



North Carolina Nurses Association 2020 Advertising Prospectus

With approximately 7,200 subscribers (and growing!), NCNA can help get your message out to registered nurses, from all specialties and career points, across the state of North Carolina. Our subscribers tend to be some of the most active in the profession, and include hospital administrators, educators, nursing students, private practice owners, and other decision-makers from across the state.

PUBLICATIONS

Tar Heel Nurse (page 2)

- Official publication of NCNA
- Approximately 7,200 subscribers
- Published six times per year
- Issue size is 16-24 pages

Inside NCNA (page 3)

- Monthly e-newsletter
- Approximately 7,200 subscribers
- Published on the first Wednesday of every month

APRN e-News (page 3)

- Monthly e-newsletter for advanced practice registered nurses
- Includes Nurse Practitioners, Certified Registered Nurse Anesthetists, Certified Nurse Midwives, and Clinical Nurse Specialists
- Approximately 1,900 subscribers
- Published on the third Wednesday of every month

IMPORTANT NOTES

- We encourage you to reserve your space early, as opportunities are limited.
- Acceptance of advertising does not imply NCNA endorsement or approval of the advertised item or the claims made.
- NCNA reserves the right to deny any advertising requests without explanation.
- E-Newsletter overall open and click-through rates may be provided upon request.

PLACING AN AD

Contact NCNA at RNs@ncnurses.org or (919) 821-4250.

Other Ways to Advertise with NCNA:

- **Exhibit (or Sponsor!) at an NCNA Event.**
- **Post a job in the NCNA Career Center.** They can be posted for all nurses to see (NCNA members and non-members). Everything is handled directly through the Career Center site — to find out more, go to the [NCNA Career Center](#).

Tar Heel Nurse

The Tar Heel Nurse is the official publication of the North Carolina Nurses Association. It is published six times per year. Annual subscription rate is \$36. Finished page size is 8 1/2 x 11 inches. Issue size is 16-24 pages. The Tar Heel Nurse is **DISTRIBUTED TO APPROXIMATELY 7,200 SUBSCRIBERS**; including all members of NCNA, other in-state and out-of-state nursing organizations, allied health organizations, and libraries.

Advertising Sizes & Rates

ALL ADS FULL COLOR

<u>Ad Size</u>	<u>1x</u>	<u>3x or more</u>	<u>All 6 issues</u>
Full page (7.5" x 10")	\$1,100	\$880 per issue	\$770 per issue
1/2 page (7.5" x 4.75" or 2.375" x 10")	\$770	\$615 per issue	\$540 per issue
1/3 page (7.5" x 3.25" or 2.375" x 10")	\$600	\$480 per issue	\$420 per issue
1/4 page (3.67" x 4.75")	\$525	\$420 per issue	\$365 per issue
Each Column Inch (2.375" x 1")	\$250		
<u>Inside Front Cover</u>			
Full Page	\$1,450	\$1,230 per issue	
<u>Inside Back Cover</u>			
Full Page	\$1,375	\$1,170 per issue	
1/2 page	\$1,025	\$870 per issue	
<u>Outside Back Cover</u>			
<i>(Prime location)</i>			
Full page	----- Not Available -----		
2/3 page (5.75" x 10")	\$1,375	\$1,170 per issue	

ADVERTISER ARTWORK: Artwork is the responsibility of the advertiser and must conform to the dimensions specified in the order form. For printed publications, please provide artwork in high-resolution PDF files designed in CMYK color mode with images at 300dpi and type at 10pt or higher.

Advertising Deadlines

	RESERVE AD SPACE BY:	AD COPY TO NCNA BY:
Winter 2020 Edition	November 15, 2019	December 6, 2019
Spring 2020 Edition	January 17, 2020	February 14, 2020
Special Spring 2020 Edition	March 13, 2020	April 3, 2020
Summer 2020 Edition	May 15, 2020	June 5, 2020
Fall 2020 Edition	July 10, 2020	July 31, 2020
Special Fall 2020 Edition	September 4, 2020	September 21, 2020
Winter 2021 Edition	November 13, 2020	December 4, 2020

Reserve your space now for this limited availability electronic advertising opportunity. This is the only advertising opportunity currently offered by NCNA that will reach the e-mail inboxes of thousands of North Carolina nurses.

Inside NCNA

- Approximately 7,200 subscribers
- Published on the first Wednesday of every month

APRN e-News

- For advanced practice nurses; includes Nurse Practitioners, Certified Registered Nurse Anesthetists, Certified Nurse Midwives, and Clinical Nurse Specialists
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Ad Options

1) EXCLUSIVE SPONSORSHIP

**limited to only 1 sponsor per issue*

Benefits: Large full-color logo prominently displayed "above the fold" of the e-mail newsletter with no other sponsors present in the same issue, a click through link to the webpage of your choice, and up to 100 words with additional information. Please provide logo in a PNG or JPG file no larger than 1MB and in RGB color mode.

	One Issue	Two Issues
Inside NCNA	\$515	\$820 (\$410 per issue)
APRN e-News	\$400	\$640 (\$320 per issue)

**You may elect to schedule sponsorship of two consecutive issues or distribute them throughout the calendar year based on availability.*

2) CLASSIFIED ADS

Opportunities are available to place text only ads of any kind within the body of each e-mail newsletter. These ads must be 100 words or less in paragraph form, and can include up to two links embedded anywhere in text (additional links are \$15 each).

The fees listed below are for one ad, one newsletter only.

50 words or less:	\$205
51-100 words:	\$325