



# Academy of Neonatal Nursing – ANN ANN Online Advertising 2017 Advertising Opportunities & Rate Schedule

We are pleased to offer the following online advertising options: website, electronic newsletter and membership eBlast broadcast advertisements

## ANN Website Advertising

The Academy of Neonatal Nursing offers website advertising to reach ANN's membership and others interested in neonatal and mother baby markets. Acceptable file formats are jpg or gif; maximum file size is 30MB. Other sizes and/or placement requests will be considered. HTML5 animated files OK.

www.academyonline.org	Home Webpage Placement	Banner Ad Size	Avg. Annual Page Hits	1–5 months	6–12 months
Home-page Square	Top Right Side Rail	170 x 170 px	59,000 (Full Year)	\$800 per mo.	\$725 per mo.
Home-page Rectangle	Top Right Side Rail	170 x 85 px	16,370 (Full Year)	\$750 per mo.	\$675 per mo.
	<b>Conference Landing Page Placement:</b>				
Sub-page Banner	Mid-center Placement	574 x 60 px	4,250 average	\$700 per mo.	\$650 per mo.
Sub-page Square	Top Right Side Rail Specific Conf. Page	170 x 170 px	4,250 average	\$650 per mo.	\$600 per mo.
Sub-page Rectangle	Top Right Side Rail Specific Conf. Page	170 x 85 px	4,250 average	\$600 per mo.	\$550 per mo.

## Academy Connection eNewsletter

The Academy Connection is published six times a year and is distributed via email to all current ANN members. Deadline for submissions is the first of February, April, June, August, October, and December. Advertising in this popular eNewsletter is the perfect opportunity to reach out to ANN members! Acceptable file formats are jpg or gif; maximum file size is 30MB. Requests for additional sizes and placements will be considered. Circulation is 7000.

Academy Member eNewsletter	Ad Placement	Banner Size	Cost per Issue /1 Blast	3 Mo. Issue Set /Blast 3 Issues @ 1 per mo.
6 Bi-Monthly Issues Available	Right Side Rail	150 x 150 px	\$1,500	\$3,000

## ANN Membership Email Broadcast Banner Advertisement

The Academy sends email broadcasts to members twice a month. Total number of subscribers is approximately 19,000. Please supply your banner ad in JPG or PNG format. maximum file size is 30MB.

ANN Membership eBlast	Banner appears in 1 location	Banner Ad Size	1 Month/1x Blast	3 Month Set (3x)
2x per Month/ Jan-Dec	Middle of Broadcast	560 x 60 px	\$2,000	3 Mo. 3x= \$5,000

## ANN Dedicated Email Broadcast Advertisement

Need to get your message out fast and to a large audience? Send an **ANN** Dedicated Email Broadcast Advertisement featuring your dedicated e-Blast message. Your dedicated eBlast message will be sent directly from **ANN** to thousands of neonatal consumers registered with **ANN's** email database. Please contact us with your scheduling interests and to obtain ad material requirements. **ANN** limits Dedicated Email Broadcast Advertisements.

### EMAIL LIST OPTION #1: \$2,500.00 NET COST

**5,500 Email Addresses** = Email Contact Listing for **ANN's** Membership; 1x **ANN** Dedicated Email Broadcast Advertisement

### EMAIL LIST OPTION #2: \$5,500.00 NET COST

**19,000 Email Addresses** - Email contact listing of **ANN's** total neonatal consumer email contact database list. (i.e., **ANN** member and non-member email listings; electronic subscriber email listings of [www.academyonline.org](http://www.academyonline.org); conference attendee email listings; general **ANN** neonatal consumer email listing); 1x **ANN** Dedicated Email Broadcast Advertisement

#### For additional information please contact:

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