

ENA[®]
EMERGENCY NURSES
ASSOCIATION

2024 MEDIA KIT



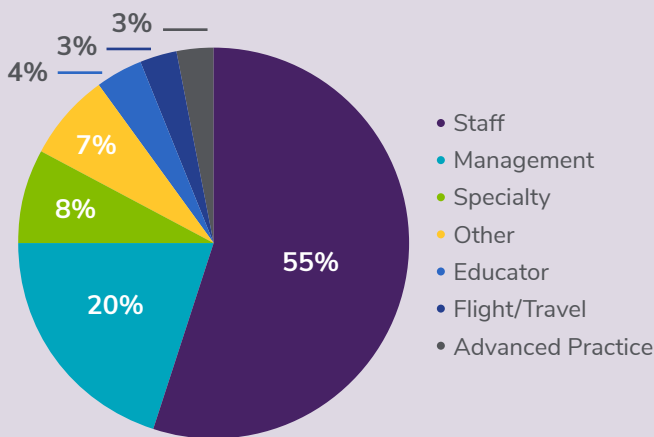
Discover the Power of ENA Advertising
Reach Nearly 50,000 Emergency Nursing Professionals

enaexhibits.org

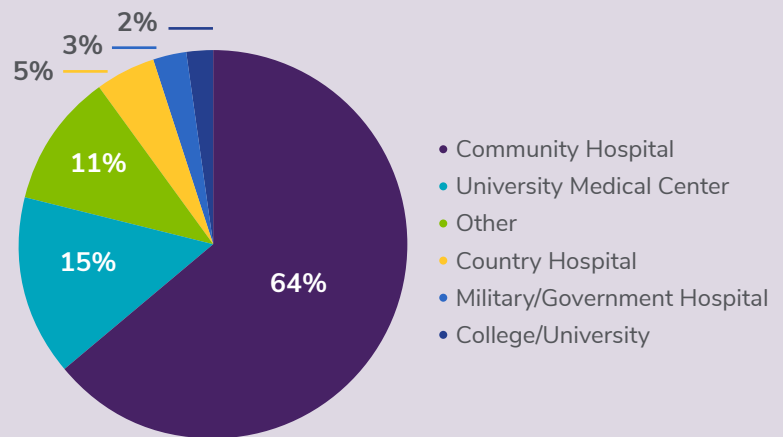
The **Emergency Nurses Association® (ENA®)** is the premier professional nursing association dedicated to defining the future of emergency nursing through advocacy, education, research, innovation, leadership and more!

Advertising with ENA has proven to be an indispensable resource to the global emergency nursing community by reaching emergency nurses, flight and transport nurses, military and emergency department professionals at all levels. ENA members often have direct input and influence over the products and services used in the ED. Reaching emergency nurses is key to growing market share and optimizing ROI in the ED.

Areas of Practice + Employers = Influencers



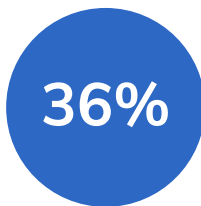
Nearly 50,000
Active ENA Members



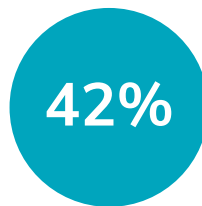
Over 77,000+
Verified Trauma Nurses



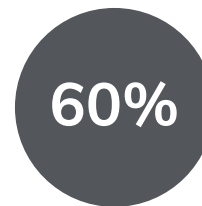
More than 33% of advertisers are nurse recruiters.



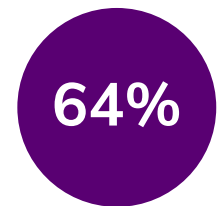
Demand for front-line employment needs for ED nurses is up more than 36% since Jan. 2020.*



Additional need for ED Technicians is now more than 42% since Jan. 2020.*



More than 60% of ENA members have purchase influence on products, equipment and services used in the ED.



64% of ENA members say advertisements are a valuable source of product and service information.

