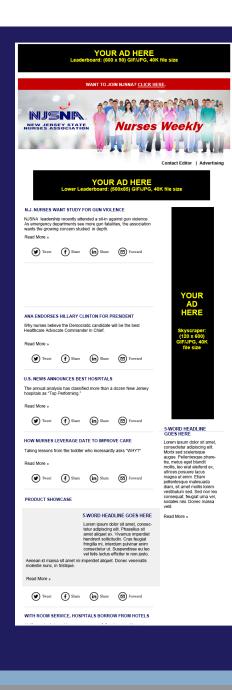


## **Nurses Weekly**





## 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

Advertising Manager Jude Martin-Cianfano JCianfano@cmasolutions.com

Creative Director Dave Sherwood DSherwood@cmasolutions.com

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.

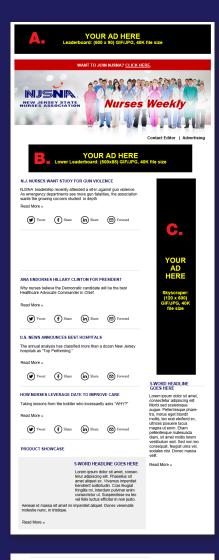
### **Creative Services**

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.