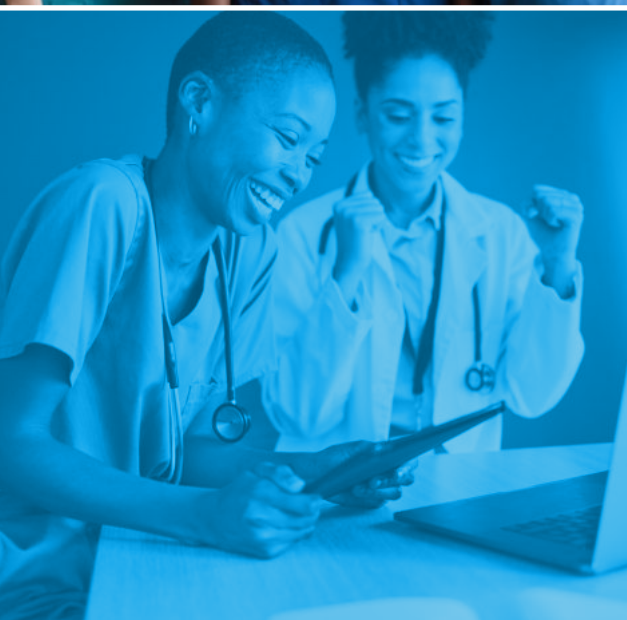




Nurses Monthly



media kit



2025

Your Connection to NJ's Influential Health Care Providers

Nurses Monthly 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.

THE VALUE OF ADVERTISING IN NURSES MONTHLY



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.

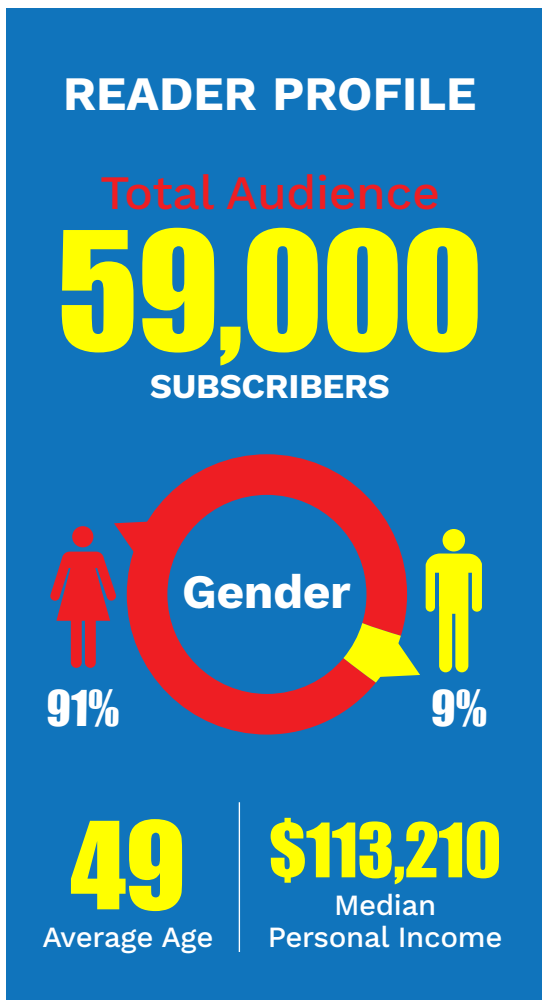
WHAT OUR READERS ARE SAYING

“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!”

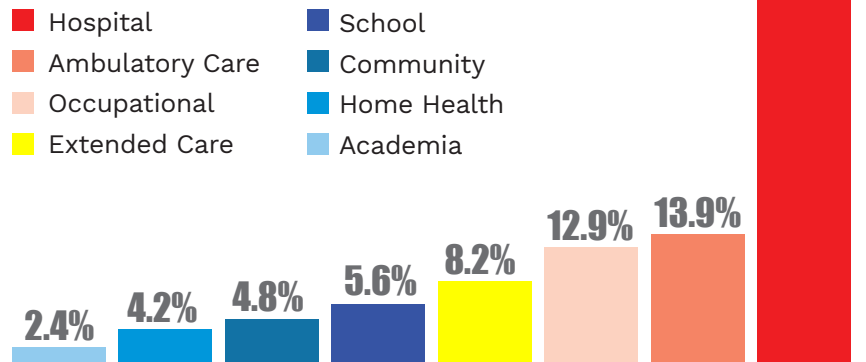
- Kate Gillespie, MBA RN Assistant Vice President Orthopedic Service Line, NJSNA Member

To place an advertisement, please contact Sales Executive Donna Latham at DLatham@cmasolutions.com or **609-297-2227**.

