

## 2020 RATES

# Nurse.com Digital Editions

Nurses have trusted our editorial and educational content for **more than 30 years**. Align your message with the award-winning publication that connects more than **1 million RNs across the country**.

### HOW DOES IT WORK?

We publish a beautiful Digital Edition with articles and images hand-selected to attract attention from your desired audience.

Your organization benefits from increased site traffic and high quality leads based on precise audience targeting

### KEY FEATURES & BENEFITS

- Premium exposure to your audience – no other competitor ads, you are the single brand represented
- Exclusive content including articles, infographics, thought leadership and extensive CE catalog
- Interactive ad options including audio, video, lead capture and more
- Data-driven metrics on campaign performance
- Robust promotion for each Edition provides unparalleled reach and audience interaction across multiple platforms

## 30-DAY DIGITAL EDITION SPONSORSHIP

### ONE MONTH SPONSORSHIP ..... **\$10,000**

#### INCLUDES:

- Cover page banner
- 1 Premium, full page ad near front of Guide
- 2 ads within the Guide, placed on the highest traffic-producing article

#### CUSTOM ADD-ONS

##### AVAILABLE WITH BUY:

- Video
- Lead Capture Forms
- Exit Intent

### PROMOTIONAL DISTRIBUTION DETAILS

- Promoted to our Nurse.com social media audience of over 500,000
- Promotion distributed via email to Nurse.com national opt-in database
- Featured in Nurse.com National Newsletter distributed to opted-in subscribers throughout 2020
- Prominent presence on Nurse.com website

Enhance your Digital Edition with a Sponsored Free Course

**\$12,000\***

\*Benefits of a Silver Education Engagement Package

**View all our Digital Editions:**  
[Nurse.com/DigitalEdition](https://Nurse.com/DigitalEdition)

Contact your local sales representative for details

#### Contact

Email [advertise@nurse.com](mailto:advertise@nurse.com)

Phone 877.895.0560

# Digital Edition Specifications

*\*All images must be 300 DPI Resolution*

## AD OPTIONS

### FULL PAGE AD

Full Page ad requires all materials listed below:

- Desktop Image: 1024x768 px
- Mobile Image: 750x1334 px
- Header Text: Up to 10 words
- Desktop Text: 100-125 words
- Mobile Text: 100-125 words
- Call to Action Text: 2-4 words
- Click Through URL
- Logo: Hi-res PNG preferred

### STANDARD AD

Standard ad requires all materials listed below:

- Desktop Image: 875x650 px minimum, 1024x650 maximum
- Mobile Image: 750x1334 px
- Header Text: Up to 6 words
- Desktop Text: 50-75 words
- Mobile Text: 35-50 words
- Call to Action Text: 2-4 words
- Click Through URL
- Logo: Hi-res PNG preferred

## AD ENHANCEMENT OPTIONS

*\*Quotes provided on request*

### VIDEO

- Provide video link from Youtube or Vimeo
- Recommended video length: Up to 3 min

### SLIDE SHOW

Slideshow ad can range from 2 to 7 slides. Each slide requires:

- Desktop image: Match ad size above
- Mobile image: 750x1334 px
- Header Text: Up to 6 words
- Desktop Text: 50-75 words
- Mobile Text: 35-50 words
- Call To Action Text: 2-4 words
- Click Through Link

### SHARE OPTIONS

- Share options include: Facebook, Twitter, Pinterest, LinkedIn
- Configured Facebook App ID must be provided for Facebook share option

### LEAD CAPTURE FORM

- Text: 10-15 words
- Call to Action: 2-4 words
- Click Through Link
- Field Text: 1-2 words per field (Ex: First Name, Last Name, Email)
- Up to 5 fields per Lead Capture Form

### EXIT INTENT/POPUPS

Exit Intent/PopUps require all materials listed below:

- Desktop Image: 800x400 px
- Mobile Image: 600x400 px
- Desktop text: 35-50 words
- Mobile text: 20-35 words
- Call to Action: 2-4 words
- Click Through URL