

2020 RATES

Education Engagement Opportunities

Make a **lasting impression** with nurses

Generate leads with award-winning continuing education content that nurses want and need.

Partner with Nurse.com to support nurses' education and take advantage of a full mix of media to promote your message.

UNIQUE LEARNING OPPORTUNITIES

CE self-study courses and webinars

Compelling

Newsworthy clinical and professional topics of interest to nurses

Reputable

Award-winning continuing education programming

HIGH-VISIBILITY MARKETING

multi-platform, targeted, **proven** promotion

Effective

Metrics-based success in lead generation

Segmented

Multi-media marketing to specific audiences

POWERFUL, LASTING ENGAGEMENT

relevant experiences that create connections

Valuable Positioning

Helpful experiences that boost customer engagement

Brand Enhancement

High-quality content that builds trust

Education Engagement

Opportunities Only at Nurse.com

Contact your local sales representative.

CONTACT

Email advertise@nurse.com

Phone 877.895.0560

Powerful Connections

Nurse.com's Education Engagement Opportunities offer high-visibility promotional packages that build valuable, lasting connections with nurses through award-winning content promoted across multiple platforms.

	Platinum	Gold	Silver	Bronze
Estimated number of course completions	20,000	5,000	2,000	1,000
Number of FREE CE courses (1 contact hour each) on Nurse.com	1	1	1	1
Number of FREE CE webinar courses (1 contact hour each) hosted on Nurse.com	3			
CE course duration (including webinars) offered FREE on Nurse.com	90 days	90 days	60 days	30 days
Demographic reports detailing all course participants	✓	✓	✓	✓
Custom survey data (up to 2 questions added to post-test evaluation)	✓	✓	✓	✓
Number of targeted emails promoting FREE CE courses	1 email to 200,000	1 email to 75,000	1 email to 30,000	1 email to 10,000
Re-marketing emails sent to all course-takers following completion	✓	✓	✓	✓
Re-marketing emails sent to all course participants	2	2	1	1
Targeted Nurse.com Social Media Campaign on Facebook	200,000 impressions	75,000 impressions	30,000 impressions	5,000 impressions
Resend of second re-marketing email (to opens), sent 2 weeks later	✓	✓		
Dedicated landing page on Nurse.com for duration of campaign	✓			
Logo highlighted prior to start of all webinars	✓			
Live/recorded presentation at the close of each webinar (up to 15 minutes)	✓			
	\$50,000	\$20,000	\$12,000	\$9,500

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