



Ernest J. Grant, MSN, RN
President
Tina C. Gordon, MPA, CAE
Chief Executive Officer

103 Enterprise Street • PO Box 12025 • Raleigh, NC 27605-2025 • 919.821.4250 • 800.626.2153 • Fax: 919.829.5807
E-Mail: rns@ncnurses.org • Website: www.ncnurses.org

MEMORANDUM

To: Prospective Advertisers for NCNA Publications (*Tar Heel Nurse* and others)

From: Kristen Feneley, Director of Volunteer Relations & Services

Subject: 2010 Publication Advertising Opportunities, Rates and Deadlines

Thanks to all who advertised in NCNA publications during 2009. We appreciate your business and welcome your comments and communication at any time. NCNA is always looking for ways to improve service to our members, as well as opportunities for our advertising partners to benefit from your relationship with NCNA. In 2010, NCNA will continue to offer very affordable advertising opportunities in the quarterly *Tar Heel Nurse* print publication and the monthly *Inside NCNA* electronic publication. Please see attached rate sheet for detailed information.

Please note that advertising and sponsorships of *Inside NCNA* continue to be very well received and sold out in 2009. We encourage you to reserve your space early, as opportunities are limited. We are also excited to share that our membership is growing at a rapid and constant pace so our circulation continues to grow, bringing added value to your advertising dollars.

Enclosed is a rate sheet with attached diagrams of actual advertising sizes for the *Tar Heel Nurse* and *NP News* as well as a rate sheet and information about advertising in the NCNA electronic newsletters. We ask that you send camera ready copy to fit the dimensions of your requested advertising space. If you are unable to do so, our publishing capabilities include a type setting service. We will be able to type set your ad for an additional 15 percent. For instance, a small ad measuring 3 column inches would cost an additional \$18.00 to be type set.

NOTE: Acceptance of advertising does not imply NCNA endorsement or approval of the advertised item or the claims made. In addition, NCNA reserves the right to deny any advertising requests without explanation.

Please note attached deadlines for individual issues. Our publication schedule assures that subscribers receive the *Tar Heel Nurse* at the first of each quarter. Please call Kristen Feneley at 800.626.2153 if you have specific questions about deadlines or rates.

2010 NCNA Electronic Newsletters Sponsorships and Advertising



Reserve your space now for this limited availability electronic advertising opportunity. This is the only advertising opportunity currently offered by NCNA that will reach the e-mail inboxes of thousands of North Carolina nurses. NCNA's current membership is over 3200 and growing. Efforts are underway to secure an email address for each and every member, but currently we have email addresses for approximately 83% of our members.

We are also now offering an e-newsletter exclusively for Advanced Practice Nurses. NCNA's APRN population is approximately one-third of our total membership. Don't miss this opportunity to get in front of the APRN community. Reserve now! Space is limited and selling fast.

Assignment of sponsors to each e-newsletter issue will be handled on a first-come, first-served basis. Only one exclusive sponsor will be scheduled per issue. Rate details are below. Call Kristen Feneley at NCNA for more information (800.626.2153) or email (kristenfeneley@ncnurses.org).

Exclusive Issue Sponsorship (limited to only 1 sponsor per issue)

\$350 — one issue — Inside NCNA

\$250 — one issue — APRN Enews

Exclusive Issue Sponsors will receive the following benefits: large full-color logo prominently displayed on the main page of the e-mail newsletter with no other sponsors present in the same issue; link to additional information about your company (to the webpage of your choice); additional sponsorship recognition in the text of the e-mail newsletter.

\$550 — two issues (\$275 per issue) — Inside NCNA

\$450 — two issues (\$225 per issue) — APRN Enews

You may elect to schedule sponsorship of two consecutive issues or distribute them throughout the calendar year based on availability.

Classified Ads

E-mail Newsletter: Opportunities are available to place text ads of any kind within the body of each e-mail newsletter. These ads are text only but will be e-mailed to all members of NCNA with current e-mail addresses on file. The fees listed below are for one ad, one newsletter only.

Text Classified Ad Rates: [50 words or less - \$105] [51-100 words - \$190]

NCNA Online Career Center

Please also consider the NCNA Career Center for your recruitment needs, as well. Ads can be posted on the Career Center site for all nurses to see (NCNA members and non-members) for only \$275 per 30 day post. Go to www.ncnurses.org, click on the NCNA Career Center logo and click on "Employer Home" for more information.

2010 Advertising Information for PRINT in *TAR HEEL NURSE*

The *Tar Heel Nurse* is the official publication of the North Carolina Nurses Association (NCNA). It is published quarterly. Annual subscription rate is \$29. Finished page size is 8 1/2 x 11 inches. Issue size is 20-24 pages. The *Tar Heel Nurse* is distributed to over 3300 subscribers including all members of NCNA, other in-state and out-of-state nursing organizations, allied health organizations, and libraries.

