

National Black Nurses Association, Inc.



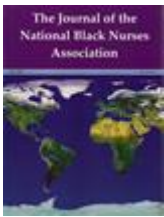
Dear Advertiser/Recruiter:

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

Attached is information on:



Advertising in NBNA's **eNewsletter**



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.

- Advertising in the Annual Souvenir Program
- Online Job Posting
- Posting Banner Ads

All ads must be pre-paid by VISA or MasterCard. Please fill out the attached form and email it to membership@nbna.org.

For online job posting, please submit the text in a WORD format, directly to my email address: membership@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, also all of the posted amounts are gross. Should you have additional questions or require more information, please call Estella Lazenby at (301) 589-3200; or email membership@nbna.org.

Sincerely,

Estella A. Lazenby, CMP

NBNA Advertising Representative

*Join NBNA in St. Louis, MO
for Our 46th Annual Institute and Conference
St. Louis Union Station Hotel, St. Louis, MO
Tuesday, July 31 – Sunday, August 5, 2018*

8630 Fenton Street ♦ Suite 910 ♦ 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

E-Blast - \$1,000.00 (emailed to all members)
Forward information in an image file (jpeg, png, or gif)
In 800 pixels wide at any length to elazenby@nbna.org also tell us the date the blast is to be delivered to the membership body

NBNA eNewsletters posted quarterly, Winter, Spring, Summer and Fall and place on our website at www.nbna.org. NBNA eNewsletter includes information on nursing activities, current research issues, national news, chapter news, career opportunities, and health legislation updates.
Circulation: 5,000

Job Posting Information

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

The cost listed below is for 18 lines per posting. The average 1,494 characters for the 18 lines, spaces are not included. Add \$10.00 per line if your posting is over the 18 lines.

WE DO NOT OFFER COMMISSION

30 days	\$ 325.00
1 Run (60 days)	\$ 375.00
2 Runs (120 days)	\$ 650.00
3 Runs (180 days)	\$1,000.00
4 Runs (240 days)	\$1,325.00

Color Ads

Full Page:	7.5"W x 10"D	\$600.00
½ Page:	7.5"W x 5"D or 3.5"W x 10"D	\$325.00
¼ Page:	3.25"W x 5"D	\$200.00

Deadlines are listed below for ADS (check all that apply)

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

Journal of NBNA – bi-annual, is a professional Journal featuring articles relevant to Black health care; nursing practice and administration; education; research and consumer issues. The Journal is published; Spring/Summer and Fall/Winter.

Submit ads only in B/W

Full Page:	7.25" x 9.25"	\$1,500.00
½ Page:	7.25" x 4.5"	\$ 750.00
¼ Page:	3.5" x 4.5"	\$ 375.00
Ad Deadlines:	November 30 th - Fall/Winter May 31 st - Spring/Summer	

Deadline May 11, 2018 - for Program Book ADS

NBNA Conference Program Book
Email Ad copy to dmance@nbna.org

TOTAL COST

Full Page Color:	7.5"W x 10"D	\$1,300.00
Full Page Black/White:	7.5"W x 10"D	\$1,000.00
½ Page Color:	7.5"W x 5"D or 3.5"W x 10"D	\$ 800.00
½ Page Black/White:	3.5"W x 10"D	\$ 600.00
¼ Page Color:	3.25"W x 5"D	\$ 475.00
¼ Page Black/White:		\$ 325.00
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:
