



# Nurses Weekly



media kit



2022

# 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 59,000 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 Donna Latham at [DLatham@cmasolutions.com](mailto:DLatham@cmasolutions.com) or **609-297-2227**.

## READER PROFILE

Total Audience  
**59,000**  
 SUBSCRIBERS

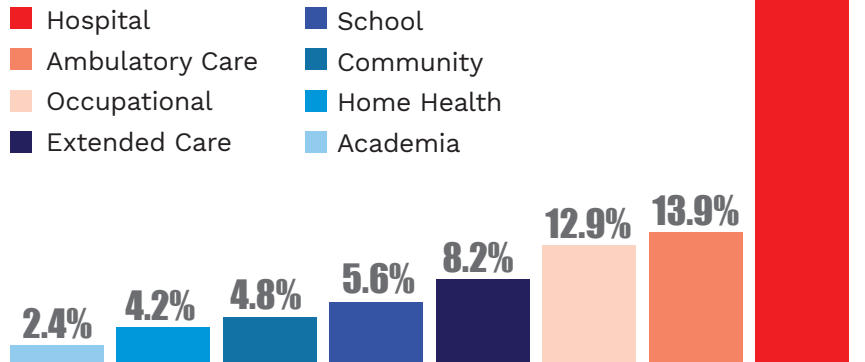


**49**  
 Average Age

**\$113,210**  
 Median Personal Income

## General Demographic Information

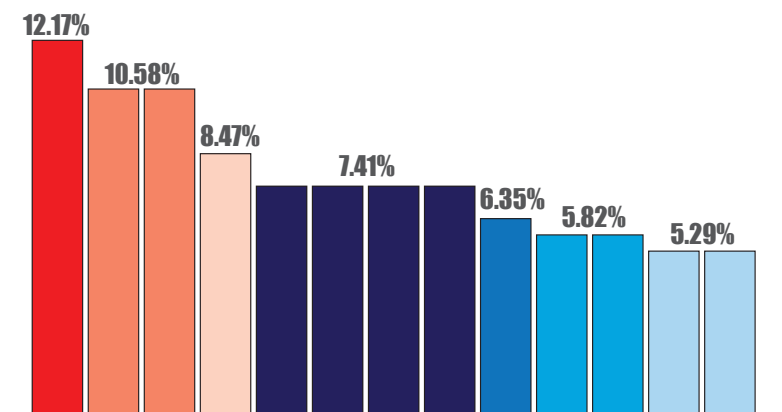
### Field of Practice



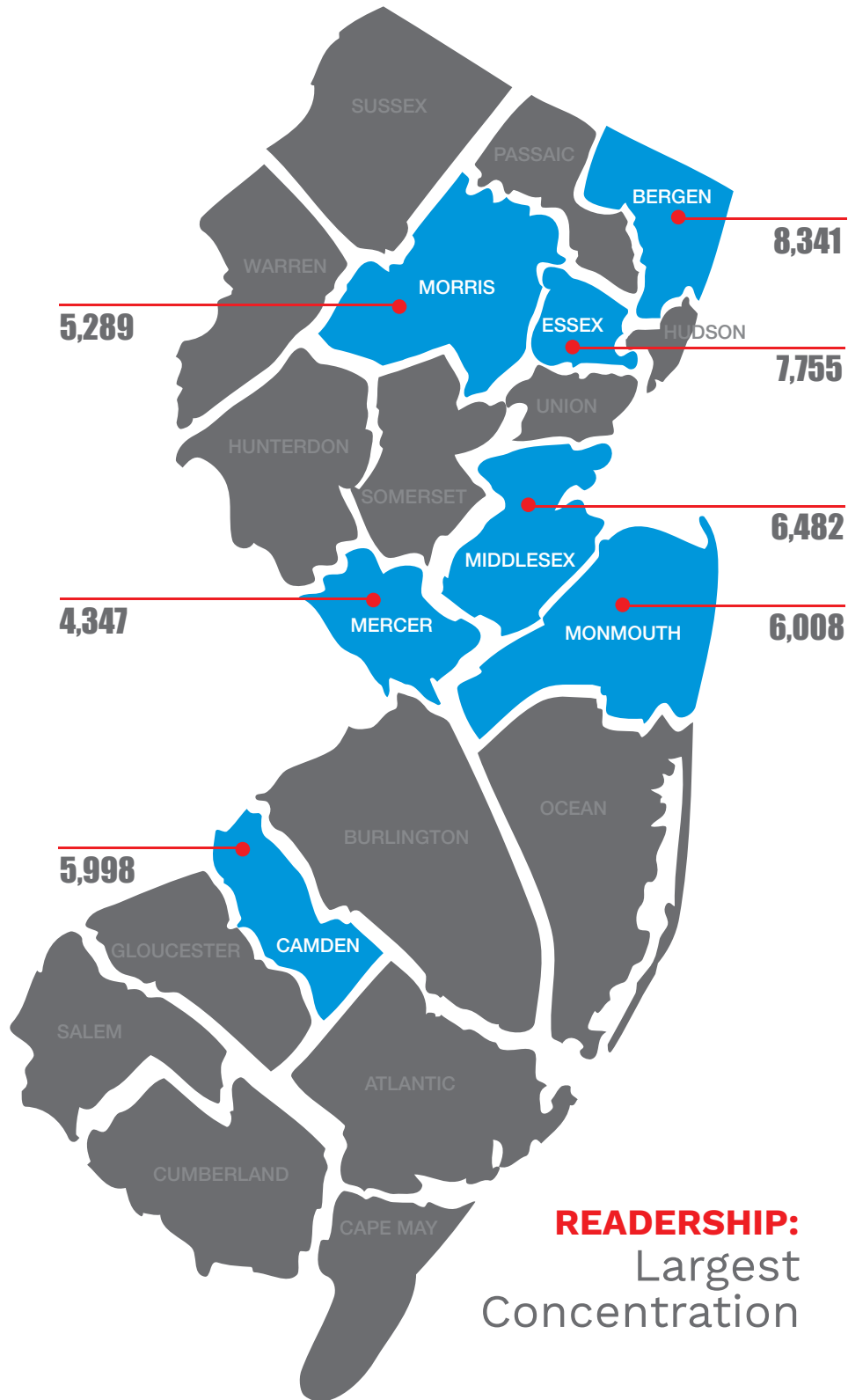
## What Our Nurses Are Interested In

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

**Footer Banner**

(565x85 pixels) JPG, 40K file size

## EMAIL BLAST - 2022 ADVERTISING RATES (Price Shown Per Week)

POSITION	4 CONSECUTIVE ISSUES	8 CONSECUTIVE ISSUES	12 CONSECUTIVE ISSUES
<b>Header Banner</b>	\$300.00	\$275.00	\$250.00
<b>Middle Banner</b>	\$275.00	\$250.00	\$225.00
<b>Footer Banner</b>	\$175.00	\$150.00	\$125.00

**To upload files:**

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

**Send all ad materials and insertions to:**

Donna Latham  
Sales Executive  
NJSNA Nurses Weekly  
c/o Creative Marketing Alliance  
191 Clarksville Road  
Princeton Junction, NJ 08550  
609.297.2227

**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

**Sales Executive**

Donna Latham  
DLatham@cmasolutions.com

**Creative Director**

Dave Sherwood  
DSherwood@cmasolutions.com

**Accounts Receivables**

Todd DeFilippis  
TDeFilippis@cmasolutions.com

# Insertion Order Form 2022

## Ad Information & Frequency

Send completed space reservation form to  
**DONNA LATHAM, SALES EXECUTIVE**  
phone 609.297.2227  
fax 609.799.7032  
email DLatham@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  
Total Cost \_\_\_\_\_  
Signed \_\_\_\_\_ Date \_\_\_\_\_

## 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
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.

**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.