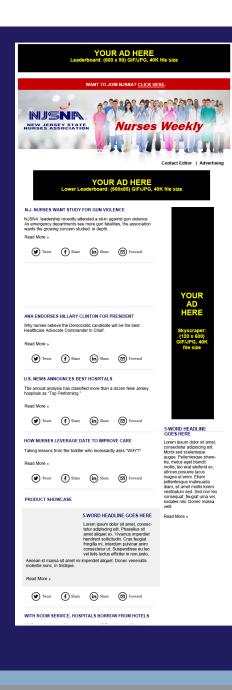


Nurses Weekly





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 Jeffrey Barnhart JBarnhart@cmasolutions.com

Executive Editor Erin Klebaur EKlebaur@cmasolutions.com

Executive Managing Director Ken Hitchner KHitchner@cmasolutions.com

Managing Editor Jennifer Kohlhepp JKohlhepp@cmasolutions.com

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Production Manager Scott Elgart SElgart@cmasolutions.com

Accounts Receivables Todd DeFilippis TDeFilippis@cmaso<u>lutions.com</u>

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.

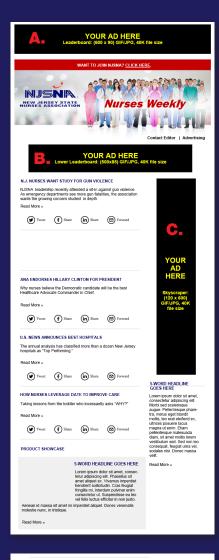
Creative Services

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.







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

########## 96.5% FEMALES

TOTAL AUDIENCE - 80,000 NURSES IN NJ



MEDIAN PERSONAL INCOME - **\$113,000** AVG. AGE **49.6**

EDUCATION 40.8% Nursing Diploma 32% Associate Degree 27% Baccaleaurate 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:		
Address:		
City:	State:	ZIP:
Telephone:	Fax:	
Email		

BILLING INFORMATION:

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

NJSNA Nurses Weekly Ad Information & Frequency

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

 □ Leaderboard
 Total Cost: _____

 □ Lower Leaderboard
 Total Cost: _____

 □ Skyscraper
 Total Cost: ______

 □ Bottom Banner
 Total Cost: ______

Please use this Web Address	
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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.