

# Targeted Display

Why settle for reaching nurses on just one website when you can reach them **across the entire web?** Put your message in front of more than **2 million nurses** on any device, on any platform and in any location.

## KEY FEATURES & BENEFITS

- Increases traffic volume and leads for your organization by delivering ads across multiple browsers and millions of websites
- Nurse.com's database integration gives you access to more nurses across the web than any other source
- Builds awareness for your organization and brand by establishing a dominant web presence
- Choose from targeting options that include over 20 specialties, academic level, geographic location or position

## REACH

40,000 OR MORE .....	<b>\$0.07</b>
10,000 - 40,000 .....	<b>\$0.10</b>
0 - 10,000 .....	<b>\$0.16</b>

## OPTIONS

### BRANDED PROGRAMMATIC DISPLAY



- Can be designed and styled with your company's branding to stand out and attract attention
- Support brand awareness and recognition

### INTUITIVE PROGRAMMATIC DISPLAY



- Provides relevant information in unobtrusive format
- Often displayed in-feed providing increased engagement opportunities
- Less affected by adblocking software



With 23% higher average viewability, Intuitive Programmatic Display combines well with Branded Programmatic Display to boost traffic and leads.

## HOW IT WORKS



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.

## Contact

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