General Demographic Information

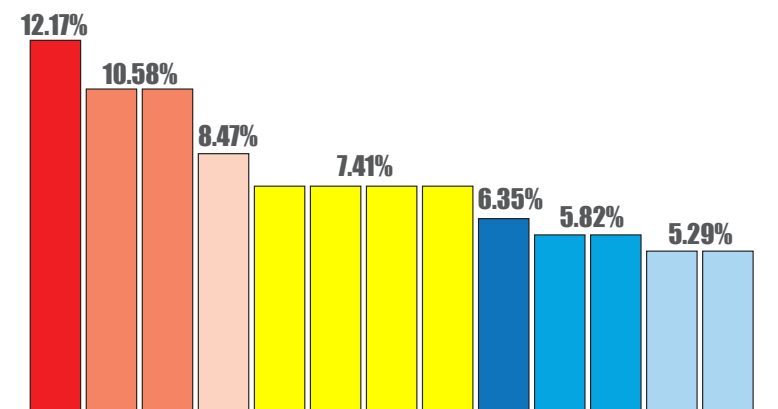


Field of Practice

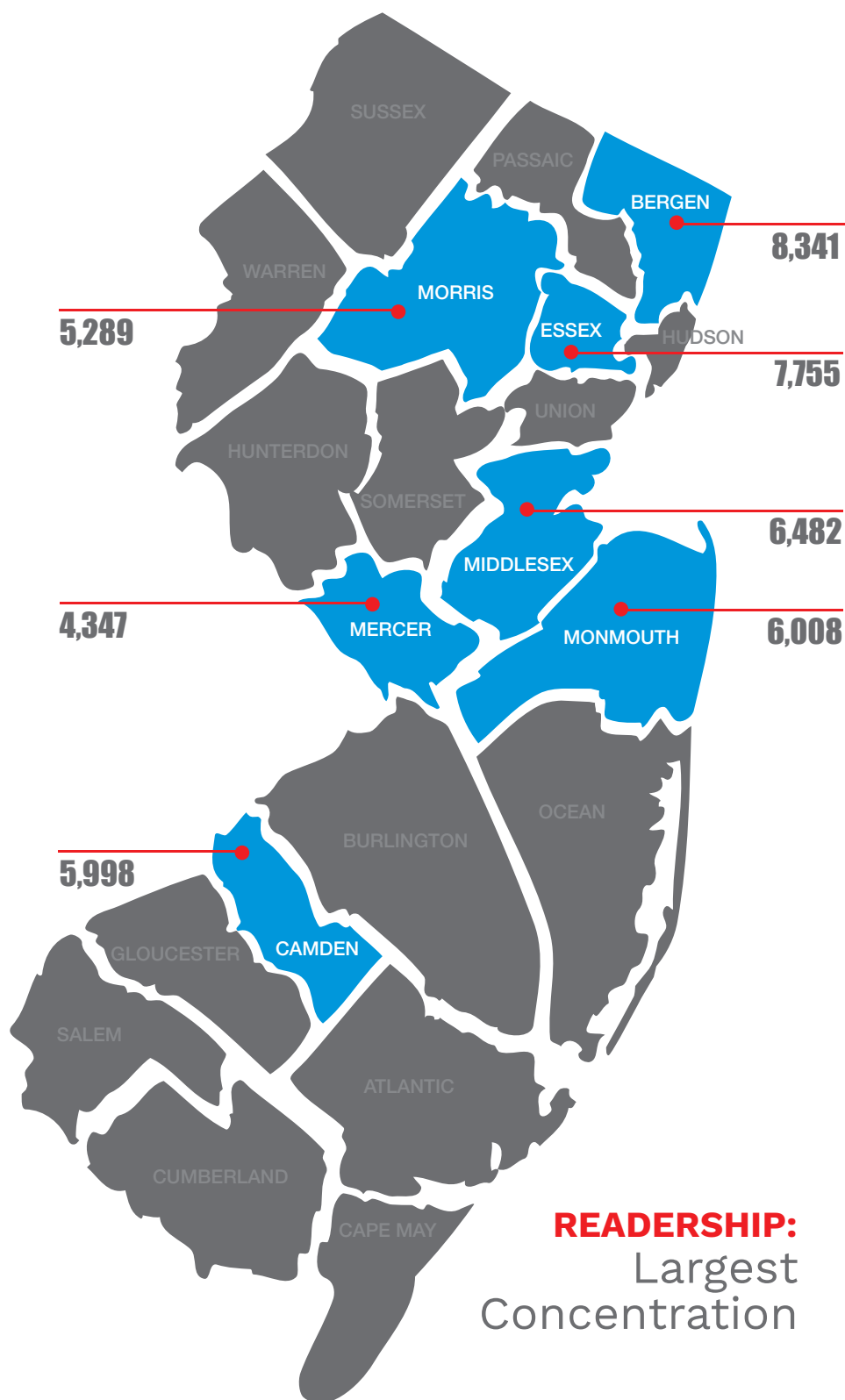


What Our Nurses Are Interested In

What New Jersey nurses are searching for the most.



General Demographic Information



Advertisement Options



Header Banner

(800x90 pixels) JPG, 40K file size

Middle Banner

(800x85 pixels) JPG, 40K file size

Footer Banner

(800x85 pixels) JPG, 40K file size

2024 ADVERTISING RATES

POSITION	4 CONSECUTIVE ISSUES	8 CONSECUTIVE ISSUES	12 CONSECUTIVE ISSUES
Header Banner	\$1,200.00	\$2,200.00	\$3,000.00
Middle Banner	\$1,100.00	\$2,000.00	\$2,700.00
Footer Banner	\$700.00	\$1,200.00	\$1,500.00

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 Monthly
c/o Creative Marketing Alliance
50 Millstone Road
Building 200, Suite 215
East Windsor, NJ 08520
609.297.2227

Billing Contact:

Todd DeFilippis
TDeFilippis@cmasolutions.com

Make checks payable to:

Creative Marketing Alliance
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Building 200, Suite 215
East Windsor, NJ 08520

NJSNA EDITORIAL STAFF

The staff includes seasoned
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who have years of experience
promoting associations.

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Insertion Order Form 2025

Send completed space reservation form to

DONNA LATHAM, SALES EXECUTIVE

phone 609.297.2227

fax 609.799.7032

email DLatham@cmasolutions.com

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Email _____

Purchase Order # _____ Confirm CMA vendor set up: ☐ Yes ☐ No

Total Cost _____

Signed _____ Date _____

NJSNA Nurses Monthly Ad Information & Frequency

Header Banner ☐ 4 Issues ☐ 8 Issues ☐ 12 Issues

Middle Banner ☐ 4 Issues ☐ 8 Issues ☐ 12 Issues

Footer Banner ☐ 4 Issues ☐ 8 Issues ☐ 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.