



Nurses Weekly



media kit



2021

Your Connection to NJ's Influential Health Care Providers

Nurses Weekly reaches nurses across the state of New Jersey, as well as students interested in a nursing career. These important and influential health care providers are loyal readers of our award-winning e-publication, which curates exciting original content as well as reporting on important nursing news from around the state and the nation and delivers it straight to their inboxes each week.

THE VALUE OF ADVERTISING IN NURSES WEEKLY



Every week NJSNA distributes a carefully curated email blast with information on what is happening and up and coming in the nursing community.



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



On average, 36.2% of subscribers will open the email. Over 5.6% of those opening the publication have clicked through the content.



Since 2016, when the NJSNA newsletter began, more than 1,400,000 emails have been distributed to an ever growing audience of 83,000 nurses.

WHAT OUR READERS ARE SAYING

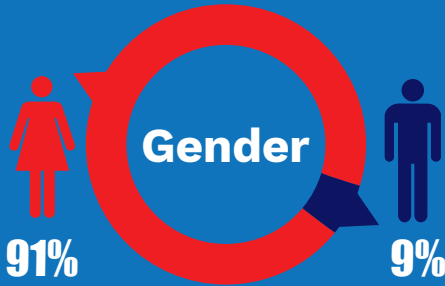
“The NJSNA e-newsletter really brings together pertinent information that all nurses need to know professionally. I love the colorful format and easy to read summary with option to click on what you want to know more of. I love that it provides national news, state news, and truly focuses on caring for self and what is important to know about hot topics affecting our profession. It is an easy and informative read!”

- Kate Gillespie, MBA RN Assistant Vice President Orthopedic Service Line, NJSNA Member

To place an advertisement, please contact Advertising Manager Joe Morris at JMorris@cmasolutions.com or **609-297-2212**.

