



New Jersey State  
**Nurses**  
Association

NURSES MONTHLY



2026

# Your Connection to NJ's Influential Health Care Providers

*Nurses Monthly delivers trusted content directly to the inboxes of New Jersey's nursing professionals and future nurses. Our award-winning e-publication reaches practicing nurses across the state as well as students preparing for careers in health care. Loyal readers rely on us for a curated mix of original reporting, thought-provoking features and timely nursing news from both New Jersey and nationwide. By engaging this highly influential audience, Nurses Monthly connects advertisers and partners with the voices shaping the future of patient care.*

## THE VALUE OF ADVERTISING IN NURSES MONTHLY



Nurses Monthly reaches 52,000+ New Jersey nurses and students with a curated e-blast from NJSNA, delivering essential news, insights and updates shaping the nursing



Nurses are trusted, influential decision-makers who actively shape patient care, purchasing choices and the future of healthcare.



With an average 36.2% open rate and 5.6% click-through, subscribers are not just reading—they're actively engaging



Since its launch in 2016, the award-winning NJSNA newsletter has delivered more than 10 million emails to a growing audience of 52,000 nurses statewide.

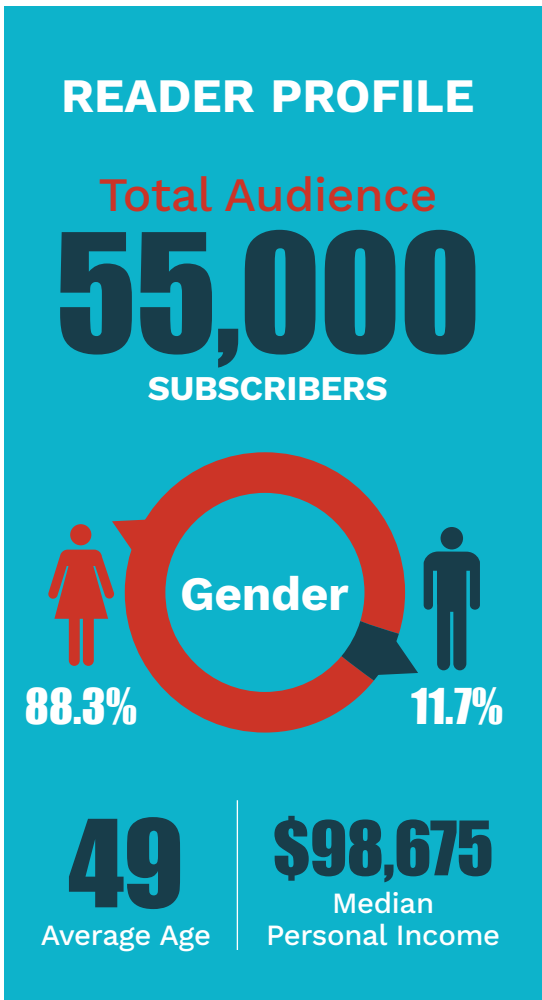
## WHAT OUR READERS ARE SAYING

“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!”

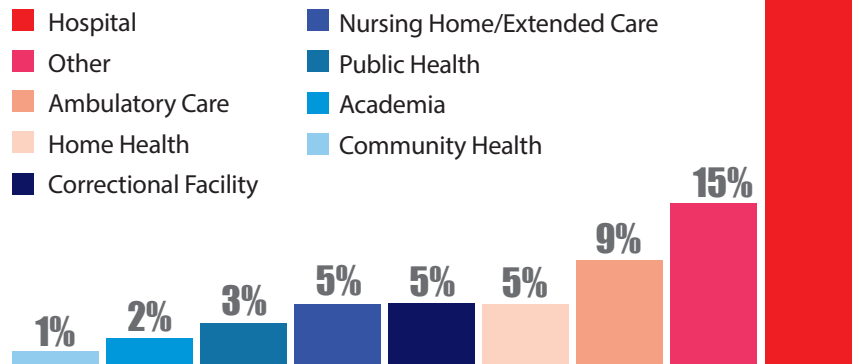
- Kate Gillespie, MBA RN Assistant Vice President Orthopedic Service Line, NJSNA Member

To place an advertisement, please contact Sales Executive Donna Latham at [DLatham@cmasolutions.com](mailto:DLatham@cmasolutions.com) or **609-297-2227**.

