



Modern Nurse Magazine.

Media Kit **2016**

Local Nurse
Recruitment Package

Currently Available in Select Markets



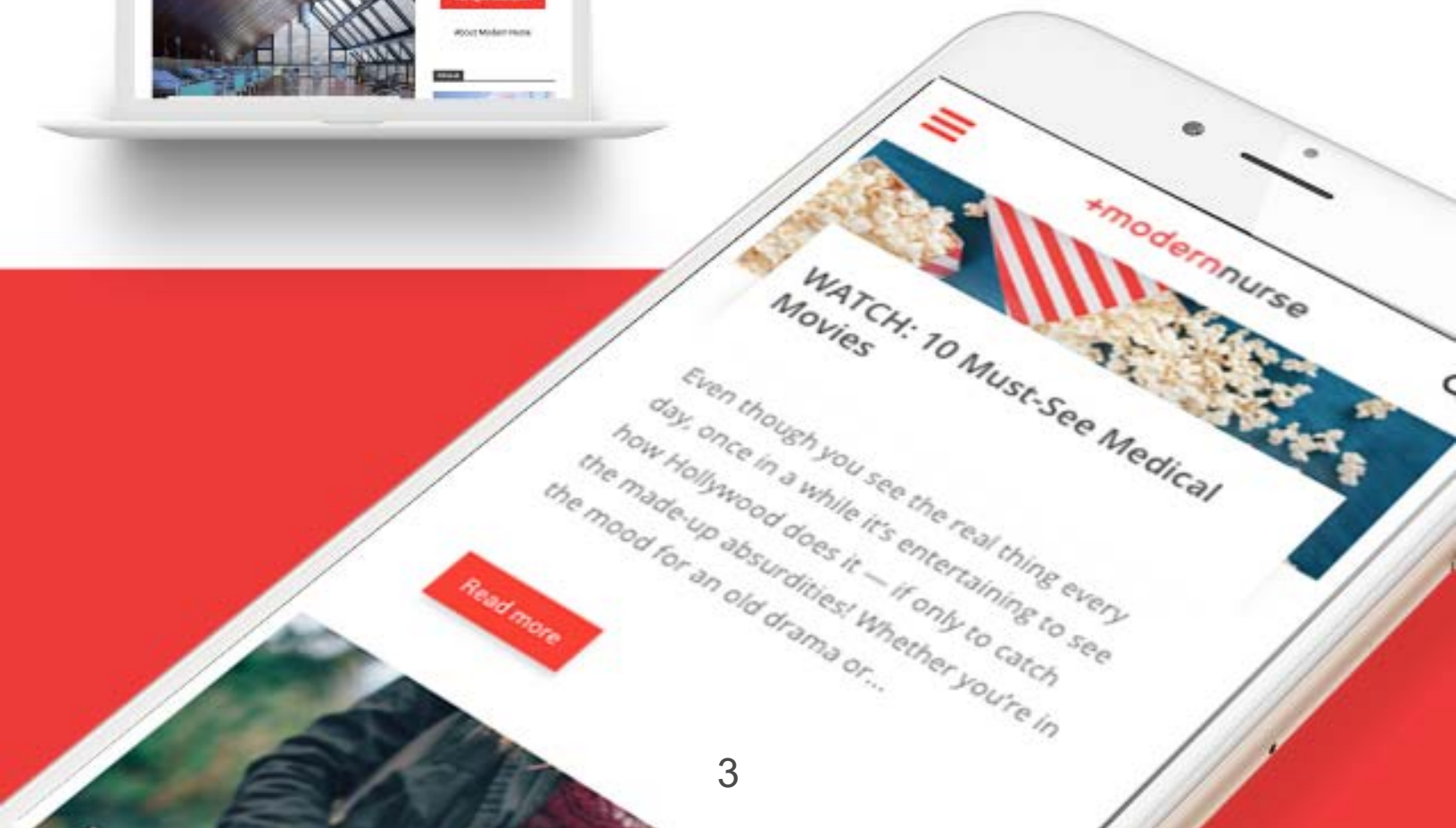
> *Reach your ideal candidates in your local market with the help of Modern Nurse Magazine!*

Modern Nurse Magazine is one of the highest circulated 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 local job recruitment advertising package allows you to put your jobs directly in front of the large numbers of nursing subscribers in your region. Not only do you get all of your job openings placed on Modern Nurse Jobs, but you get a direct custom email to every subscriber in your region along with weekly email banner placement and high profile banner ads to visitors in your geography. All of this for thousands less than buying these services separately.

An Entire Month of Exposure.

Our local recruiter package gives you a month of exposure to our audience via a suite of packaged offerings. From a **full job wrap** on Modern Nurse Jobs to **direct email messaging**, ads in our email issues and on our **website**, your audience will experience multiple exposures in a variety of formats bringing you to the top of their mind for the duration of your package



Local Recruiter Package Includes...



