



2022 Advertising Prospectus

With approximately 7,800 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 7,800 subscribers
- Published six times per year

Inside NCNA (page 3)

- Monthly e-newsletter
- Approximately 7,800 subscribers

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 1,700 subscribers

OTHER MEDIA (Page 4)

Website & Podcast

- These are your newest opportunities to engage with NCNA members and other nurses.

Exhibit/Sponsor NCNA Events

- NCNA Annual Convention, Nurse Practitioner Spring Symposium, Psych Retreat, and more!

NCNA Career Center

- Post your open positions to generate interest from the best nurses in North Carolina.

OTHER OPPORTUNITIES (Page 4)

- 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 7,800 SUBSCRIBERS**: including all members of NCNA, other in-state and out-of-state nursing organizations, allied health organizations, and libraries.

Advertising Sizes & Rates

Cover Options (Prime Locations)

<u>Inside Front Cover</u>	<u>1x</u>	<u>3x or more</u>
Full Page (7.5" x 10")	\$1,600	\$1,365 per issue
<u>Inside Back Cover</u>		
Full Page (7.5" x 10")	\$1,475	\$1,250 per issue
1/2 page (7.5" x 4.75")	\$1,100	\$930 per issue
<u>Outside Back Cover*</u>		
Full page (5.75" x 10")	\$1,500	\$1,255 per issue

Interior Options

<u>Ad Size</u>	<u>1x</u>	<u>3x or more</u>	<u>All 6 issues</u>
Full page (7.5" x 10")	\$1,250	\$985 per issue	\$875 per issue
1/2 page (7.5" x 4.75" or 2.375" x 10")	\$885	\$705 per issue	\$640 per issue
1/3 page (7.5" x 3.25")	\$695	\$550 per issue	\$480 per issue
1/4 page (3.67" x 4.75")	\$615	\$480 per issue	\$425 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.

*Page space limited due to mailing label.

Advertising Deadlines

	RESERVE AD SPACE BY:	AD COPY TO NCNA BY:
Winter 2021 Edition	November 12, 2021	December 3, 2021
Special Spring 2022 Edition	January 14, 2022	February 11, 2022
Spring 2022 Edition	March 11, 2022	April 1, 2022
Summer 2022 Edition	May 13, 2022	June 3, 2022
Fall 2022 Edition	July 15, 2022	August 5, 2022
Special Fall 2022 Edition	September 2, 2022	September 23, 2022
Winter 2023 Edition	November 11, 2022	December 2, 2022

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 7,800 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
- Approximately 1,700 subscribers
- Published on the third Wednesday of every month

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.

NCNA's 2021 Annual Convention



Gearing Up for Convention!

September 23 & 24 | Concord, NC | up to 24.25 CE

NCNA's Annual Convention is always the kind of event nurses circle on their calendars. After a year of Zoom meetings and online chats, we are thrilled to be getting back together in-person at the Embassy Suites by Hilton Charlotte Concord Golf Resort & Spa. Join hundreds of your nursing friends and colleagues – comfortably and safely – for two days of professional development, advocacy, networking, and CE. **Early Bird rates available through July 30.** For more information, visit NCNA's website or see the convention brochure in the middle of the Spring issue of the *Tar Heel Nurse!*

[Go here to read more.](#)

	One Issue	Two Issues
Inside NCNA	\$535	\$870 (<i>\$435 per issue</i>)
APRN e-News	\$435	\$700 (<i>\$350 per issue</i>)

**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:	\$240
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

Podcast Ad Space

NCNA has a **new** space within the NCNA Nursing Rounds Podcast. You will be able to choose from two options that will give you flexibility to advertise to nurses in the way the best suits your needs!

Ad Options

	Per Episode
Start of Episode 10-second Ad	\$50
Mid-roll 30-second Ad	\$50

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](#).
- **Member Mailing List Rental.** Send advertisements to NCNA members via one-time use physical mailing. Rate: \$0.17 per member name and address; \$40 administration fee. Portions of the list can be purchased based on request.