



Weekly NSNA Broadcast Email Update

2011-2012 Advertising Fees

The NSNA Weekly Update is currently broadcast to approximately 50,000* members. Generally sent out each Friday evening,** the Weekly Update disseminates important information to NSNA members, including summaries, reminders, deadlines, and advice. Each update includes no more than one paid advertisement. Purchased ad space appears at the top of the broadcast update. Advertiser may submit text up to 500 characters (with spaces) and artwork no larger than 150x150 pixels. Text may include embedded URL links of your choice.

To purchase ad space, please contact Jonathan Buttrick at jonathan@nsna.org.

	All Current NSNA Members	By Graduation Year (per grad year)
General Advertising – 2 weeks	\$2,000	\$1,000 per graduation year
General Advertising – 4 weeks	\$3,000	\$1,500 per graduation year


You may choose which dates, depending on availability.

<i>Discounts*** (please contact NSNA if you believe you may qualify for a discount):</i>		
NSNA Conference or Convention Exhibitors	\$1,000 – 2 weeks \$1,500 – 4 weeks	\$800 per graduation year – 2 weeks \$1,200 per graduation year – 4 weeks
<i>Imprint and NSNA News†</i> Advertisers	\$1,000 – 2 weeks \$1,500 – 4 weeks	\$800 per graduation year – 2 weeks \$1,200 per graduation year – 4 weeks

Rates in effect until July 15, 2012

Ad Example:

NSNA® Weekly Update | July 1, 2011



Delmar Cengage Learning – 25% Discount!

Receive a **25% discount** on NCLEX-RN® Review, 6th Edition! Delmar, Cengage Learning is pleased to offer all a 25% off discount on many of our nursing products. To receive your discount, please visit our site directly at: www.cengagebrain.com/go/nsna. Your special NSNA 25% off discount is already included in the web pricing. To place your order via telephone please reference source code **FNURE046** to receive your discount.

* As of 11/1/11.

** Broadcast days/times may vary at NSNA's discretion.

*** Convention/Conference Exhibitors (and Imprint/NSNA News Advertisers) qualify for discount pricing when the exhibit (or ad) space reservation is received until 8 weeks after the Convention/Conference dates (or publication date).

† As a bonus to NSNA News online advertisers, one complimentary broadcast ad is included with purchase of a full page ad.

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.