- > A complete Job Wrap on Modern Nurse Jobs, automatically importing and updating all of your openings to our site with updates 3 times per week.
- > One **Direct Broadcast Email** with 100% custom content, including links to any landing pages of your choice.
- > 3 Additional **Prominent Email Ad Placements** (one per week) as the sole advertisement in a Modern Nurse issue to your regional audience.
- > One month of rotating **Run-of Site Display Ads** (2 placements per page) to all site visitors in your region. A minimum of 25% of impressions.





> Inventory is Extremely Limited !

Availability is limited to 4 packages per month in each metro market and is expected to sell out rapidly. We cannot guarantee or reserve inventory until a purchase order is received. Additional discounts are available for 6 month and 12 month commitments. We will give renewal priority to the first customers who take advantage of these packages.

Market Domination

Currently Available in Select Markets



Modern Nurse is offering this opportunity in select markets where we have a very large subscriber base. Contact us to verify your market and get audience counts.

Pricing below is specific to this market, and may vary from one market to another.

Please contact us for national packages, or multi-region discounts

Local Nurse Recruiter Package Value and Pricing

Included Service	Market Value
One month Job Wrap - All of your jobs automatically on Modern Nurse	\$2,500
Custom E-Blast to our entire metro area audience	\$2,000
One Month Rotation - Run-of-site Web Banners (2 Placements per	\$750
Three Email Ad Placements in our e-newsletter (300x250 located at top)	\$2,400
Total Package Value:	\$7,650

Introductory Package Price: \$3,500 / month (minimum 3 month commitment)

6 Month Commitment Discount (\$500 / month)

12 Month Commitment Discount (\$750 / month)

All Orders billed monthly on date of first custom e-blast; net 15 terms.

Note: All services listed in this package will be performed and provided to our audience residing within the metro area stated on your agreement.

To reserve your package or learn more, please contact a dedicated market specialist:

Jason Smith . Ph: 503-505-6486 . Jason@modernnurse.com

> Advertising Examples and Specifications.

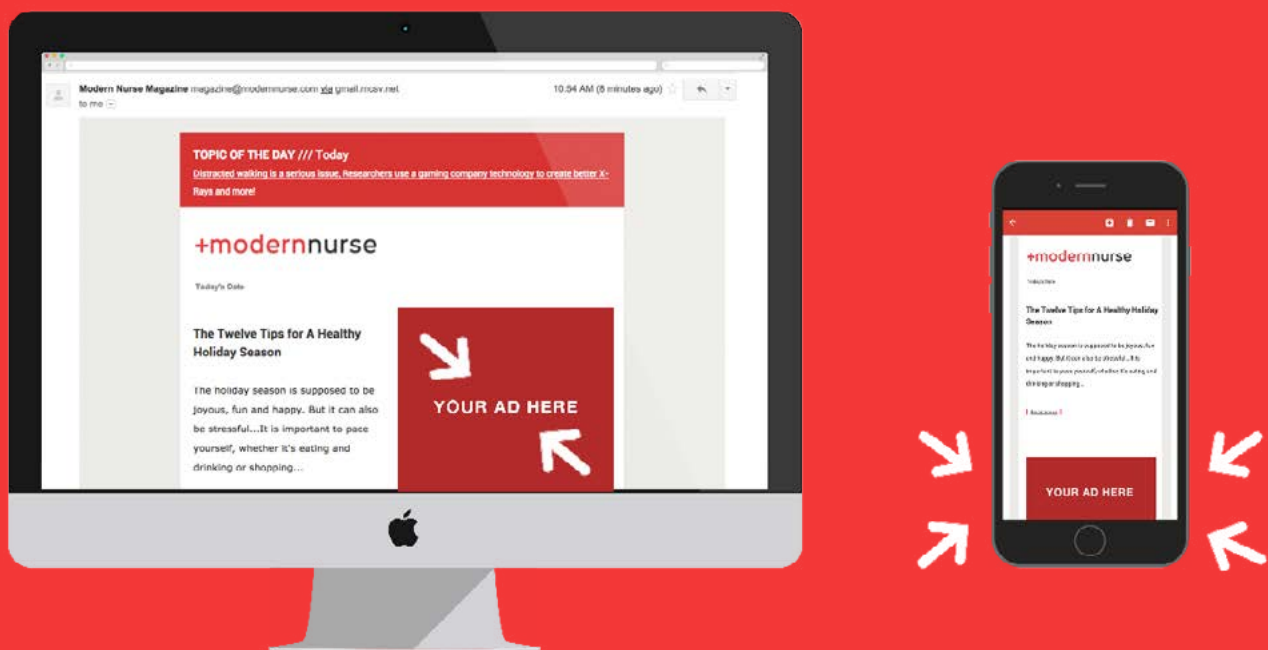
-Custom Email

Please provide HTML Content and associated images.

