

2020 RATES

Social Media Rate Card

Like 2 billion other world-wide monthly users, your target RN audience is on Facebook. Reach up to **2.4 million nurses** with the only solution that lets you **target up to 42% more nurses** on Facebook and Instagram.

KEY FEATURES & BENEFITS


- Target nurses directly in their Facebook and Instagram feeds by specialty, academic level, radius, city or DMA
- Nurse.com’s database integration allows you to reach 42% more nurses than with Facebook’s ad-platform targeting alone
- Enhance your social media presence with a live link of your organization’s tagged Facebook page
- Multiple ad formats available, including standard image, carousel and video posts

SOCIAL REACH	Per record
40,001 OR MORE	\$0.10
10,001 - 40,000	\$0.13
0 - 10,000	\$0.19

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

FACEBOOK AD PLACEMENTS

Desktop News Feed and Right Column | Mobile News Feed



Contact

Email advertise@nurse.com

Phone 877.895.0560