READER PROFILE

Total Audience
69,000
SUBSCRIBERS

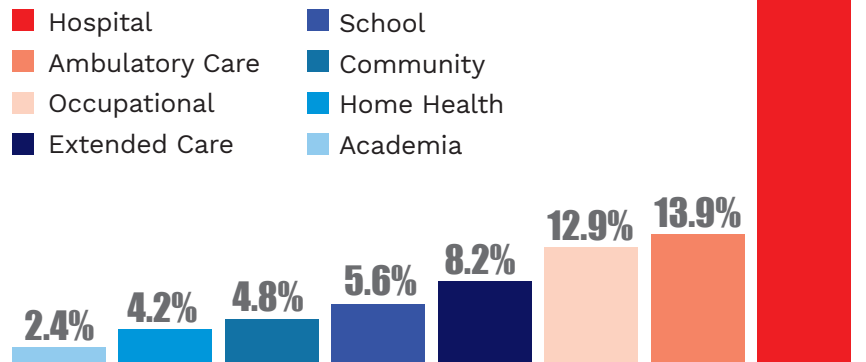


49
Average Age

\$113,210
Median Personal Income

General Demographic Information

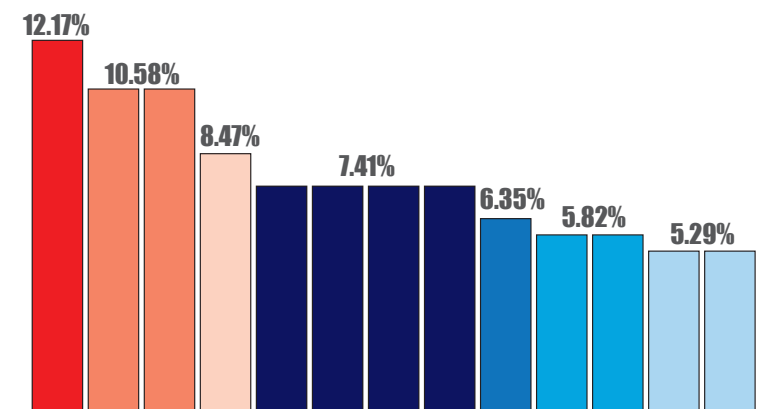
Field of Practice



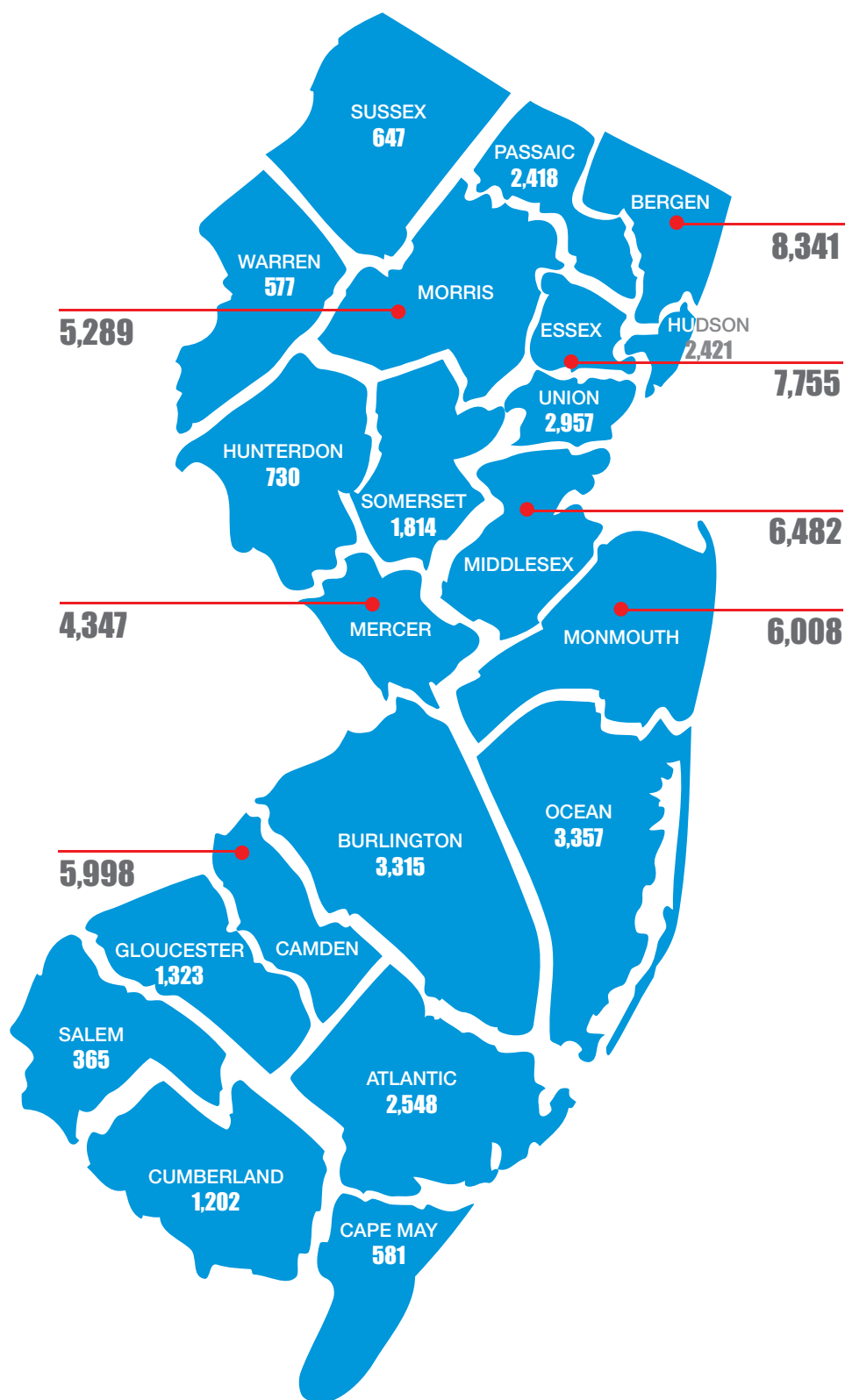
What Our Nurses Are Interested In

What New Jersey nurses are searching for the most.

- Travel/Hotels & Accommodations
- Employment
- Home & Garden/Home Decor
- Women's Apparel
- Apparel & Accessories
- Education/Post-Secondary Education
- Career Consulting Services
- Real Estates/Residential Properties
- Travel/Air travel
- Home Furnishings
- Trips by Destination
- Gifts & Occasions/Party Planning and Supplies
- Homes for sale (pre-owned)



General Demographic Information



Advertisement Options



Header Banner

(600x90 pixels) JPG, 40K file size

Middle Banner

(565x85 pixels) JPG, 40K file size

Lower Left Block

(263x202 pixels) JPG, 40K file size

Lower Right Block

(263x202 pixels) JPG, 40K file size

Footer Banner

(565x85 pixels) JPG, 40K file size

EMAIL BLAST - 2021 ADVERTISING RATES (Price Shown Per Week)

