



Modern Nurse Magazine.

Media Kit **2016**

National Website and Email Banner Packages



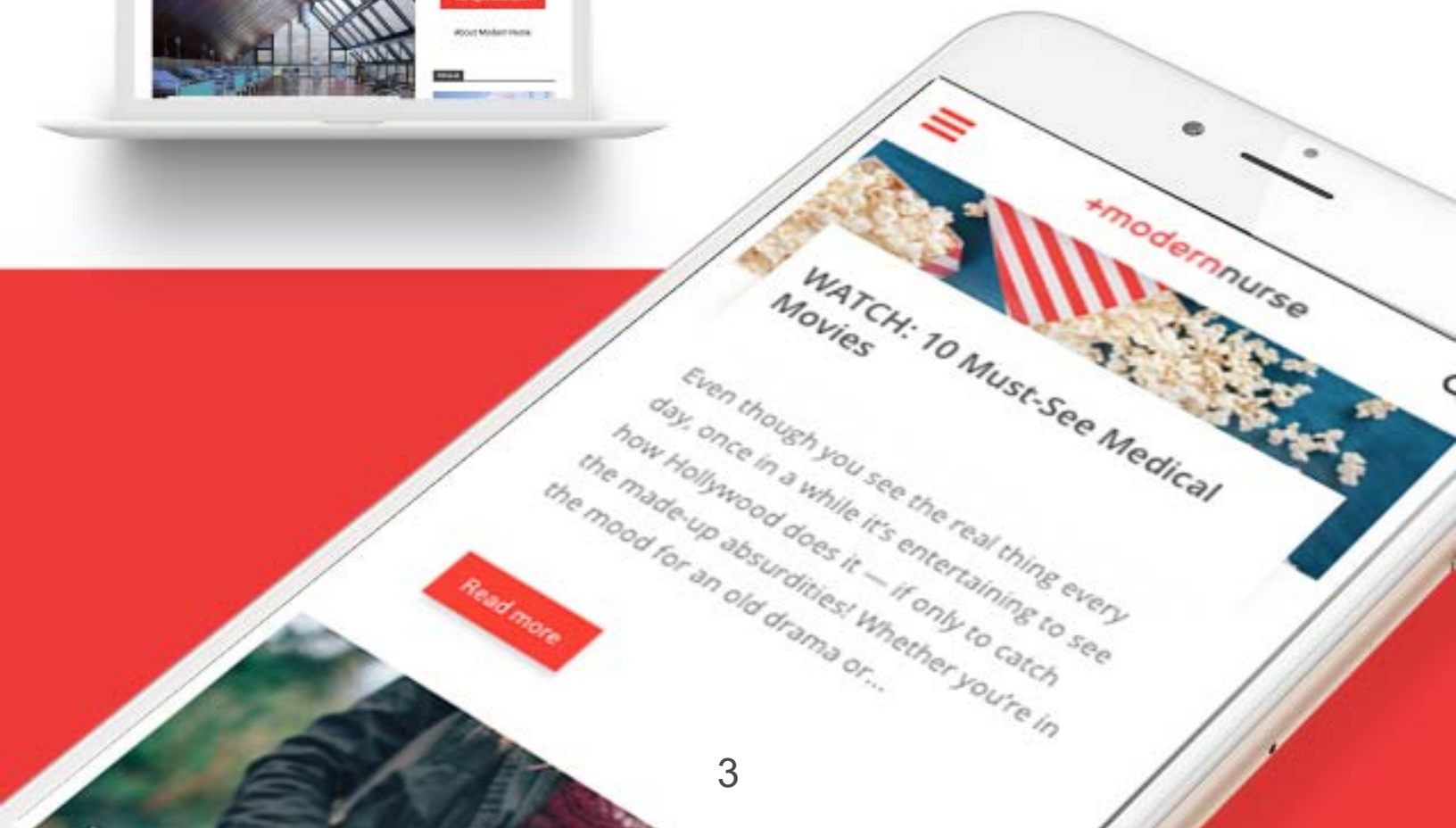
> Reach your ideal candidates across the United States with the help of Modern Nurse Magazine!