Advertising Sizes and Rates for *Tar Heel Nurse*

(see attached diagrams for actual size)

Each Column Inch (2 3/8 x 1 inch)	\$45	
Back Cover/Half Page (7 1/2 x 5 1/2 inches).....	\$625	(3 or more issues = \$475 per issue)
Full Page (7 1/2 x 9 1/2 inches).....	\$625	(3 or more issues = \$475 per issue)
Half Page (7 1/2 x 4 3/4 inches)	\$425	(3 or more issues = \$325 per issue)
Half Page (3 3/4 x 9 1/2 inches)	\$425	(3 or more issues = \$325 per issue)
One-Third Page (2 3/8 x 9 1/2 inches)	\$325	(3 or more issues = \$250 per issue)
One-Third Page (7 1/2 x 3 1/4 inches)	\$325	(3 or more issues = \$250 per issue)
One-Fourth Page (3 3/4 x 4 3/4 inches)	\$275	(3 or more issues = \$200 per issue)

Advertising Deadlines for *Tar Heel Nurse*

	RESERVE AD SPACE BY:	AD COPY TO NCNA BY:
January/February/March 2010	November 13, 2009	November 27, 2009
April/May/June	February 5, 2010	February 19, 2010
July/August/September	June 4, 2010	June 15, 2010
October/November/December	September 10, 2010	September 24, 2010
January/February/March 2011	November 12, 2010	November 26, 2010

If an advertiser is unable to send camera ready copy, NCNA is able to type set advertisements for an additional 15 percent.

Mail copy to:	NCNA, PO Box 12025, Raleigh NC 27605
FEDEX to:	NCNA, 103 Enterprise Street, Raleigh, NC 27607
Email to:	kristenfeneley@ncnurses.org

If you need additional information, call NCNA at 800.626.2153.

**North Carolina
Nurses
Association**

***Tar Heel Nurse*
PRINT
Ad Sizes / Fees**

**1 Column Inch
2 3/8" x 1"
\$45**

**2 Column Inches
2 3/8" x 2"
\$90**

**3 Column Inches
2 3/8" x 3"
\$135**

**4 Column Inches
2 3/8" x 4"
\$180**

**5 Column Inches
2 3/8" x 5"
\$225**

**6 Column Inches
2 3/8" x 6"
\$270**

**1/3 Page
Vertical**

2 3/8" x 9 1/2"

**\$325
(3+ issues=\$250
per issue)**

FULL PAGE

7 1/2" x 9 1/2"

\$625

**(3+ issues=\$475 per
issue)**

**Back Cover
Half Page**

7 1/2" x 5 1/2"

\$625

**(3+ issues=\$475 per
issue)**

1/3 Page Horizontal

7 1/2" x 3 1/4"

**\$325
(3+ issues=\$250
per issue)**

NCNA, Tar Heel Nurse, PRINT Ad Sizes / Fees, Page 2

**1/2 Page
Vertical**

3 3/4" x 9 1/2"

\$425
(3+ issues=\$325
per issue)

1/4 Page

3 3/4" x 4 3/4"

\$275
(3+ issues=\$200
per issue)

1/2 Page Horizontal

7 1/2" x 4 3/4"

\$425
(3+ issues=\$325
per issue)

2010 Advertising Information for PRINT in *NP NEWS*

The *NP News* is printed in hard copy form once a year by the North Carolina Nurses Association's Council of Nurse Practitioners. Almost 1000 nurse practitioners receive this issue as part of their membership benefits.

Advertising Sizes and Rates for *NP News*

(see attached diagrams for actual size)

Each Column Inch (2 3/8 x 1 inch)	\$40.00
1/4 Page (3 3/4 x 4 3/4 inches).....	\$200.00
1/3 Page (7 1/2 x 3 1/4 inches).....	\$240.00
1/2 Page (7 1/2 x 4 3/4 inches).....	\$300.00
Full Page (7 1/2 x 9 1/2 inches).....	\$450.00

NCNA invites you to sponsor this entire hard copy annual issue for \$4,500. A sponsored issue will be sent to all nurse practitioners in the state.

If a logo, pictures, etc. need to be included in an ad an additional fee will be charged. Fee will be determined for each individual situation based on time involved.

Advertising Deadline for Annual Hard Copy *NP News*

Please contact NCNA for deadline for the printed hard copy issue of *NP News* at 800.626.2153 or kristenfeneley@ncnurses.org.

Mail copy to:	NCNA, PO Box 12025, Raleigh NC 27605
FEDEX to:	NCNA, 103 Enterprise Street, Raleigh, NC 27607
Email to:	kristenfeneley@ncnurses.org

**North Carolina
Nurses
Association**

**NP News
Ad Sizes / Fees
for
Annual
Hard Copy Issue**

**1 Column Inch
2 3/8" x 1"
\$40**

**2 Column Inches
2 3/8" x 2"
\$80**

**3 Column Inches
2 3/8" x 3"
\$120**

**4 Column Inches
2 3/8" x 4"
\$140**

**5 Column Inches
2 3/8" x 5"
\$180**

**6 Column Inches
2 3/8" x 6"
\$200**

**1/3 Page
Vertical**

2 3/8" x 9 1/2"

\$240

FULL PAGE

7 1/2" x 9 1/2"

\$450

1/3 Page Horizontal

7 1/2" x 3 1/4"

\$240

**1/2 Page
Vertical**

3 3/4" x 9 1/2"

\$300

1/4 Page

3 3/4" x 4 3/4"

\$200

1/2 Page Horizontal

7 1/2" x 4 3/4"

\$300