



# 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!”

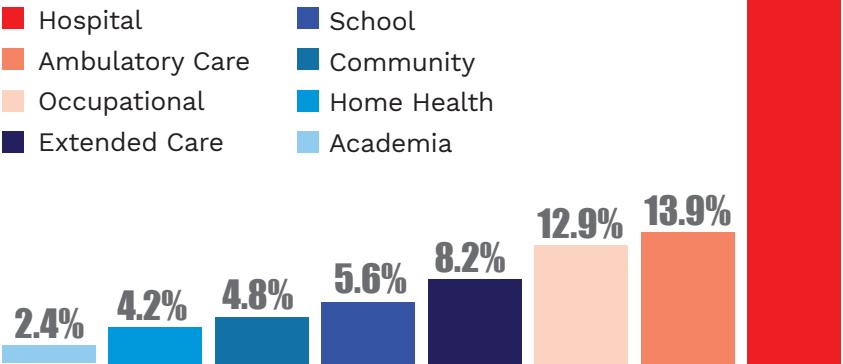
- Kate Gillespie, MBA RN Assistant Vice President Orthopedic Service Line, NJSNA Member

To place an advertisement, please contact Sales Executive Andrew Mento at [AMento@cmasolutions.com](mailto:AMento@cmasolutions.com) or **609-297-2212**.