“ ENA empowers, nurtures, appreciates emergency nurses! ”

Kerry Holt, Recruiter *BayCare Health System*



“ ENA has been instrumental in driving enrollments by providing solutions to prospective students. Drexel University Online highly endorses and recommends testing your next media campaign with ENA for maximum results. ”

Marketing Analyst *Drexel University Online, LLC*



2024 Advertising Opportunities



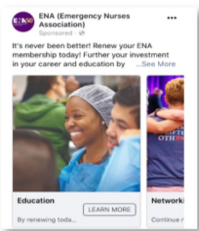
ENA Connection is the official monthly magazine of ENA. It covers the latest topics, trends and advancements in the practice of emergency nursing as well as association news and events. **ENA Connection** is sent to the association's nearly 50,000 members and nonmembers in print and digital formats. Advertising appears in both formats. Sponsored editorial content is also available in **ENA Connection**. Content must be educational in nature and considered of value to ENA members. All content must be approved by ENA. **ENA Connection** is published 11 times each year.



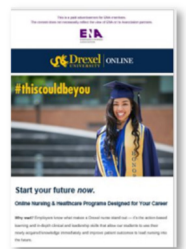
ENA Newsline Weekly Digital Newsletter is emailed every Tuesday exclusively to ENA members to keep them informed of breaking news and topics that directly impact emergency nurses. Newsline is delivered an average of 2 million times a year with a 19% Open Rate. Advertising in ENA Newsline is flexible. Ad campaigns can begin at any time and last for 12 consecutive weeks. Creative may be changed to feature different products or messages. All content must be approved by ENA.



ENA Website Banner Advertising appears on several highly-visited pages throughout the ENA website. The website is home base for members and receives more than 1.3 million visits per year. Ad campaigns can be purchased in 1-month, 3-month or 6-month increments. All content must be approved by ENA.



ENA Facebook Advertising allows you to have your ad delivered to the newsfeed of your targeted audience. Advertisers can choose to reach more than 80,000 ENA followers or target based on education level, job title, location and more. Campaigns last for 30-consecutive days. All content must be approved by ENA.



Direct Send Emails allow advertisers to create their own HTML email that is delivered to ENA members. Content must be educational in nature and considered of value to ENA members. All content must be approved by ENA.



ENA Site Retargeting reaches sites visitors across the web. Custom creative delivers impactful messaging. Insightful campaign reporting included. Optimization ensures your ads are seen on mobile devices.

2024 Editorial Calendar

Month	Editorial Features	Reservation Date	Materials Due	Bonus Distribution
January / February	ENA president and Foundation chairperson profiles, Maui wildfires	11/16/2023	12/7/2023	
March	Argentina cultural exchange program, NPD Pathway, profile of ENA emerging professional liaison, ENA Foundation scholarship winners	12/18/2023	01/18/2024	
April	Leadership Orientation coverage, DEI roadmap	01/31/2024	02/16/2024	
May	FOCUS ISSUE: DEI in the specialty; EMS Week	02/29/2024	03/18/2024	
June	Day on the Hill coverage, Pride month, looking back on summer heat waves	03/28/2024	04/15/2024	
July	Career and Education Guide; NSNA coverage	04/29/2024	05/16/2024	
August	Emergency Nursing 2024 preview 1	05/29/2024	06/14/2024	
September	Emergency Nursing 2024 preview 2; election candidates; EN Week™ preview; disaster preparedness	06/25/2024	07/11/2024	Emergency Nursing 2024
October	20 Under 40	07/31/2024	08/16/2024	
November	Emergency nursing in the military, ENA election results	08/30/2024	09/17/2024	
December	Emergency Nursing 2024 coverage	09/26/2024	10/14/2024	

