

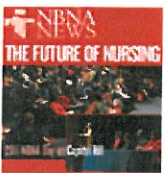


National Black Nurses Association, Inc.

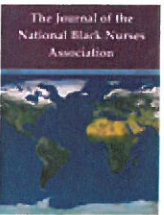
Dear Advertiser/Recruiter:

Thank you for your interest in advertising with the National Black Nurses Association, Inc.

Attached is information on:



Advertising in NBNA's Newsletter



The Journal of National Black Nurses Association (JNBNA) 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 FAX (301) 589-3223 or email the form to 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. Sorry, at this time we cannot post company logos.

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

*Join NBNA in New Orleans, LA
Celebrate Our 42nd Annual Institute and Conference
August 6-10, 2014 – Philadelphia Marriott Downtown
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
\$5,000 (qtr); \$10,000 (1/2 yr.); \$20,000 (1 yr.)
 3 Sizes to pick from: 207 pixels x 285 pixels;
 207 pixels x 180 pixels or 207 pixels x 155 pixels

E-Blast - \$1,000.00 (emailed to all members)
 Imbed information in an email to elazenby@nbna.org
 also tell us the date the blast is to be delivered to the membership body

NBNA Newsletters printed quarterly, Winter, Spring, Summer and Fall and place on our website at www.nbna.org. NBNA Newsletter includes information on nursing activities, current research issues, national news, chapter news, career opportunities, and health legislation updates.

**** 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.)

Circulation: 5,000

TOTAL NET COST

Send ONLY Black and White 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

30 days	\$ 300.00
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)

- 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 health care; nursing practice and administration; education; research and consumer issues. The Journal is published; Spring/Summer and Fall/Winter

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
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
Email Ad copy to dmance@nbna.org

TOTAL COST

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: 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

Deadline May 1, 2014

Payment Information (PAYMENT MUST BE RECEIVED PRIOR TO PRINTING)

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

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

Signature: _____