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

**Ad Agency / Company Name:**

**Contact Name:**

**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)

1920 pixels x 475 pixels maximum

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**NBNA News** is a quarterly newsletter placed on our website at 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**

<table>
<thead>
<tr>
<th>Color Ads</th>
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</thead>
<tbody>
<tr>
<td><strong>Full Page:</strong> 7.5&quot;W x 10&quot;D</td>
</tr>
<tr>
<td>½ Page: 7.5&quot;W x 5&quot;D or 3.5&quot;W x 10&quot;D</td>
</tr>
<tr>
<td>¼ Page: 3.25&quot;W x 5&quot;D</td>
</tr>
</tbody>
</table>

**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 November 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.

### NBNA Conference Program Book

**Submit ads only in B/W**

<table>
<thead>
<tr>
<th>B/W</th>
<th>Full Page: 7.25&quot; x 9.25&quot;</th>
<th>$1,500.00</th>
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<tr>
<td>½ Page: 7.25&quot; x 4.5&quot;</td>
<td>$ 750.00</td>
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<tr>
<td>¼ Page: 3.5&quot; x 4.5&quot;</td>
<td>$ 375.00</td>
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</table>

**Ad Deadlines:**

- Fall/Winter – copy due November 30
- Spring/Summer – copy due May 30

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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**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
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<tbody>
<tr>
<td>30 days</td>
<td>$ 325.00</td>
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<tr>
<td>1 Run (60 days)</td>
<td>$ 375.00</td>
</tr>
<tr>
<td>2 Runs (120 days)</td>
<td>$ 650.00</td>
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<tr>
<td>3 Runs (180 days)</td>
<td>$1,000.00</td>
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<tr>
<td>4 Runs (240 days)</td>
<td>$1,325.00</td>
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**Deadline May 8, 2021 - for Program Book Ads**

**NBNA Conference Program Book**

Submit ad copy to dmance@nbna.org

<table>
<thead>
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<th>Description</th>
<th>Full Page Color: 7.5&quot;W x 10&quot;D</th>
<th>Full Page Black/White: 7.5&quot;W x 10&quot;D</th>
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</thead>
<tbody>
<tr>
<td>Full Page Color: 7.5&quot;W x 10&quot;D</td>
<td>$1,300.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>½ Page Color: 7.5&quot;W x 5&quot;D or 3.5&quot;W x 10&quot;D</td>
<td>$ 800.00</td>
<td>$ 600.00</td>
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<tr>
<td>¼ Page Color: 3.25&quot;W x 5&quot;D</td>
<td>$ 475.00</td>
<td>$ 325.00</td>
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<tr>
<td>Inside Front Cover: Color 7.5&quot;W x 10&quot;D</td>
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<td>$1,700.00</td>
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<tr>
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<td>2-Page Spread: 16&quot;W x 10&quot;D</td>
<td>$1,600.00</td>
<td></td>
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</tbody>
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**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:**