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**
  
  NBNA Newsletters are printed quarterly (Winter, Spring, Summer and Fall) and placed on our website at www.nbna.org.

- **The Journal of National Black Nurses Association (JNBNA)**
  
  The Journal 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 admin@nbna.org.

For online job posting, please submit the text in WORD format to: admin@nbna.org. You will receive a price quote. Upon your approval, an invoice with payment information will be sent and the listing will be posted within 48 business hours after payment is received. *Please note that NBNA cannot post company logos at this time.*

Should you have additional questions or require more information, please call (301) 589-3200 or email admin@nbna.org.

**THANK YOU FOR YOUR BUSINESS.**
NBNA Advertising **Insertion** Order Form

**Advertise/Ad Agency (company) Name:**

**Contact Name:**

**Title:**

**Address**

**City/State/Zip:**

**Telephone#:**

**Email:**

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**NBNA Website Banner ADS**

- **$5,000 (qtr); $10,000 (1/2 yr); $20,000 (1 yr)**
- 710 pixels x 293 pixels

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

**CIRCULATION: 5,000**

**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 healthcare; 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 30th - Fall/Winter
- May 30th - Spring/Summer

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**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 admin@nbna.org.

Also tell us the date the blast is to be delivered to the membership body.

**Job Posting Information**

**Submit Ad to admin@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 is for the 18 lines, spaces are not included.

Add $10.00 per line if your posting is over 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

**Deadline May 8, 2020 - 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:** 3.25"W x 5"D  $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

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**Payment Information (PAYMENT MUST BE RECEIVED PRIOR TO PRINTING)**

Check □ payable to NBNA  VISA □  MasterCard □

Amount Enclosed: $ __________

Credit Card #:  Exp. Date  Sec. Code:

Signature: