



Modern Nurse Magazine.

Digital Media Kit **2018**

Targeted Marketing Opportunities



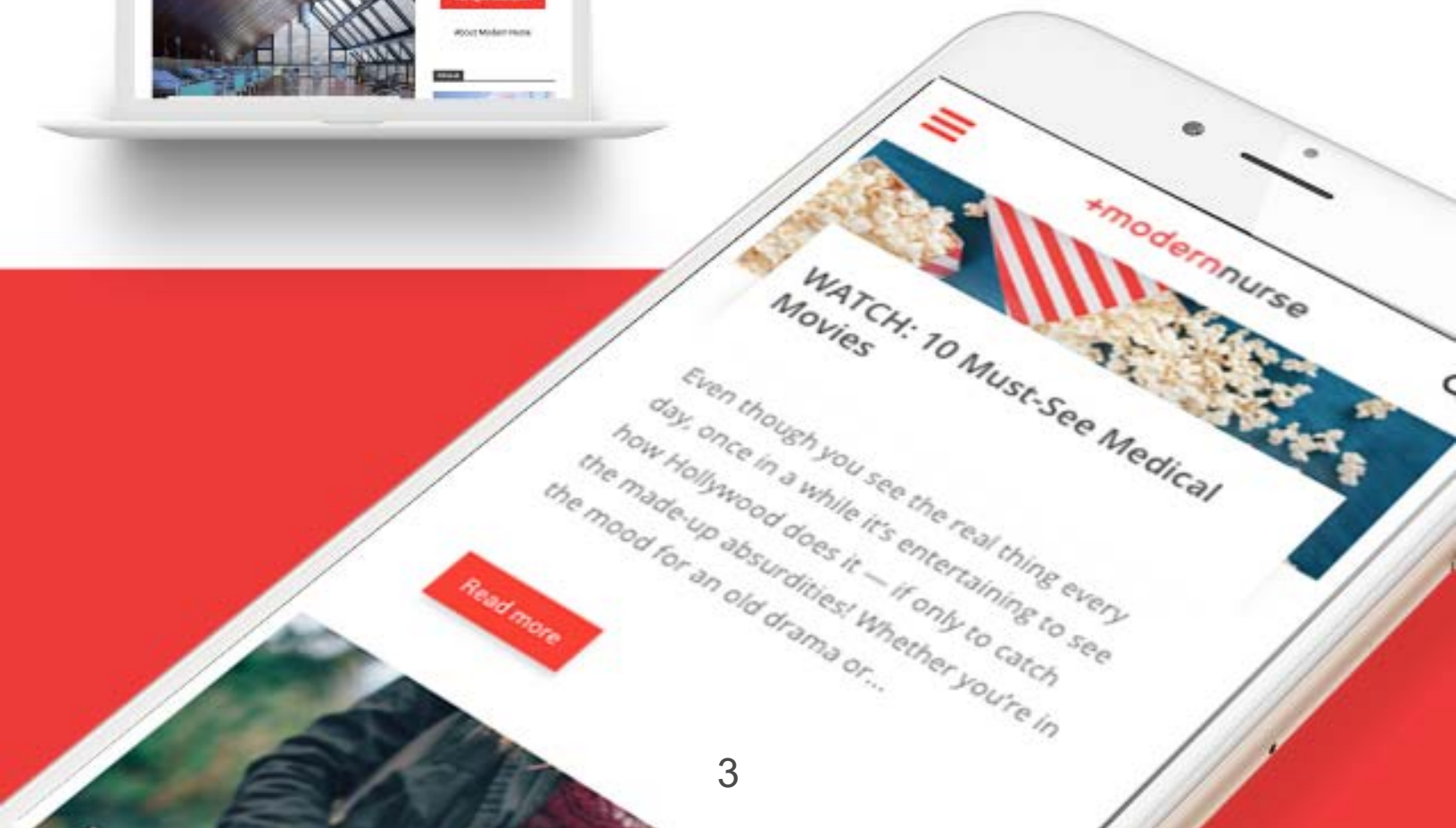
> Reach your ideal candidates in any market with the help of Modern Nurse Magazine!