2024 Advertising Rates

	Full Page 4/color		1/2 Page 4/color		1/4 Page 4/color	
Frequency	Print Only	Print & Digital Upgrade	Print Only	Print & Digital Upgrade	Print Only	Print & Digital Upgrade
1x	\$5,200	\$5,500	\$4,500	\$4,700	\$4,000	\$4,200
3x	\$5,100	\$5,400	\$4,400	\$4,600	\$3,900	\$4,100
6x	\$5,000	\$5,300	\$4,300	\$4,500	\$3,800	\$4,000
11x	\$4,900	\$5,200	\$4,200	\$4,400	\$3,700	\$3,900
17x	\$4,800	\$5,100	\$4,100	\$4,300	\$3,600	\$3,800

Sponsored Content Advertising \$15,000

ENA provides editorial guidelines and advertisers supply the content. Content must be educational in nature and provide a value to ENA members. All content must be approved by ENA.

Inserts, Outserts and Cover Tips \$10,000

Please contact your sales representatives for pricing.



To reserve ad placement, contact:
Amanda Patrick
apatrick@smithbucklin.com

2024 Specs

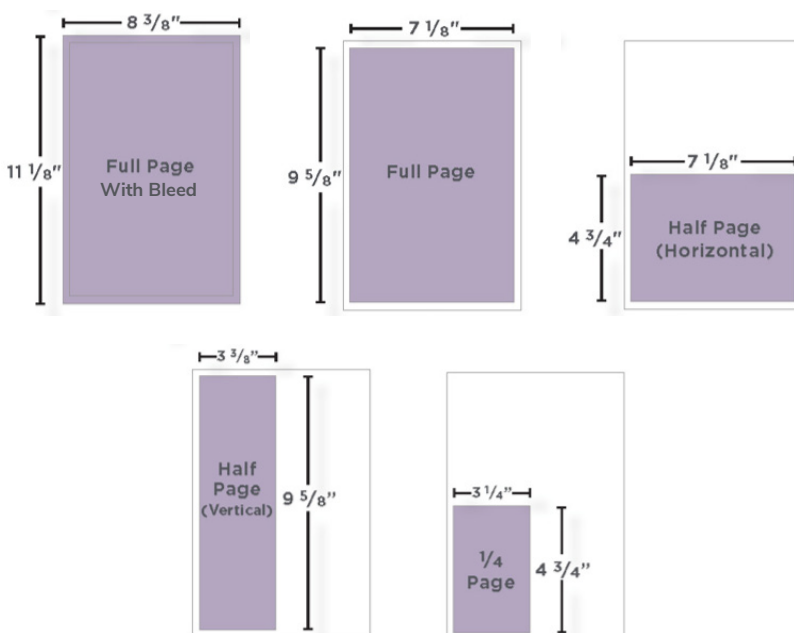
File Formats

High-resolution PDF (300 dpi), include print crop marks and fonts embedded.

Mechanical Specifications (W x H)	
Bleed Size	8-3/8" x 11-1/8"
Trim Size	8-1/8" x 10-7/8"
Live Matter	Keep 1/4" away from all trim edges

Ad Size	Non-Bleed (W x H)
Full Page	7-1/8" x 9-5/8"
Half Page Horizontal	7-1/8" x 4-3/4"
Half Page Vertical	3-3/8" x 9-5/8"
Quarter Page	3-1/4" x 4-3/4"