# General Demographic Information

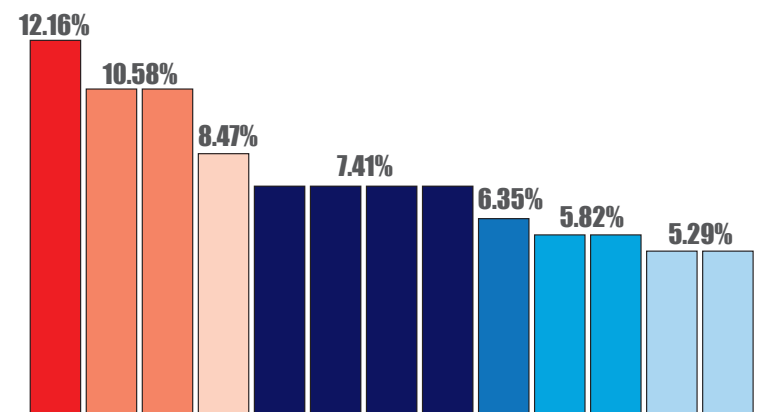


## Field of Practice

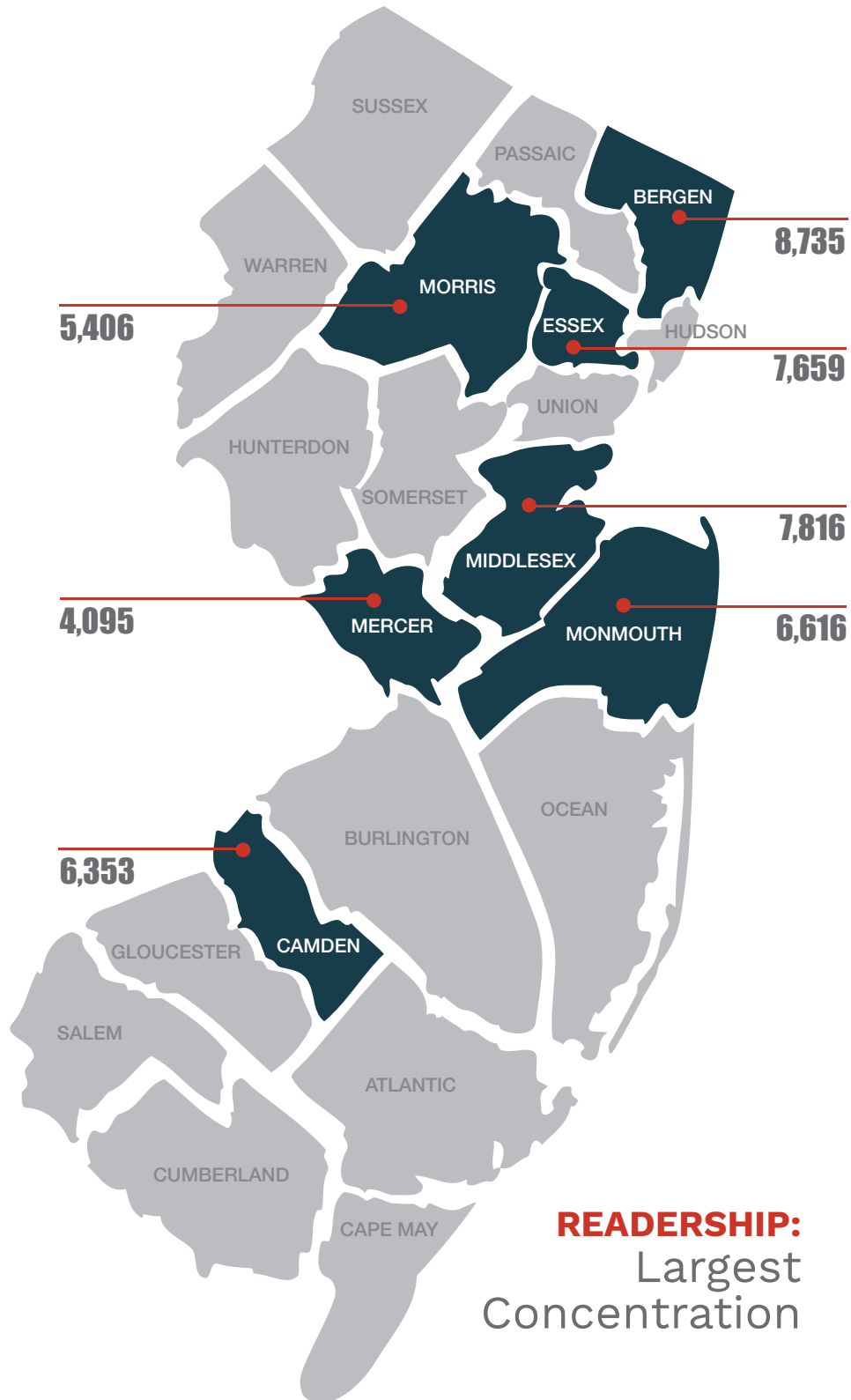


## What New Jersey nurses are searching for the most

- 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**  
(800x90 pixels) JPG, 40K file size

**Middle Banner**  
(800x85 pixels) JPG, 40K file size

**Footer Banner**  
(800x85 pixels) JPG, 40K file size

POSITION	4 CONSECUTIVE ISSUES	8 CONSECUTIVE ISSUES	12 CONSECUTIVE ISSUES
Header Banner	\$1,300.00	\$2,380.00	\$3,250.00
Middle Banner	\$1,190.00	\$2,160.00	\$2,920.00
Footer Banner	\$760.00	\$1,300.00	\$1,620.00

**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  
50 Millstone Road  
Building 200, Suite 215  
East Windsor, NJ 08520

**NJSNA EDITORIAL STAFF**

The staff includes seasoned publication and editorial professionals who have years of experience promoting associations.

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Send completed space reservation form to  
**DONNA LATHAM, SALES EXECUTIVE**  
phone 609.297.2227  
email DLatham@cmasolutions.com

Please complete the following information.

## Advertiser Information

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Contact \_\_\_\_\_ Title \_\_\_\_\_  
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Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
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## Billing Information

Accounts Payable Contact (or Agency) \_\_\_\_\_  
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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
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Purchase Order # \_\_\_\_\_ Confirm CMA vendor set up:  Yes  No  
Total Cost \_\_\_\_\_  
Signed \_\_\_\_\_ Date \_\_\_\_\_

## NJSNA Nurses Monthly Ad Information & Frequency

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.