

# Advertising/Sponsorship Opportunities



[www.nursingcenter.com](http://www.nursingcenter.com)

**Better resources for better care**

No web site delivers as many useful nursing resources as **NursingCenter.com**, including:

- Over 50 Popular Nursing Journals
- Continuing Education—over 2,000 hours
- Drug News
- Career Center
- Online Shopping
- And much, much more

Because nurses find at **NursingCenter** all the clinical content they need for professional development, they return to the site again and again.

**NursingCenter** banner advertising rates are highly competitive and provide excellent value at each level of the site. Each month **NursingCenter** receives more than 2.4 million page views, 155,000 unique visitors, and 340,000 visitor sessions, each session lasting an average of 12 minutes. (Source WebTrends, 2007 average).

## Banner Advertising and Sponsorship Rates

**Effective January 1, 2008**

BANNERS	PRICE	DESCRIPTION
<b>Premium</b>		
Run-of-Site Featured Sponsor	\$4,500 per month	Home page, all sectional pages ( <b>Journal Articles, CEConnection, Clinical Resources, Drug Updates, Career Center, Nurse Community and Marketplace</b> ) and all 50+ journal tables of contents pages.
<b>Home Page</b>		
Full-width top banner (rotates among three)	\$2,000 per month	<b>NursingCenter.com Home Page</b>
Upper buttons at right (rotates among three)	\$750 per month	
Lower buttons at right (rotates among three)	\$300 per month	
Lower vertical skyscraper 120 x 600 pixels	\$1,500 per month	
Home page spotlight box (left or right) Button size banner with 15 words	\$3,000 per month	
<b>Today's Survey</b> Full-width banner	\$1,500 per month	
Button banner	\$750 per month	

<b>Run-of-Site Section Pages</b>		
Full-width top banner (rotates among three)	\$2,000 per month	All sectional pages except Career Center. Includes <b>Journal Articles, CEConnection, Clinical Resources, Drug Updates, Nurse Community</b> and <b>Marketplace</b> .
Upper buttons at right (rotates among three)	\$750 per month	
Lower buttons at right (rotates among three)	\$300 per month	
Lower vertical skyscraper	\$1,500 per month	
<b>Journal TOC Pages</b>		
Full-width top banner (rotates among three)	\$2,000 per month	All 50+ journal tables of contents pages.
Upper buttons at right (rotates among three)	\$750 per month	
Lower buttons at right (rotates among three)	\$300 per month	
Lower vertical skyscraper	\$1,500 per month	
<b>Career Center</b>		
Full-width top banner (rotates among three)	\$2,000 per month	
Upper buttons at right (rotates among three)	\$750 per month	
Lower buttons at right (rotates among three)	\$300 per month	
Lower vertical skyscraper 120 x 600 pixels	\$1,500 per month	
<b>SPONSORSHIPS</b>	<b>PRICE</b>	<b>DESCRIPTION</b>
<b>NursingCenter e-newsletter</b> Full-width banner at top with 15 words, 2x/month	\$3,500 per issue	Circulation: 144,000 NursingCenter registrants. Content includes links to latest journal articles and CE, drug info, clinical topics, etc.
<b>Nursing Management e-newsletter</b> Full-width banner at top with 15 words, 1x/month	\$2,000 per issue	Circulation: 30,000 NursingCenter registrants. Content includes breaking news and management strategies to help nurse managers and executives meet leadership challenges.
<b>The Nurse Practitioner e-newsletter</b> Full-width banner at top with 15 words, 1x/month	\$1,500 per issue	Circulation: 20,000 NursingCenter registrants. Content includes news on drug approvals, prescribing, legislation, practice tips and more.
<b>Nursing2007's American Nursing Student e-newsletter</b> Full-width banner at top with 15 words, 1x/month during school year	\$1,500 per issue	Circulation: 29,000 NursingCenter registrants including 7,200 faculty. Content includes clinical and drugs news, practice NCLEX questions, tips on avoiding medication and charting errors.
<b>Nursing2007's Staff Development e-newsletter</b> Full-width banner at top with 15 words, 1x/month	\$1,500 per issue	Circulation: 34,000 NursingCenter registrants. Content includes clinical news, JCAHO guidelines, teaching advice and resources.