Email will come from careers@ModernNurse.com and is sent on Thursday for optimal engagement. There is a limit of 5 html links, and we recommend they all go to the same top level domain for maximum results.

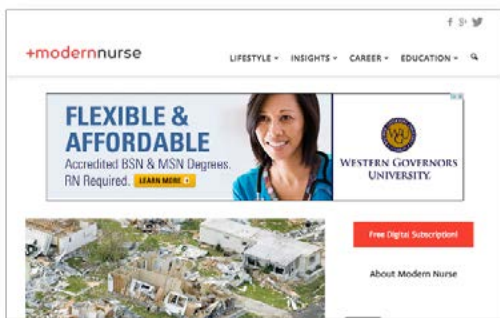
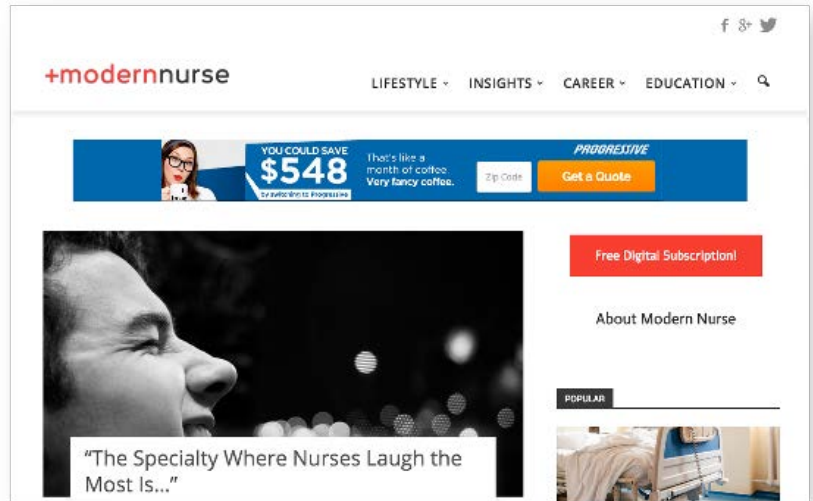
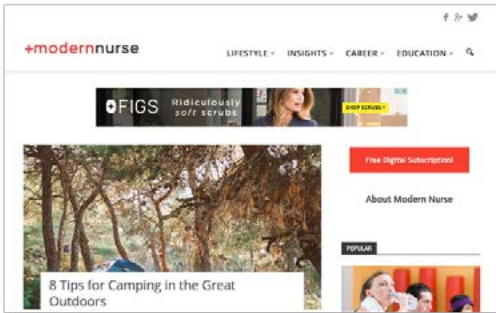
- Email Banner Ads

Dimensions: 300px by 250px

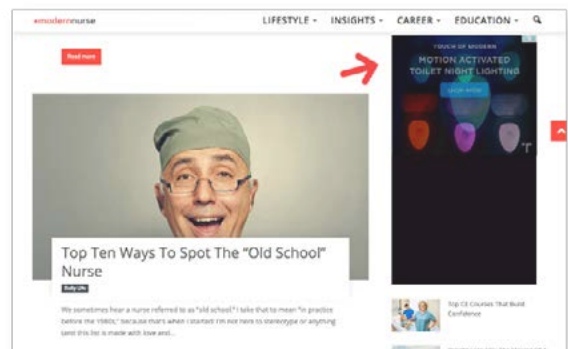
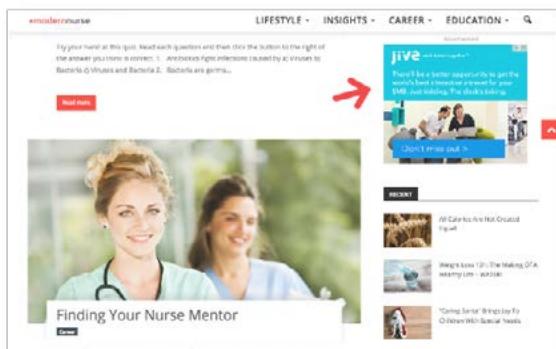


-Site Banner Placements

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



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



Custom Advertising Opportunities (contact for pricing)

- 728x 90, 300x250, 160x600
- Site skins
- Masthead integrations
- Article sponsorship
- Category sponsorships
- Custom executions based on your campaign's parameters
- iPad skins
- Social Media Integrations
- Sponsorship Posts

Mobile Opportunities

- Anchor Banners
- Full-Page Ads
- Mobile Masthead Integrations
- Sponsored content
- Geo-targeted ads
- iPad skins