POSITION	4 ISSUES RATE	8 ISSUES RATE	12 ISSUES RATE
Header Banner	\$300.00	\$275.00	\$250.00
Middle Banner	\$275.00	\$250.00	\$225.00
Lower Left Block	\$250.00	\$225.00	\$200.00
Lower Right Block	\$250.00	\$225.00	\$200.00
Footer Banner	\$175.00	\$150.00	\$125.00

Advertisement Options

ADVERTORIAL

An advertorial is an advertisement for a business, product or service written in the form of an article. To keep copy consistent, accurate, and objective, NJSNA has established the following guidelines for advertorials.

The name(s) and contact information of the advertorial's author(s) must be provided with the advertising insertion order. Topics and outlines for the advertorial should be submitted with the advertising insertion order. NJSNA editorial staff reserves the right to contact authors to discuss the content being developed.

The due date for the advertorial copy is two weeks prior to the ad artwork deadline. This allows time for editing and approval between CMA's editorial staff and the advertiser. Advertorial copy must be submitted in a format that can be edited by CMA's editorial staff. A Word document is preferred.

NJSNA reserves the right to edit any material to maintain proper word count (250 words), grammar, tense, and consistency. Image dimensions for the advertorial are 300 x 225 px.

No advertorial that is misleading, deceitful, discriminatory, fraudulent, or slanders another company or person will be allowed.

Advertorials will be marked clearly as such.

Advertorial with Copy Provided	\$1,000.00
Advertorial with Copy Written by CMA	\$1,800.00

ADDED VALUE

You can add value to your *Nurses Weekly* ad-buy with free ad space on the new blog page at NJSNA.org with the purchase of an email blast advertisement.

Your ad will be visible to all NJSNA.org blog page visitors and its placement is included with your *Nurses Weekly* ad space purchase at no extra cost. The length in which your ads will run will be based off the number of purchased issues. Purchase 4 issues and receive free ad space for one month, purchase 8 issues and receive free ad space for two months and so on.

Don't miss this opportunity to put your products and/or services in front of even more registered and advanced practice nurses who rely on NJSNA.org for all the news that matters to them the most.

Website Specs:

- Header: 728x90 pixels
- Square: 250x250 pixels
- Maximum size 40k



To upload files:

Go to FTP upload
 cmasolutions.com/services/uploadart.htm

Send all ad materials and insertions to:

Joe Morris
 Advertising Manager
 NJSNA Nurses Weekly
 c/o Creative Marketing Alliance
 191 Clarksville Road
 Princeton Junction, NJ 08550
 609.297.2212

Billing Contact:

Todd DeFilippis
 TDeFilippis@cmasolutions.com

Make checks payable to:

Creative Marketing Alliance
 191 Clarksville Road
 Princeton Junction, NJ 08550

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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Accounts Receivables

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 TDeFilippis@cmasolutions.com

Insertion Order Form

2021

Ad Information & Frequency

Send completed space reservation form to

JOE MORRIS, ADVERTISING MANAGER

phone 609.297.2212

fax 609.799.7032

email JMorris@cmasolutions.com

Please complete the following 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

Header Banner	<input type="checkbox"/> 4 Issues	<input type="checkbox"/> 8 Issues	<input type="checkbox"/> 12 Issues
Middle Banner	<input type="checkbox"/> 4 Issues	<input type="checkbox"/> 8 Issues	<input type="checkbox"/> 12 Issues
Lower Left Block	<input type="checkbox"/> 4 Issues	<input type="checkbox"/> 8 Issues	<input type="checkbox"/> 12 Issues
Lower Right Block	<input type="checkbox"/> 4 Issues	<input type="checkbox"/> 8 Issues	<input type="checkbox"/> 12 Issues
Footer Banner	<input type="checkbox"/> 4 Issues	<input type="checkbox"/> 8 Issues	<input type="checkbox"/> 12 Issues

Please use this Web Address _____ for our ad link.

Advertorial ☐

For custom advertising opportunities including greater issue frequency, partnerships and sponsored emails, contact Joe directly.

Terms

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

Cancellation Policy

Ads canceled less than 30 days prior to the commencement of an advertising cycle will still be billed for the equivalent of that rate cycle.