Advertising Specifications

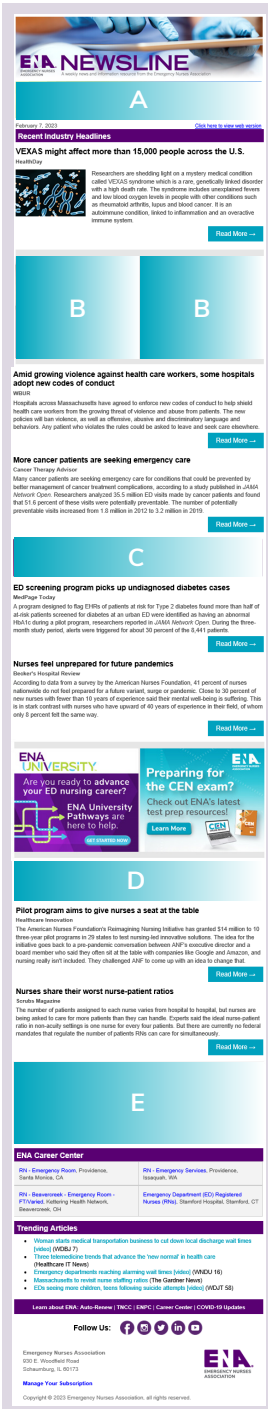


To reserve ad placement, contact:
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apatrick@smithbucklin.com

2024 Advertising Rates

Emailed every Tuesday exclusively to nearly 50,000 opted-in ENA members

*Rates are based on a quarterly (12-week) campaign — All rates are NET



Ad Position	Rate	Dimensions
A — Leaderboard	\$6,000*	600 x 90 px
B — Box Banner (2 Available)	\$4,000*	300 x 250 px
C — Middle Banner	\$4,500*	600 x 90 px
D — Body Banner	\$3,500*	600 x 90 px
E — Featured Showcase (2 Available)	\$3,000*	Image: 150 x 125 px Title: 75 Characters Body: 200 Characters

Closing Dates

Space Reservations: 1 month prior to campaign start date

Materials Due: 10 business days prior to campaign start date

File Formats

JPEG, PNG, or GIF animated files, 150kb max file size

To reserve ad placement, contact:
Amanda Patrick
apatrick@smithbucklin.com

For fulfillment, contact:
Allison Norris
anorris@smithbucklin.com

2024 Advertising Rates

Banner Ad Rates — All rates are NET

Campaign Duration	Rate	Dimensions
1 Month	\$2,500	1,600 x 150 px
3 Months	\$5,000	1,600 x 150 px
6 Months	\$10,000	1,600 x 150 px

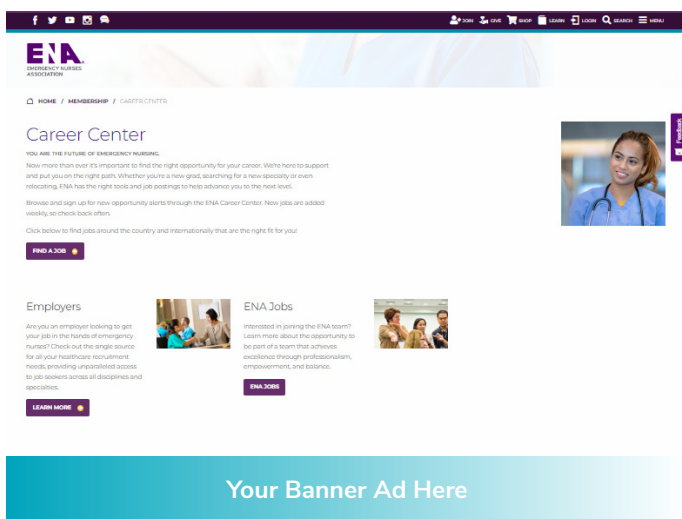
Closing Dates

Space Reservations: 1 month prior to campaign start date

Materials Due: 10 business days prior to campaign start date

File Formats

JPEG, PNG, or GIF animated files, 150kb or smaller. Animations should last a maximum of 5 seconds. Please provide the URL address when submitting the ad.



To reserve ad placement, contact:
Amanda Patrick
 apatrick@smithbucklin.com

For fulfillment, contact:
Allison Norris
 anorris@smithbucklin.com

2024 Advertising Rates

Facebook Rates — All rates are NET

Reach	30 Day Net Rate
Up to 15,000	Up to \$5,000
15,000 — 35,000	Up to \$15,000
35,001+	Up to \$25,000



To reserve ad placement, contact:
Amanda Patrick
apatrick@smithbucklin.com

2024 Advertising Rates

Facebook Specifications

Helpful Tips:

