



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:

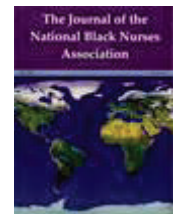
- NBNA's **eNewsletter**

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



- **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 elazenby@nbna.org.

For online job posting, please submit the text in WORD format to: elazenby@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 elazenby@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 elazenby@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. 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 elazenby@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		
Email ad copy to kshaw@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 POSTING or PRINTING)

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

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

Signature: _____