SPONSORSHIPS	PRICE	DESCRIPTION
<b>LPN2007 e-newsletter</b> Full-width banner at top with 15 words, bimonthly	\$1,500 per issue	Circulation: 9,000 NursingCenter registrants. Content includes updates on technology and products, new drug approvals, key trends affecting LPN/LVN practice, skill-building tips, and continuing educations opportunities.
<b>Nursing made Incredibly Easy! e-newsletter</b> Full-width banner at top with 15 words, bimonthly	\$1,500 per issue	Circulation: 36,000 NursingCenter registrants. Content includes new technology and products, cutting-edge research, new practice guidelines, advice for working smarter, and continuing education opportunities.
<b>Advances in Skin &amp; Wound Care e-newsletter</b> Full-width banner at top with 15 words, 1x/month	\$1,500 per issue	Circulation: 11,000 NursingCenter registrants. Content includes clinical tips from the experts, new product approvals, latest research findings, industry updates, association news, and continuing education programs.
<b>E-Cards</b> 400 x 480 pixel graphic or html advertisement	\$.40/address, minimum buy of \$1,000	Send your announcement or advertisement to NursingCenter 3rd party opt-ins by specialty, role, or setting. Geographic selections by state available.
<b>E-Alerts</b> Full-width banner at top with 15 words	\$.50/address, minimum buy of \$1,000	Sponsor free articles from the NursingCenter archive targeted to NursingCenter registrants by specialty, role, or setting. Geographic selections by state available.
<b>E-Alert Plus</b> Full-width banner at top with 15 words and 400 x 480 pixel graphic or html advertisement	\$.60/address, minimum buy of \$1,000	Sponsor free articles from the NursingCenter archive targeted to NursingCenter registrants by specialty, role, or setting. Geographic selections by state available.
ADDITIONAL OPTIONS	PRICE	DESCRIPTION
<b>Market Place</b>		
<b>Featured Status</b> Mini banner <i>(total of three banners may appear at any given time; stacked)</i>	\$100 per month	<ul style="list-style-type: none"> <li>• Banner will be placed in a prominent box at the top of the Market Place sub-category list pages.</li> <li>• See below re: \$50 set-up fee for non-print advertiser.</li> </ul>
<b>Non-Featured Status</b> Mini banner <i>(stacked)</i>	Print Advertiser— <b>FREE</b>	<ul style="list-style-type: none"> <li>• Banner will be stacked with other vendors in no particular order in specific subcategory.</li> <li>• Advertiser may opt to bump up to "Featured" status.</li> </ul>
<b>Non-Featured Status</b> Mini banner <i>(stacked)</i>	Non-print Advertiser— <b>\$50 set-up fee</b>	<ul style="list-style-type: none"> <li>• Banner will be stacked with other vendors in no particular order in specific subcategory.</li> <li>• Advertiser may opt to bump up to "Featured" status. Advertiser will pay \$150 (includes \$50 set-up fee if not already paid) for the first month and \$100/month thereafter.</li> </ul>

ADDITIONAL OPTIONS	PRICE	DESCRIPTION
<b>Career Partners</b>		
Full-width banner stacked (center of page) <i>(banner order is rotated monthly)</i>	\$500 per month	This section is designed for other Web sites offering career opportunities, to place banner advertising on NursingCenter within <b>Career Center</b> .
<b>Special Pages</b>		
<b>My NursingCenter</b> Full-width banner at top <i>(rotates among three)</i> Upper button banner slots at right <i>(rotates among three)</i>	\$500 per month  \$250 per month	<b>My NursingCenter Home Page</b>
<b>Join Now</b> Full-width banner at top only <i>(rotates among three)</i>	\$500 per month	<b>Registration Page</b>
<b>Learn More</b> Full-width banner at top only <i>(rotates among three)</i>	\$500 per month	<b>Membership Information Page</b> Banner will appear on all membership information pages.
<b>Search and Search Results</b>		
Full-width banner at top only <i>(rotates among three)</i> Upper button banner slots at right <i>(rotates among three)</i>	\$550 per month  \$350 per month	Banner will appear on both <b>Search Results</b> and <b>Advanced Search</b> pages.
SPECIAL LISTINGS	PRICE	DESCRIPTION
<b>Virtual University</b> Advertisers are listed at VU location on site. Gets name recognition plus link.	\$350 per month	Located on Career Center section page. Advertisers are listed alphabetically. 10 slots available.
<b>CE Test</b> Sponsor name recognition plus link where CE is listed.	\$500 per month	Appears on the <b>Home Page</b> and <b>Recommended CE Page</b> . An advertiser may select a test (non-sponsored CE), and link from it.

\* All rates are commissionable for agencies and other approved 3<sup>rd</sup> party posting companies

#### SPECIFICATIONS

**Full-width banner:** 468 x 60 pixels, maximum file size of 15K

**Button banner:** 120 x 60 pixels, maximum file size of 10K

**Vertical skyscraper banner:** 120 x 600 pixels, maximum file size of 20K

**Mini banner:** 88 x 31 pixels, maximum file size of 5K

**E-Card and E-Alert Plus:** 400 x 480 pixel graphic or html

#### FORMAT

Banners should be submitted as a GIF or JPEG and should optimally use “web-safe” colors. Looping or Flash animation is acceptable.

Contact your sales representative today!



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Health Williams & Wilkins