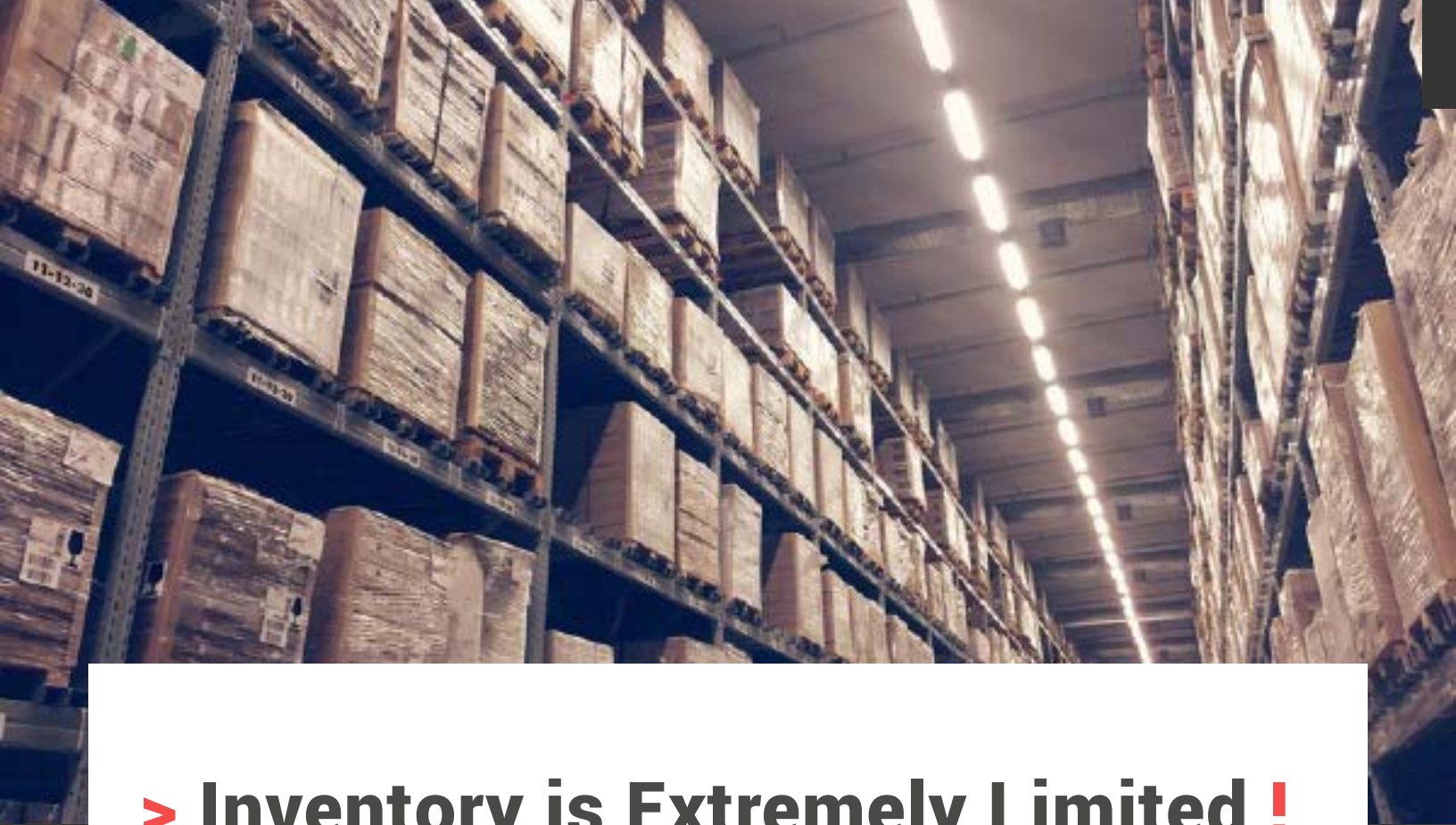
Modern Nurse Magazine is one of the highest circulated digital publishers in the nursing industry with over 500,000 daily subscribers, reaching a massive nursing audience with engaging and informative content that they love to receive.

Our email marketing packages allow you to directly communicate with the exact nursing subscribers in your market of interest - You are able to reach them with a direct broadcast email message, sponsored stories (native advertising) as well as email advertising placements.

Your Message Directly to Our Audience.

