



## NSNA NEWS NEWSLETTER 2011-2012 RATE CARD & ADVERTISING MATERIAL REQUIREMENTS

### Get noticed with *NSNA News*

NSNA's online newsletter contains timely organizational news, articles, and reports on NSNA activities. Published three times each year, *NSNA News* is delivered in an interactive media-friendly platform. Each issue is emailed to over 52,000 NSNA members and deans/directors of nursing across the nation..

#### SPACE UNIT - All rates are net *(Rates in effect until July 1, 2012)*

One		Issue	Two Issues	Three Issues
Full page*	8.5" x 11"	\$2,000	\$3,000	\$3,500
Half page horizontal	8.5" x 5.5"	\$1,000	\$1,500	\$2,000
Half page vertical	4.25" x 11"	\$1,000	\$1,500	\$2,000

#### Insertion Order Deadlines:

Fall 2011 Issue: September 30, 2011  
 Winter 2012 Issue: January 13, 2012  
 Summer 2012 Issue: June 15, 2012

#### Ad Submission Guidelines

All ad materials must arrive in PDF, JPG, or GIF format via email. Ad materials are due within one week of the insertion order deadline. No agency discounts.

#### Please send all ad material and insertion orders to:

Jonathan Buttrick, *NSNA Publications and Imprint Managing Editor*

Email: [jonathan@nsna.org](mailto:jonathan@nsna.org)

Phone: (718) 210-0705 x104

Fax: (718) 797-1186



#### **Bonus!**

Cost includes a live link to the URL of your choice (see "Features" below).

\*Purchase of a full page ad receives one URL link in one of our weekly NSNA membership email updates reaching approximately 50,000 students. A \$500 value.

#### Features

- Direct live link to advertiser's URL. Ads flash when moused over, grabbing user's attention to quickly visit your website with one easy click.
- Videos in FLV format may be embedded into your ad. With one click your video will play right on the page!

#### High Interest Areas for Nursing Students\*

*(include, but not limited to):*

- Registered Nurse (RN) Completion Programs—online and traditional
- Career Counseling Services and Resources
- Online Job Search Services
- International Opportunities

\* As reported in a survey of new RN graduates. July 2010.

**Visit [www.nsna.org/publications.aspx](http://www.nsna.org/publications.aspx) for past issues!**



## 2011-2012 Space Reservation Form

\_\_ Please reserve our advertising space in *NSNA News* as follows. We understand that this agreement will serve as our insertion order.

<input type="checkbox"/> Fall 2011—Closing date: September 16, 2011.	Check one: <input type="checkbox"/> Full page <input type="checkbox"/> Half page Cost: _____
<input type="checkbox"/> Winter 2012—Closing date: January 13, 2012.	Check one: <input type="checkbox"/> Full page <input type="checkbox"/> Half page Cost: _____
<input type="checkbox"/> Summer 2012—Closing date: June 15, 2012.	Check one: <input type="checkbox"/> Full page <input type="checkbox"/> Half page Cost: _____

**Total cost:** \_\_\_\_\_ *(see rate card for pricing information)*

Choose one:  Bill us directly;  Bill our advertising agency

We are a repeat advertiser and would like you to pick up our ad from the \_\_\_\_\_ issue.

We will be sending new material by the closing dates above.

Advertiser: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized By: \_\_\_\_\_ Title: \_\_\_\_\_

If agency is to be billed, complete the following:

Agency: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Attention: \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_  
 Signature - sign here to authorize billing \_\_\_\_\_  
date

**Send completed contract to:**  
**Jonathan Buttrick, 45 Main Street, Suite 606, Brooklyn, NY 11201**  
**Email: jonathan@nsna.org | Fax: 718-797-1186**

*Publisher's Policies: Publisher will hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertiser agrees that it is ultimately responsible for all debts incurred on its behalf. Publisher shall not be liable for any costs or damages for failure to publish an advertisement. Positioning and acceptance of advertisement is at the discretion of the publisher.*