



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 Newsletter
- Advertising in the Journal of NBNA
- Advertising in the Annual Souvenir Program
- Online Job Posting
- Guidelines for Mailing through NBNA

All ads must be pre-paid by check, money order, VISA or MasterCard. If paying by credit card please fill out the attached form and FAX (301) 589-3223 to the 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.

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

Attachments

*Join NBNA in Orlando, FL
to Celebrate Our 40th Annual Institute and Conference
July 25-29, 2012, The Hilton Orlando Bonnet Creek Resort
8630 Fenton Street ♦ Suite 330 ♦ Silver Spring, MD 20910
Voice (301) 589-3200 ♦ FAX (301) 589-3223 ♦ www.nbna.org*

NBNA Advertising Insertion Order Form

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

NBNA Website Banner ADS
 530 pixel X 100 pixel
\$5,000 (qtr); \$10,000 (1/2 yr.); \$20,000 (1 yr.)

Job Postings Online (Website)

**** Submit AD 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.*

Print Media

**NBNA Newsletters: Fall, Winter, Spring,
 Summer**

BLACK AND WHITE ADS ONLY

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

1 Run (60 days)	\$ 350.00
2 Runs (120 days)	\$ 625.00
3 Runs (180 days)	\$ 975.00
4 Runs (240 days)	\$1,325.00

Deadlines are below for Ads (check all that apply)

- [] Fall - copy due October 10th
- [] Winter - copy due February 10th
- [] Spring - copy due April 10th
- [] Summer - copy due August 10th

Journal of NBNA:

BLACK AND WHITE ADS ONLY

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

Deadlines: November 30th
 May 31st

Live Screen 130 or 150; Live Image: 7.5 x 10.5
 Trim 8.5 x 11; Bleed ¼ inch

NBNA Conference Program Book

Full Page:	7.5"W x 10"D	\$1,000.00
	7.5"W x 5"D or	
½ Page:	3.5"W x 10"D	\$ 600.00
¼ Page:	3.25"W x 5"D	\$ 325.00
Inside Front Cover:	7.5"W x 10"D	\$1,500.00
Inside Back Cover:	7.5"W x 10"D	\$1,700.00
Back Cover:	7.5"W x 10"D	\$1,700.00
2-Page Spread:	16"W x 10"D	\$1,600.00

Deadline April 27, 2012

Payment Information (PAYMENT MUST BE RECEIVED PRIOR TO PRINTING)

Check [] payable to **NBNA** VISA [] MasterCard [] Amount Enclosed: \$ _____

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

Signature: _____