Modern Nurse Magazine is one of the highest circulated digital publishers in the nursing industry with over 380,000 daily email subscribers, reaching a massive nursing audience with engaging and informative content that they love to receive.

Our national display advertising packages allow you to focus and communicate with our large audience of nursing subscribers with your message. You are able to reach them with display advertising on ModernNurse.com as well as email advertising placements.

High visibility on desktop and mobile devices.

We only sell premium placements in our national packages. These include massive 970 wide header banners, 300x600 large sidebar ads and 300x250 mobile ads which are served at the top of our engaging articles. This inventory is ALWAYS above the fold, and will ONLY be available to our direct customers in 2017.





> Inventory is Extremely Limited !

With our top placements being offered at volume rates, we are only accepting a limited number of national advertisers per month. Email display inventory may also be expected to sell out months in advance.

National Display Advertiser Packages and Pricing

Available Packages	Our Price
Website Banner Rotation - 3 placements (two desktop, one mobile) Sold in multiples of 10,000 impressions.	\$750
Sole Top Ad Placement in 1 Email Newsletters - 300x250 Sent to our entire subscriber base , only your ad in an email. Over 25,000 impressions guaranteed.	\$1,450

Bulk Purchase Discounts

Over 100,000 impressions purchased (Save 20%)

Multiple Newsletter Ads Purchased (\$1,250 each)

All orders billed on package commencement date; net 15 terms.

Warranties: All display orders will be delivered within 30 days of commencement, Newsletter advertisements will receive at least 25,000 impressions (based on email opens) . Geographic and category level targeting available with long term commitments..

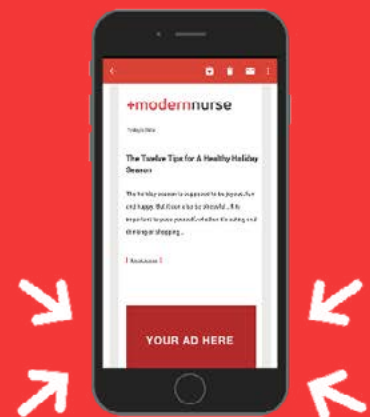
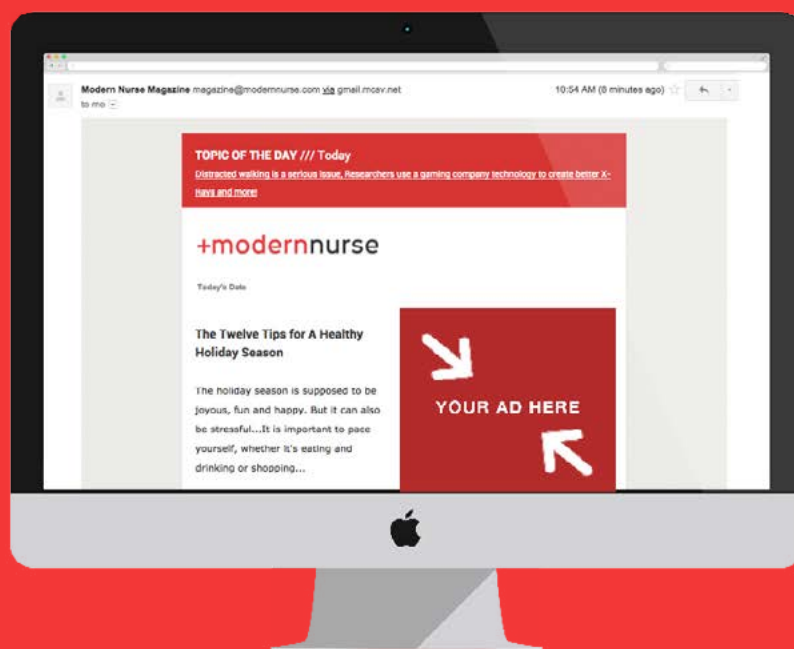
To place your order, checkout online or you may contact our placement specialist:

Jason Smith . Ph: 503-468-5052 . Jason@modernnurse.com

> Advertising Examples and Specifications.

