

Targeted Network Display

Leverage our vast RN database to reach more than

2 million RNs across the web.

Nurse.com provides the ability to reach these nurses, allowing your branded message to be seen on multiple websites.

KEY FEATURES & BENEFITS

- Delivers your message to RNs, regardless of what websites they visit.
- Builds awareness for your organization and brand.
- Assists in driving traffic to your website.
- Targeting available based upon specialty, academic level and geographical location.

STANDALONE

Nurse.com Targeted Network Display Advertising works well as a highly targeted standalone campaign that allows you to segment and target the exact RNs you are looking for all across the web in ways that only Nurse.com can provide.

MULTI-CHANNEL CAMPAIGN

Nurse.com Targeted Network Display Advertising works particularly well when combined with other advertising channels. Target a segment of nurses via email and follow up with a Targeted Network Display campaign to those same nurses. A multi-channel campaign provides you with the opportunity to extend your message and stay front of mind with your targeted audience.

Custom solutions can be created to drive traffic to your degree program, extend awareness of branded content or provide expanded presence to your audience.

Combination examples include: Precision Email, Social Media Campaign, Content Marketing, Education Engagement Opportunities and more.

TARGETED DISPLAY REACH	Per record
700,000 OR MORE	\$0.05
300,000 - 699,999	\$0.10
100,000 - 299,999	\$0.15
50,000 - 99,999	\$0.18
25,000 - 49,999	\$0.20
10,000 - 24,999	\$0.22
LESS THAN 10,000	\$0.25

\$995 minimum applies to any purchase, after all discounts.

AD SIZES

Medium rectangle

300x250 pixels

Leaderboard

728x90 pixels

Wide skyscraper

160x600 pixels

Large rectangle

300x600 pixels

Mobile leaderboard

320x50 pixels

Billboard

970x250 pixels



1. Choose a segment from the Nurse.com email list.



2. Nurse.com displays your ad to those nurses as they browse the web, keeping your brand top of mind.



3. Nurses click on your ad and are led to your site.

Save 20%–50% with a Nurse.com Dollar Volume Discount.

Contact your local sales representative for details.

CONTACT

Email advertise@nurse.com

Phone 888.206.3791