



North Carolina Nurses Association 2021 Advertising Prospectus

With approximately 8,000 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 8,000 subscribers
- Published six times per year
- Issue size is 16-24 pages

Inside NCNA (page 3)

- Monthly e-newsletter
- Approximately 8,000 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.
- Advertisers can receive a 5% discount when bundling more than one medium.

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 8,000 SUBSCRIBERS**; including all members of NCNA, other in-state and out-of-state nursing organizations, allied health organizations, and libraries.

Advertising Sizes & Rates

<u>Ad Size</u>	<u>1x</u>	<u>3x or more</u>	<u>All 6 issues</u>
Full page (7.5" x 10")	\$1,175	\$930 per issue	\$825 per issue
1/2 page (7.5" x 4.75" or 2.375" x 10")	\$825	\$660 per issue	\$600 per issue
1/3 page (7.5" x 3.25" or 2.375" x 10")	\$650	\$515 per issue	\$450 per issue
1/4 page (3.67" x 4.75")	\$575	\$450 per issue	\$400 per issue

Inside Front Cover

Full Page	\$1,550	\$1,325 per issue
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Inside Back Cover

Full Page	\$1,475	\$1,250 per issue
1/2 page	\$1,100	\$930 per issue

Outside Back Cover

(Prime location)

Full page	-----	Not Available -----
2/3 page (5.75" x 10")	\$1,475	\$1,250 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 2021 Edition	November 13, 2020	December 4, 2020
Special Spring 2021 Edition	January 15, 2021	February 12, 2021
Spring 2021 Edition	March 12, 2021	April 1, 2021
Summer 2021 Edition	May 14, 2021	June 4, 2021
Fall 2021 Edition	July 16, 2021	August 8, 2021
Special Fall 2021 Edition	September 10, 2021	September 28, 2021
Winter 2022 Edition	November 12, 2021	December 3, 2021

E-Newsletters

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 8,000 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	\$525	\$850 (\$425 per issue)
APRN e-News	\$415	\$670 (\$335 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:	\$220
51-100 words:	\$325

Website Ad Space

NCNA has a **new** space on the homepage of ncnurses.org dedicated to connecting you to our members and website visitors. This the only advertising opportunity currently offered for our website, so reserve space now. Your ad will be scaled down to roughly 225 X 225 pixels. Please provide your digital ad in a PNG or JPG file no larger than 1MB and in RGB color mode and make sure to include your hyperlink.

Ad Options

	1 Month	3 or more
Website Ad	\$150	\$125 per month

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](#).