1. Ad Text
2. Images (static, carousel or video)
3. Headline for each image
4. Description for each image
5. Link and button choice



Image Ad Specifications

Description	Single Image	Carousel Images
Number of Images	1	3 to 5
Image Size	1,200 x 628 px	1,080 x 1,080 px
Image Ratio	1:91:1	1:1
Ad Text Length	90 Characters	90 Characters
Headline Length	40 Characters	40 Characters
Description Length	20 Characters	20 Characters
Optional Link Description Length	20 Characters	20 Characters
Image Text	Minimal to None	Minimal to None
Format	JPG	JPG

Video Specifications

Reach	30-Day Rate
Recommended Length	Up to 15 seconds
Aspect Ratio	Vertical (4:5)
Resolution	720 px Minimum Width
File Size	Up to 4 GB max
Format	.MOV or .MP4
Headline Length	40 Characters

Link/Button Choices	
Learn More	Contact Us
Apply Now	Get Offer
Book Now	Download
Sign Up	Watch More

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2024 Advertising Rates

Exciting Opportunity to be part of ENA University — Partner Education Portal

What is the Partner Education Portal?

The Partner Education Portal is an engaging and collaborative educational experience within ENA University™ that is driven by industry partner content. ENA's global partners have an exciting opportunity to showcase emergency nursing education and skills training to 50,000 ENA members.

How Can You Participate?

ENA members consistently request education from you, industry partners. ENA is seeking partners that can provide education and skills training that fall within the following core knowledge content areas related to emergency nursing.

- Clinical Skill
- Clinical Knowledge
- Innovation
- Leadership and Management
- Professional Development
- Product/Equipment Training
- Well-Being

For more information, contact:
Amanda Patrick
apatrick@smithbucklin.com

How is the Content Delivered?

Most popular learning formats requested by ENA members are:

Microlearning \$2,500 Per Vignette

- 3-5 minute pre-recorded vignettes
- Posted to the portal for two years

Podcasts \$5,000

Your recorded podcast will be posted in the Partner Education Portal, promoted and available to ENA's entire membership

Webinar(s) \$10,000

- On demand offering
- 60 minute (or less) didactic presentation
- Contact allison.norris@ena.org for full product benefits

Interactive Learning Custom Pricing

- Designed for an in-depth experience
- Hands-on learning (in-person) or high level or interactivity (virtual)

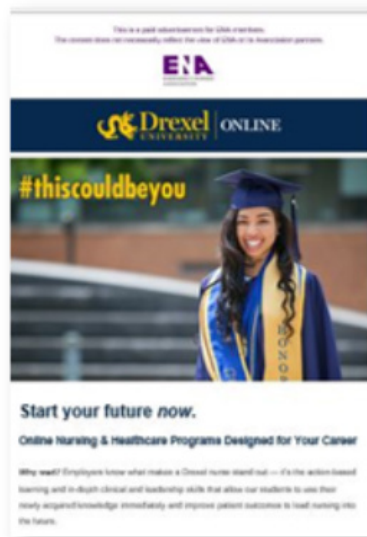
Extended Learning Custom Pricing

Educational series that engages learners through multiple occasions

2024 Advertising Rates

A cost-effective way to reach ENA members! — **\$10,000 Per Email**

Direct Send Emails allow advertisers to create their own HTML email that is delivered to ENA members. Content must be educational in nature and considered of value to ENA members. All content must be approved by ENA.



Recipients

35,000

Open Rate

46%

Click Through Rate

5.8%

For more information, contact:
Amanda Patrick
apatrick@smithbucklin.com

2024 Advertising Rates

ENA Site Retargeting

Reach Buyers on the Industry Sites They Trust



Thousands of



Emergency Nurses



Billions in Annual Spend



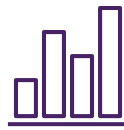
Bright Audience

Your message reaches association site visitors across the web.



Custom Creative

Custom creative delivers impactful messaging.



Reporting & Analysis

Insightful reporting gives you confidence in your campaign.



