Dear Advertiser/Recruiter:

Thank you for your interest in advertising with the National Black Nurses Association, Inc.

Attached is information on:

1. **Advertising in NBNA’s Newsletter**

   The Journal of National Black Nurses Association (JNBNA) is published twice a year Spring/Summer and Fall/Winter. Articles are considered on a continuing basis.

   JNBNA publishes scholarly papers, research reports, critical essays, resource listings, documents and reviews focusing on issues related to factors affecting health care in Black communities and nurses.

2. **Advertising in the Annual Souvenir Program**
3. **Online Job Posting**
4. **Posting Banner Ads**

All ads must be pre-paid by VISA or MasterCard. Please fill out the attached form and FAX (301) 589-3223 or email the form to attention of Estella Lazenby.

For online job posting, please submit the text in a WORD format, directly to my email address: elazenby@nbna.org. You will receive a price quote, payment will be arranged, and the listing will be posted within 48 business hours after payment is received. Sorry, at this time we cannot post company logos.

We hope the information answers most of your questions, should you have additional questions or require more information, please call Estella Lazenby at (301) 589-3200; or email elazenby@nbna.org.

Sincerely,

Estella A. Lazenby

NBNA Advertising Representative

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Join NBNA in Atlanta, GA
Celebrate Our 43rd Annual Institute and Conference
Atlanta Marriott Marquis, July 29 – August 2, 2015

8630 Fenton Street ♦ Suite 330 ♦ Silver Spring, MD 20910
Voice (301) 589-3200 ♦ FAX (301) 589-3223
**NBNA Advertising Insertion Order Form**

| Advertise/Ad Agency (company) Name: |  |
| Contact Name: | Title: |
| Address |  |
| City/State/Zip: |  |
| Telephone#: | Email: |

**NBNA Website Banner ADS**

$5,000 (qtr); $10,000 (1/2 yr); $20,000 (1 yr.)

3 Sizes to pick from: 207 pixels x 285 pixels; 207 pixels x 180 pixels or 207 pixels x 155 pixels

**NBNA Newsletters** printed quarterly, Winter, Spring, Summer and Fall and place on our website at [www.nbna.org](http://www.nbna.org). NBNA Newsletter includes information on nursing activities, current research issues, national news, chapter news, career opportunities, and health legislation updates.

**Circulation: 5,000**

**Color ADs**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page: 7.5&quot;W x 10&quot;D</td>
<td>$600.00</td>
</tr>
<tr>
<td>½ Page: 3.5&quot;W x 10&quot;D</td>
<td>$325.00</td>
</tr>
<tr>
<td>¼ Page: 3.25&quot;W x 5&quot;D</td>
<td>$200.00</td>
</tr>
</tbody>
</table>

**Deadlines are listed below for ADs**

- Winter - copy due February 10th
- Spring - copy due April 10th
- Summer - copy due August 10th
- Fall - copy due November 10th

**Job Posting Information**

**Submit AD to elazenby@nbna.org in a WORD format only**

The cost listed below is for 18 lines per posting. (There is an average of 1,170 characters, which includes spaces, for the 18 lines. Add $10.00 per line if over 18 lines, average characters per line is 83.

**TOTAL NET COST**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 days</td>
<td>$300.00</td>
</tr>
<tr>
<td>1 Run (60 days)</td>
<td>$350.00</td>
</tr>
<tr>
<td>2 Runs (120 days)</td>
<td>$625.00</td>
</tr>
<tr>
<td>3 Runs (180 days)</td>
<td>$975.00</td>
</tr>
<tr>
<td>4 Runs (240 days)</td>
<td>$1,325.00</td>
</tr>
</tbody>
</table>

**NBNA Conference Program Book**

**Deadline May 1, 2015 - for Program Book ADs**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page: 7.5&quot;W x 10&quot;D</td>
<td>$1,000.00</td>
</tr>
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<td>½ Page: 3.5&quot;W x 5&quot;D</td>
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</tr>
<tr>
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<td>$325.00</td>
</tr>
</tbody>
</table>

**Inside Front Cover: Color**

7.5"W x 10"D $1,500.00

**Inside Back Cover: Color**

7.5"W x 10"D $1,700.00

**Back Cover: Color**

7.5"W x 10"D $1,700.00

**2-Page Spread:**

16"W x 10"D $1,600.00

**Payment Information**

(Payment MUST BE RECEIVED PRIOR TO PRINTING)

Check □ payable to NBNA  | VISA □ | MasterCard □ | Amount Enclosed: $ __________

Credit Card #:  | Exp. Date: | Sec. Code: |

Signature:  |  |  |