# General Demographic Information

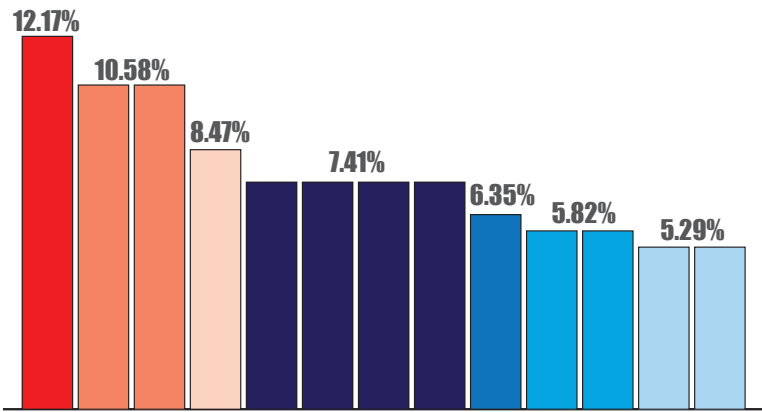
## Field of Practice



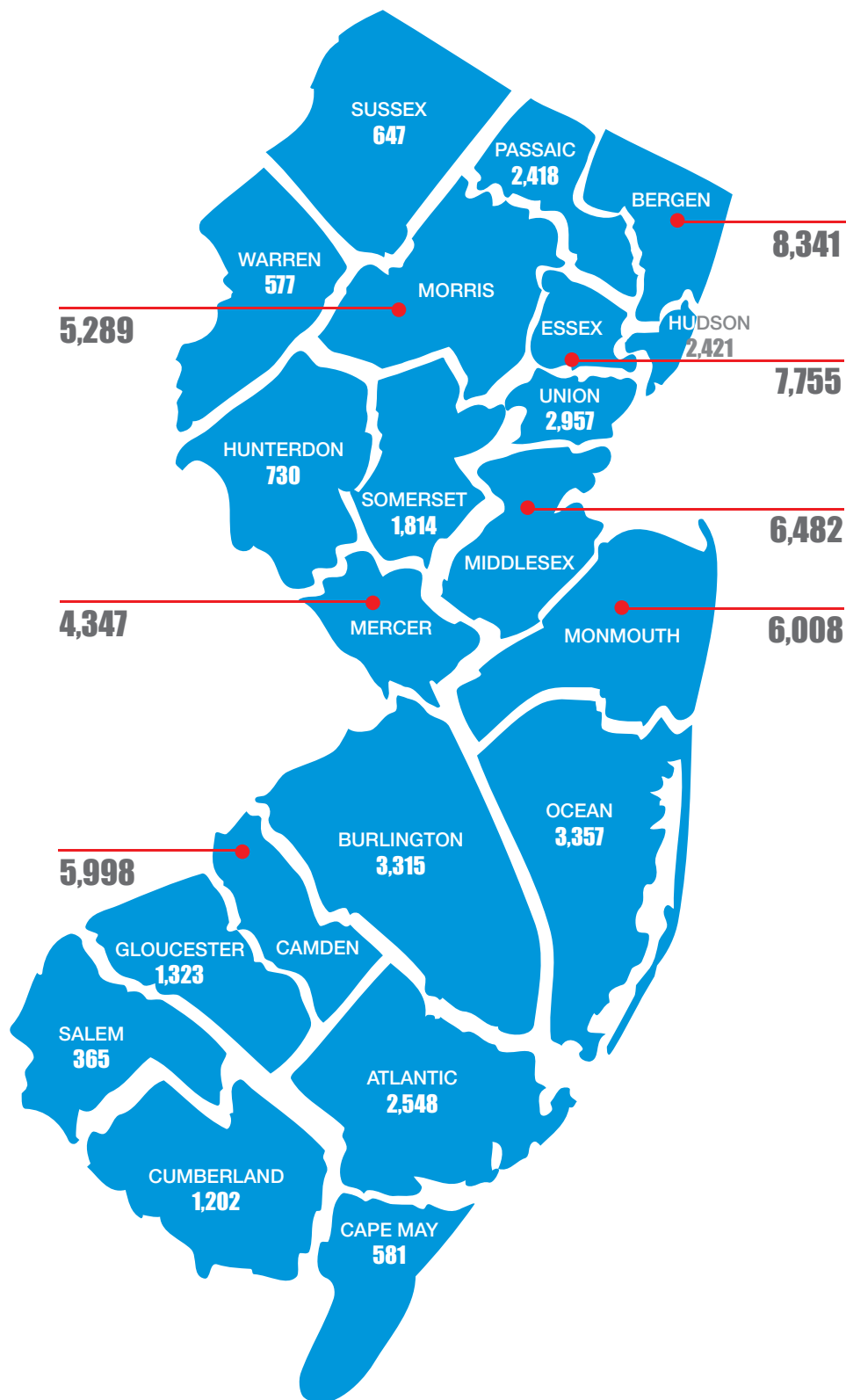
# What Our Nurses Are Interested In

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.

<b>Advertorial with Copy Provided</b>	\$1,000.00
<b>Advertorial with Copy Written by CMA</b>	\$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:**

Andrew Mento  
Sales Executive  
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**

Jeffrey Barnhart  
JBarnhart@cmasolutions.com

**Executive Managing Director**

Ken Hitchner  
KHitchner@cmasolutions.com

**Managing Editor**

Jennifer Kohlhepp  
JKohlhepp@cmasolutions.com

**Sales Executive**

Andrew Mento  
AMento@cmasolutions.com

**Creative Director**

Dave Sherwood  
DSherwood@cmasolutions.com

**Account Manager**

Ian Singer  
ISinger@cmasolutions.com

**Accounts Receivables**

Todd DeFilippis  
TDeFilippis@cmasolutions.com

# Insertion Order Form 2021

## Ad Information & Frequency

Send completed space reservation form to

**ANDREW MENTO, SALES EXECUTIVE**

phone 609.297.2212

fax 609.799.7032

email AMento@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 ☐ 4 Issues ☐ 8 Issues ☐ 12 Issues

Middle Banner ☐ 4 Issues ☐ 8 Issues ☐ 12 Issues

Lower Left Block ☐ 4 Issues ☐ 8 Issues ☐ 12 Issues

Lower Right Block ☐ 4 Issues ☐ 8 Issues ☐ 12 Issues

Footer Banner ☐ 4 Issues ☐ 8 Issues ☐ 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 Andrew 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.