Our marketing packages allow you to get your message directly in front of your most desired audience. From **custom email messaging** to **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 during the duration of your package. Modern Nurse can help you recruit students for all types of Nursing and Advanced degree programs, promote your organization or sell your products to our highly focused nursing audience.





> Inventory is Extremely Limited !

There are a very limited number of national ad placements and sponsorships available. We cannot guarantee or reserve inventory until an insertion order is received. We also limit the frequency of custom email blasts to our audience to ensure maximum impact.

Digital Marketing Options and Pricing

Product	Price
Nationwide Email Blast (To entire national audience)	\$8,500
Geo-Targeted Custom Email Blast (Price per 1,000 recipients*)	\$250
Email Sponsorship - National Exposure to our Entire Audience (Only Advertiser)	\$1,450
Native Advertising - Sponsored Article (6 mo) + Featured in national email	\$1,950
Geo-Targeted Website Ad Packages (Price per 1,000 impressions**)	\$75
Geo-Targeted Email Ad Packages (Price per 1,000 impressions**)	\$50

**Minimum price of \$1,500 per email blast applies*

***Requires 90 day minimum commitment, availability varies by market*

Volume Discounts

Discounts are available for multiple campaigns, repeat orders or longer term agreements booked at the same time. E-blasts to over 50,000 recipients will also receive discounts.

To place your order or learn more, please contact your dedicated market specialist:

Deborah Hewitt, Director of Client Strategy . Ph: 503-746-4542 . deborah@modernnurse.com

> Advertising Examples and Specifications.

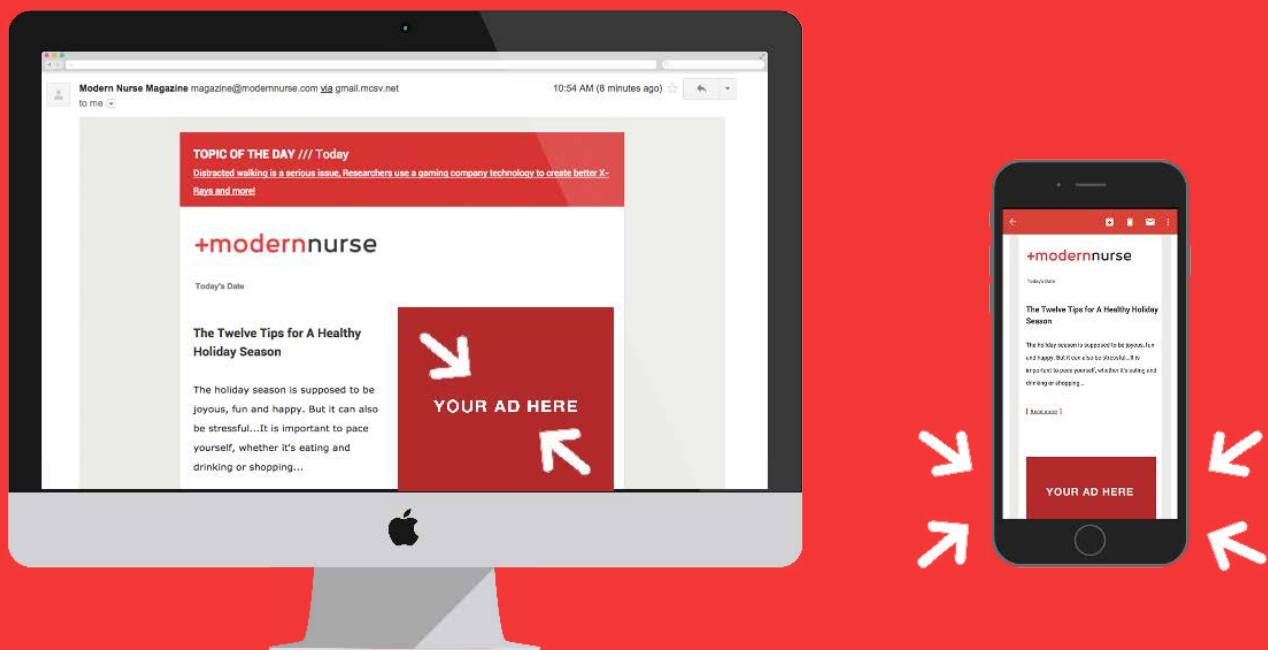
-Custom Email

Please provide HTML Content and associated images.

