



## 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:

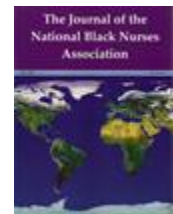
- NBNA's **eNewsletter**

NBNA Newsletters are printed quarterly (Winter, Spring, Summer and Fall) and placed on our website at [www.nbna.org](http://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](mailto:admin@nbna.org).

For online job posting, please submit the text in WORD format to: [admin@nbna.org](mailto: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](mailto:admin@nbna.org).

**THANK YOU FOR YOUR BUSINESS.**

**National Black Nurses Association, Inc.**

8630 Fenton Street ♦ Suite 910 ♦ Silver Spring, MD 20910  
Phone 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:
<b>NBNA Website Banner ADS</b> <b>\$5,000 (qtr); \$10,000 (1/2 yr); \$20,000 (1 yr)</b> <b>710 pixels x 293 pixels</b>	<b>E-Blast - \$1,000.00 (emailed to all members)</b>  <b>Forward information in an image file (jpeg, png, or gif)</b> <b>in 800 pixels wide at any length to <a href="mailto:admin@nbna.org">admin@nbna.org</a></b> <b>also tell us the date the blast is to be delivered to the</b> <b>membership body.</b>

**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 10<sup>th</sup>
- Spring - copy due April 10<sup>th</sup>
- Summer - copy due August 10<sup>th</sup>
- Fall - copy due November 10<sup>th</sup>

**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 30 <sup>th</sup> - Fall/Winter May 30 <sup>st</sup> - Spring/Summer	

**Job Posting Information**

**\*\* Submit Ad to [admin@nbna.org](mailto: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](mailto: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	\$ 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: \_\_\_\_\_