HEALTHCARE EDUCATION ADVERTISING

2017 ADVERTISING MEDIA KIT

CONTACT YOUR SALES REPRESENTATIVE
CALL: 484.804.4888
EMAIL: sales@advanceweb.com
VISIT: www.advanceweb.com
In January 2017, ADVANCE Healthcare Network will introduce ADVANCE for Nursing, a fresh new approach that will provide targeted, timely clinical and lifestyle content for the full spectrum of nurses and advance practice providers with a monthly print/digital magazine, a new website and an informative weekly e-newsletter reaching a combined print/digital universe of more than 600,000 professionals including:

- Nurse Decision Makers (DONs, VPs, CNOs)
- RNs with associate degrees and bachelor's degrees
- Nurse practitioners (NPs)
- Clinical nurse specialists (CNSs)
- Certified nurse midwives (CNMs)
- Certified registered nurse anesthetists (CRNAs)
- Physician Assistants (PAs) - website and weekly e-newsletters only

WHO RECEIVES THE PRINT/DIGITAL PUBLICATION?
Readers will include nurses who work in all practice settings. This encompasses hospitals, ambulatory settings, medical offices, urgent care centers, home health agencies and hospice care. It will also include advanced practice providers, who work in all types of clinical settings (hospitals, operating rooms, surgery centers, private practices, emergency departments, retail clinics, and more).

EDITORIAL SCOPE
The content for ADVANCE for Nursing will include coverage of innovative nurse-led programs in various regions of the country; national coverage of workplace and workforce issues affecting healthcare professionals; continuing education articles eligible for ANCC credit; lifestyle features specific to the industry; advanced practice articles written by APNs; a column focused on DNP issues; and clinical content that educates & informs nursing and advance practice providers on every level.

WHY WE STAND APART
ADVANCE for Nursing is the only publication to cover the entire nursing spectrum, from RN to DNP. The content addresses topics that meet the needs of all levels of nurses and advance practice providers.

NEW WEBSITE
In conjunction with the launch of the new magazine, we will unveil a new, more user-friendly website. Our fresh new design will allow site visitors to select articles by category and easily view related topics with a click. The site will feature educational articles, blogs, columns, infographics, videos and more and will be updated daily with fresh new content.

CONTACT YOUR ADVANCE REPRESENTATIVE TODAY TO ADVERTISE.

CALL: 484.804.4888  EMAIL: sales@advanceweb.com  VISIT: www.advanceweb.com/nursing
High profile digital ad types are impossible to ignore

**Takeover** $3,995

Put all of the focus exclusively on your marketing message. This show-stopping interstitial ad is displayed for 15 seconds before visitors can access the page they’re trying to reach.

- Exclusive for 30 days
- Geo-targeting available
- 640 x 480 px
- 250 kb max

**Half-page** $2,995

Build brand awareness directly alongside our premium content. This dominant ad space runs down the right side of the page and takes up almost an entire scroll.

- Mobile friendly
- Content and geo-targeting available
- CPM pricing available
- 300 x 600 px
- 200 kb max

**Pushdown** $2,995

Engage visitors with a visually captivating interactive experience. This dynamic ad expands when a user clicks on it, pushing everything else down on the page. Plus, it stays expanded for as long as you like.

- Content and geo-targeting available
- CPM pricing available
- 970 x 90 px condensed
- 970 x 415 px expanded
- 200 kb max

**Super Leaderboard** $1,995

Don’t need your pushdown to expand? You can opt for this more economical static ad instead.

CONTACT US NOW TO RESERVE THESE HIGH-IMPACT DIGITAL ADS.

CALL: 484.804.4888  EMAIL: sales@advanceweb.com
VISIT: www.advanceweb.com
**2017 ELECTRONIC RATES**

### NATIONAL WEBSITE AD RATES

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Content, geotargeting and CPM pricing available. Call your sales representative for pricing.

### EDITORIAL CONTENT SPONSORSHIPS

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Call your sales representative for custom sponsorship opportunities.

### VIDEO/MULTIMEDIA OPTIONS

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### DIGITAL ALERT EMAGAZINE EMAIL AD RATES

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Contact your Advance representative today to advertise.
Do you want to increase engagement & improve ROI? Let us design and send your next targeted e-message.

With access to a growing list of more than 2 million healthcare professionals across the country, we can help you reach a highly qualified and diverse audience broken down by job title or geographic region.

Call your rep today to customize a package based on your budget, your goal and your audience requirements.

E-MAIL CAMPAIGN PRICING:
- Emails starts at $688 (gross) with a minimum send of 500 emails (this price includes 1 retarget)
- Pricing is tiered and discounts are available based on email quantities

INCLUDED WITH EVERY EMAIL SEND:
- 1 retarget email to reinforce your initial message
- Test email sent to you for approval or changes
- Internal and external tracking links
- The ability to send your message either from advance.com or from your company

WE ALSO OFFER:
- Geo targeting by state/zip
- Email design & production services or conversion to .html
- A/B split testing by subject line and email design
- Customized forms & landing pages that live on an Advance website
- Email Drip Campaigns
- Match/omit services

EXCLUSIVE IMPRESSIONS
We only post one branded feature per day

WIDER REACH
Your post is delivered across all 4 major social platforms

LONG-TERM ENGAGEMENT
Add an image and stay visible in our photo gallery forever

TEXT ONLY
Starts at $99 per post

IMAGE + TEXT
Starts at $299 per post

Do you want to increase engagement & improve ROI? Let us design and send your next targeted e-message.

Our social media opportunities inject your marketing message into the feeds of healthcare pros who trust our content.