Email will come from magazine@ModernNurse.com and may be sent on the day of your choosing 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 design must be mobile-responsive. Design services available upon request.

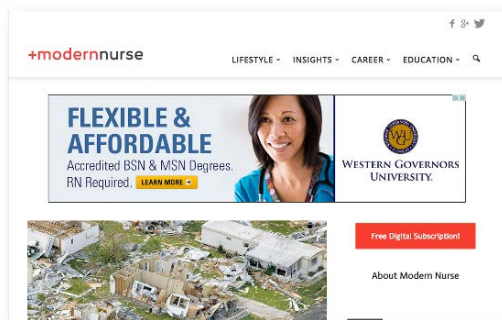
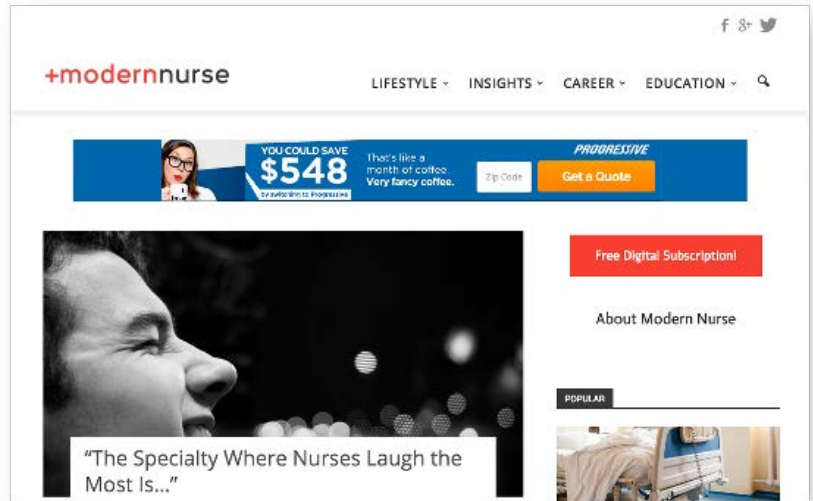
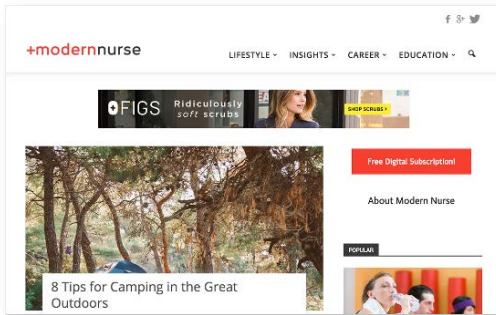
-Email Banner Ads

Dimensions: Top placement (300x250) and Marquis (970x250 , 970x550 mobile)

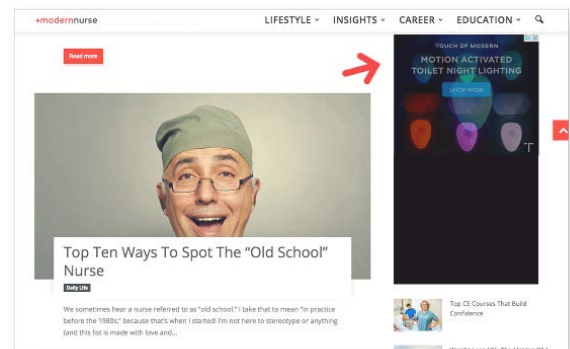


-Site Banner Placements

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



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



-Sponsored Story / Native Advertising

400 to 2,000 words. Up to 4 images and 4 links allowed from inside the content. Recommended to be interesting and informative while highlighting your opportunities and the related benefits with a strong call-to-action.

Additional Advertising Opportunities (contact for pricing)

- 728x 90, 300x250, 160x600 (Web-only display packages)
- Job Postings at Modern Nurse Jobs
- Article sponsorship
- Category sponsorships
- Custom programs based on your needs
- Pay for Performance Lead Generation
- Social Media Integrations

Mobile Opportunities

- Anchor Banners
- Full-Page Interstitial Ads
- Sponsored content
- Geo-targeted ads