Mobile Optimization

Optimization ensures your ads are seen on mobile devices.



Site Retargeting (Optional)

Retargeting your own site visitors enhances your campaign.

\$4,950/year — with 120,000 impressions — Limited Availability

To reserve ad placement, contact:
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Emergency Nurses Association

1. RATES AND RATE CARD

Rates listed on the rate card are gross rates. All digital ad rates are net. Advertisers and their agencies agree to comply with the Mechanical Specifications and Dimensions Requirements, Deadlines, Rates, Payment and Billing Policy, and all other requirements outlined in the Rate Card for the publication in which the Advertiser is placing advertisement(s).

2. ADVERTISING ACCEPTANCE POLICY

All advertising is subject to approval by ENA. Publisher reserves the right to refuse any advertising at any time. All recruitment advertising must be nondiscriminatory and comply with all applicable laws and regulations. Products, programs, and services must be germane to emergency nursing or related to the health care industry. Advertising for a new product will not be considered by ENA until a license has been obtained from the USDA (United States Department of Agriculture) for biological products, or an FDA (Food and Drug Administration) New Drug Application has become effective. Advertisements must comply with FDA regulations regarding advertising and promotion and conform to labeling that has been cleared by the FDA.

The product and advertiser must be identified within the advertisement. For drugs, the full generic or chemical name of the principal active ingredients must be shown in 6 pt. or larger type. Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser cannot substantiate will be rejected.

Product comparisons using trade names will not be accepted without the statement, "Substantiating data based on research is available upon reader request." Quotations or excerpts from a published paper submitted as a statement of evaluation of the product cannot be used by the advertiser or the agency without permission of the author and the publication. Evidence of permissions must accompany copy. ENA does not endorse products, services or companies.

ENA has not evaluated the products and services advertised in the publications. The appearance of advertisements is not a guarantee of those products, services or the companies that manufacture, distribute or promote such products or services. The fact that certain products and services are advertised in ENA publications is not an endorsement of those products and services and does not influence the editorial content.

The word "Advertisement" or "Sponsored Content" will appear at the top of any advertisements that, in the Publisher's opinion, might be confused with editorial pages.

3. PLACEMENT OF ADVERTISING

Placement of advertising adjacent to editorial content on the same topic is prohibited. Requested positions are not guaranteed unless stated as a paid position and accepted by the Publisher.

4. PUBLISHER'S AND ADVERTISER'S LIABILITY (FORCE MAJEURE)

Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by Publisher is contained if such failure is due to natural disasters, strikes, war, accidents, acts of terrorism, interruption of power or communication, or other circumstances beyond Publisher's control. In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation, or right of privacy, copyright infringements, or plagiarism. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume the responsibility for any resulting claims made against the Publisher.

5. CANCELLATIONS AND CHANGES

Cancellations are not accepted, and copy corrections not guaranteed after the closing date(s). On contract or schedule insertions, previous copy will be repeated if changes are not received by the closing date(s).

6. DISPOSITION OF MATERIALS

Materials provided will be destroyed by the Publisher if disposition instructions are not provided within one year from the date of last insertion.

7. BILLING AND PAYMENT POLICY

Unless otherwise noted, invoices will be issued upon receipt of signed Insertion Order. Net amounts are due 30 days from date of invoice. The Publisher reserves the right to place on credit hold any Advertiser with an invoice more than 60 days past due/more than 90 days from invoice date. Except for those advertisements whose materials deadline has passed, no additional advertising will be run for, nor any additional contracts accepted from, an Advertiser on credit hold. A credit hold will be removed once the Advertiser's past-due balance is paid in full. The Publisher will not be bound by any conditions – printed or otherwise – appearing on any insertion order or contract when they conflict with the terms and agreements stated in the ENA Advertising Policy.



EMERGENCY NURSES
ASSOCIATION

Year-Round Sales

[Amanda Patrick](mailto:apatrick@smithbucklin.com)
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