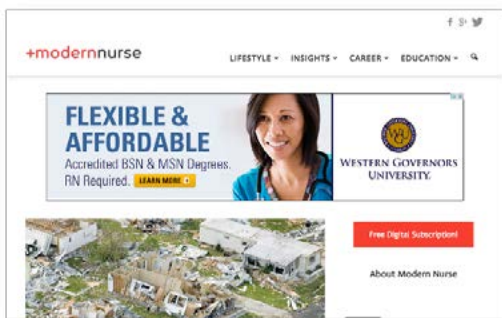
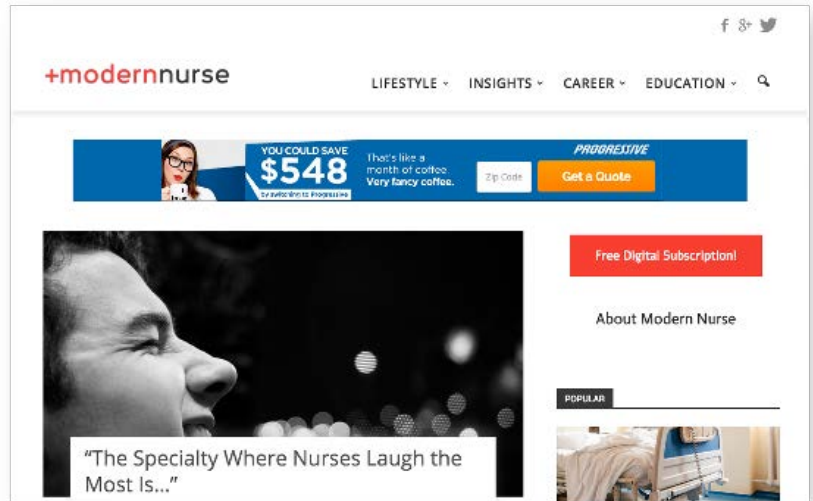
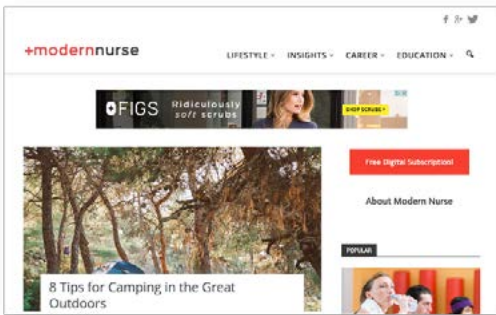
- Email Banner Ads

Dimensions: 300px by 250px

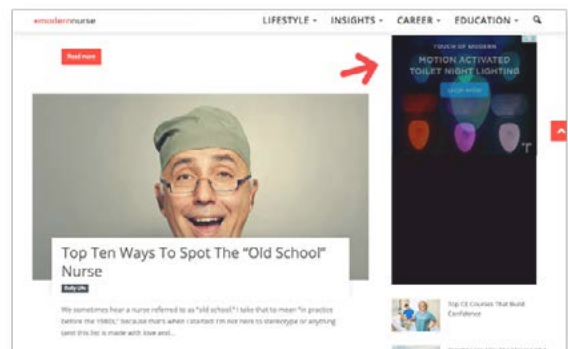
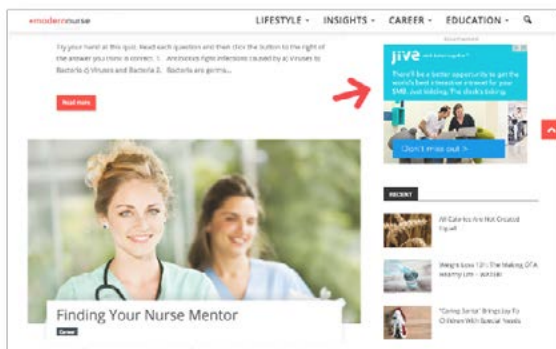


-Site Banner Placements

Top Header Banner - 3 Size Options (728x90, 970 x 90, 970 x 230)



Right Side Bar - 2 Size Options (300x250 or 300x600)



Mobile Banner - 1 Size Option (300x250)