Proceeds generated from *NJSNA Nurses Weekly* are re-invested back into NJSNA's mission to promote the profession of nursing, advance the practice of nursing and advocate for nurses.

A. YOUR AD HERE
Leaderboard: (600 x 90) GIF*/JPG, 40K file size

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B. YOUR AD HERE
Lower Leaderboard: (900x85) GIF*/JPG, 40K file size

C. YOUR AD HERE
Skyscraper: (120 x 600) GIF*/JPG, 40K file size

D. YOUR AD HERE
Bottom Banner: (488 x 60) GIF*/JPG, 40K file size

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EXPANDED NURSES ROLE SHORTENS ER STORY
Nurse-driven protocols could be the answer to urban emergency room overcrowding, according to the Annals of Emergency Medicine.
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30% OF CHILDREN READMISSIONS PREVENTABLE
Study finds hospitals are largely responsible for young patients being readmitted.
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D. YOUR AD HERE
Bottom Banner: (488 x 60) GIF*/JPG, 40K file size



24/7 CRISIS HOTLINE FOR IMPAIRED NURSES
1-800-662-0108

To secure your ad space, contact Art.Cianfano via email or fax: 609-799-7032. If you wish to speak to our editor, contact Jennifer.Kohnig.

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ADVERTISEMENT OPTIONS

13 WEEK CYCLE RATE

ALL RATES ARE NET

A. Leaderboard: \$4,500

(600 x 90) GIF*/JPG, 40K file size

The ad spot offers a premier position that gives your company top exposure.

B. Lower Leaderboard: \$4,100

(500 x 85) GIF*/JPG, 40K file size

The ad spot provides your company with a prominent position under the association's masthead.

C. Skyscraper: \$3,750

(120 x 600) GIF*/JPG, 40k file size

This ad spot provides a premier position for top exposure.

D. Bottom Banner: \$3,280

(468 x 60) GIF*/JPG, 40k file size

This ad spot includes text, colors and graphics.

*GIF format may not be compatible with various Outlook versions. Contact Jude Martin-Cianfano at JCianfano@cmasolutions.com for more information.

READER PROFILE

TOTAL AUDIENCE - 80,000 NURSES IN NJ



96.5% FEMALES



3.5% MALES

MEDIAN PERSONAL INCOME - **\$113,000**

AVG. AGE **49.6**

EDUCATION

40.8% Nursing Diploma

32% Associate Degree

27% Baccalaureate Degree

0.2% Post Graduate

READER INVOLVEMENT

Nurses are very involved and love to read about their peers and keep up with new developments in the Healthcare industry.

ON AVERAGE, **15%** OF THE NURSES WILL OPEN E-MAIL

OVER **16%** OF THOSE OPENING THE PUBLICATION HAVE CLICKED THROUGH THE CONTENT



INSERTION ORDER FORM 2017

Ad Information & Frequency

SEND COMPLETED SPACE RESERVATION FORM TO JUDE MARTIN-CIANFANO, ADVERTISING MANAGER

Phone: 609-297-2212

Fax: 609-799-7032

E-mail: JCianfano@cmasolutions.com

Please complete the following mandatory information.

ADVERTISER INFORMATION:

Company: _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Telephone: _____ Fax: _____
 Email: _____

BILLING INFORMATION:

Accounts Payable Contact (or Agency): _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Telephone: _____ Fax: _____
 Email: _____
 Purchase Order #: _____ Confirm CMA vendor set up: Yes No

NJSNA Nurses Weekly Ad Information & Frequency

Email Publication Ads (Email publication advertisers must commit to a 13-week advertising cycle)

- | | |
|--------------------------------------------|-------------------|
| <input type="checkbox"/> Leaderboard | Total Cost: _____ |
| <input type="checkbox"/> Lower Leaderboard | Total Cost: _____ |
| <input type="checkbox"/> Skyscraper | Total Cost: _____ |
| <input type="checkbox"/> Bottom Banner | Total Cost: _____ |

Please use this Web Address _____ for our ad link

To upload files:

Go to FTP upload:

cmasolutions.com/services/uploadart.htm

Send all ad materials and insertions to:

Jude Martin-Cianfano,

Advertising Manager

NJSNA Nurses Weekly

JCianfano@cmasolutions.com

Phone: 609-297-2212

Billing Contact:

Todd DeFilippis

TDeFilippis@cmasolutions.com

Please make checks payable to:

Creative Marketing Alliance

191 Clarksville Road

Princeton Junction, NJ 08550

Terms:

Ads are invoiced on the published date and are net 15.

Cancellation Policy:

Ads canceled less than 30 days prior to the commencement of a 13 week advertising cycle will still be billed for the equivalent of a 13 week cycle.