



## 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:

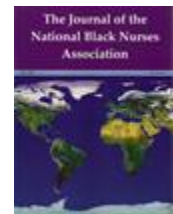
- NBNA's **eNewsletter**

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.



NBNA 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

Ad Agency / Company Name:	Contact Name:
Billing Name:	Title:
Address:	
City / State / Zip:	
Telephone#:	Email:

**NBNA Website Banner ADS**  
**\$5,000 (qtr); \$10,000 (1/2 yr); \$20,000 (1 yr)**  
**1920 pixels x 475 pixels maximum**

**E-Blast - \$1,200.00 (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](mailto:admin@nbna.org) also tell us the date the blast is to be delivered to the membership body.

**NBNA News** is a quarterly newsletter 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. The NBNA eNewsletter is published *Winter, Spring, Summer* and *Fall*.

**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

**Ad Deadlines listed below (check all that apply)**

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

**Journal of NBNA** is a bi-annual, professional journal that features 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:** Fall/Winter – copy due November 30  
 Spring/Summer – copy due May 30

**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 for Program Book Ads - May 15**

NBNA Conference Program Book		
<a href="mailto:dmance@nbna.org">Email ad copy to dmance@nbna.org</a>		
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 POSTING or PRINTING)**

Check  payable to **NBNA**      VISA       MasterCard       Amount Enclosed: \$ \_\_\_\_\_

Credit Card #: \_\_\_\_\_      Exp. Date \_\_\_\_\_      Sec. Code: \_\_\_\_\_

Signature: \_\_\_\_\_