

Y NURSES
ON

ENA[®]
EMERGENCY NURSES
ASSOCIATION

**2025
MEDIA KIT**



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

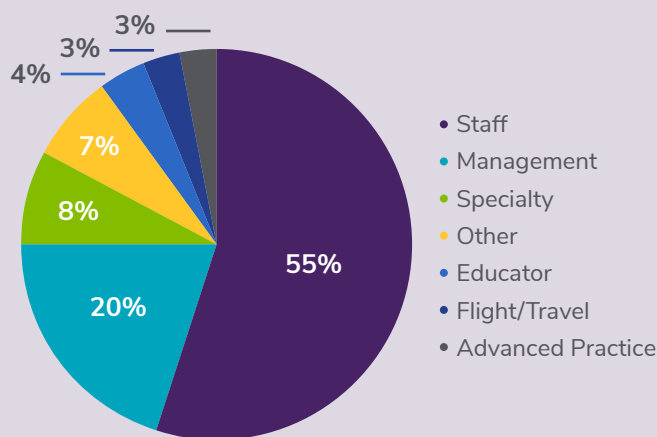
enaexhibits.org

Opportunities Abound with ENA

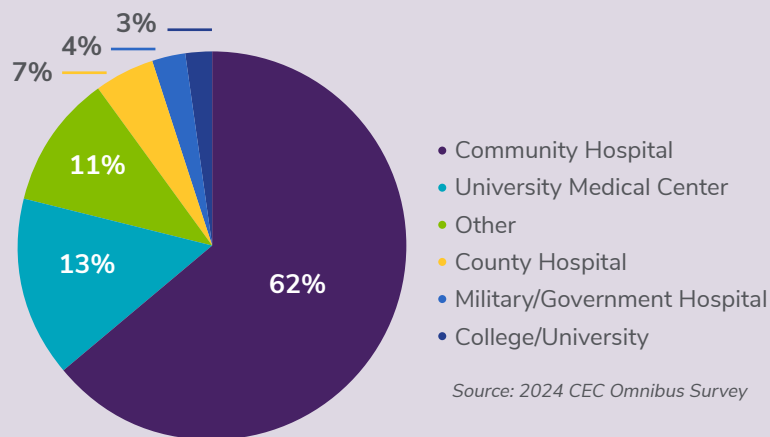
The **Emergency Nurses Association® (ENA®)** is the premier professional nursing association dedicated to defining the future of emergency nursing through advocacy, education, research, innovation, leadership and more!

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

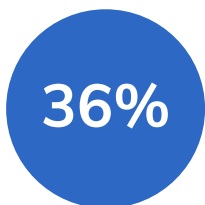


Over 77,000+
Verified Trauma Nurses

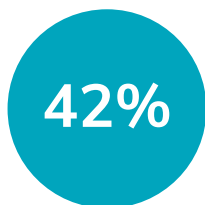
Source: 2024 CEC Omnibus Survey



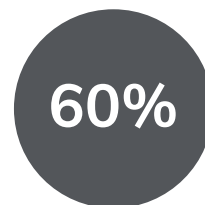
More than 33% of advertisers are nurse recruiters.



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.*



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



65% of ENA members say advertisements are a valuable source of product and service information.

Source: 2023 ENA Connection Readership Survey.

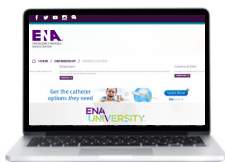
Advertising Opportunities



ENA Connection is the association's official member magazine. 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 is available publicly in digital format online and through the **ENA Connection** app. Advertising appears in both formats. Sponsored editorial content is also available in **ENA Connection**. Content must be educational in nature and have inherent value to an emergency nursing audience. All content must be approved by ENA. **ENA Connection** is published 11 times each year.



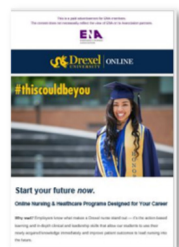
ENA Newsline Weekly Digital Newsletter is emailed every Tuesday exclusively to ENA members to keep them informed of breaking news and topics that directly impact emergency nurses. Newsline is delivered an average of 2 million times a year with a 19% open rate. Advertising in ENA Newsline is flexible. 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 Banners 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 one-, two or six-month increments. All content must be approved by 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 site visitors across the web. Custom creative delivers impactful messaging. Insightful campaign reporting included. Optimization ensures your ads are seen on mobile devices.

2025 Year-Round Packages

Packages Upgrades Available!

Amplifying your brand's reach through our exclusive advertising packages! These packages connect you directly with our professionals in the emergency nursing industry.

Premier Package \$20,000

- Two (2) Direct Send Emails
- One (1) Newsline Leaderboard ad

Choose from one of the following:

- 2 months ENA Website Banner ads
- Social Media Ad (Facebook and Instagram)
- Site Retargeting

Prestige Package \$12,500

- One (1) Direct send Email
- One (1) Newsline Box Banner ad

Choose from one of the following:

- 1 month ENA website Banner ad
- Social Media Ad (Facebook and Instagram)

Thought Leadership Package \$10,000

- One (1) Webinar

Choose from one of the following:

- Two (2) Microlearning Vignettes
- One (1) Podcast
- One Social Media Ad (Facebook and Instagram)

Packages Upgrades

Premier & Prestige Packages Only

Premier Package \$10,000

- Three (3) Direct Send Emails
- Two (2) Newsline Leaderboard ads

Choose from one of the following:

- 2 months ENA Website Banner ads
- Social Media Ad (Facebook and Instagram)
- Site Retargeting

Prestige Package \$15,000

- Two (2) Direct send Emails
- One (1) Newsline Box Banner ad

Choose from one of the following:

- 1 month ENA website Banner ad
- Social Media Ad (Facebook and Instagram)

ENA Connection Editorial Calendar

| Month | Editorial Features | Reservation Date | Materials Due | Bonus Distribution |
|--------------------|---|------------------|---------------|------------------------|
| January / February | ENA president and Foundation chairperson profiles, Spain Global Exchange trip | 11/15/2025 | 12/6/2024 | |
| March | Hurricane Helene and Milton relief efforts, lessons learned from COVID-19 pandemic five years later | 12/18/2025 | 01/20/2025 | |
| April | Leadership Conference coverage, ENA healthy work environment initiatives | 02/3/2025 | 02/20/2025 | |
| May | FOCUS ISSUE: EMS Week | 02/27/2025 | 03/18/2025 | |
| June | Pride month, DEI in the specialty, summer injury prevention | 03/27/2025 | 04/15/2025 | |
| July | Day on the Hill coverage | 04/25/2025 | 05/14/2025 | |
| August | Emergency Nursing 2025 preview 1 | 05/27/2025 | 06/13/2025 | |
| September | Emergency Nursing 2025 preview 2, election candidates, disaster preparedness | 06/26/2025 | 07/16/2025 | Emergency Nursing 2025 |
| October | 20 Under 40 | 07/30/2025 | 08/18/2025 | |
| November | Emergency nursing in the military, ENA election results | 08/29/2025 | 09/17/2025 | |
| December | Emergency Nursing 2025 coverage | 09/25/2025 | 10/14/2025 | |

ENA Connection Print Rates

| | Full Page 4/ color | 1/2 Page 4/color | 1/4 Page 4/color |
|-----------|-----------------------|------------------|------------------|
| Frequency | Price | Price | Price |
| 1x | \$5,200 | \$4,500 | \$4,000 |
| 3x | \$5,100 | \$4,400 | \$3,900 |
| 6x | \$5,000 | \$4,300 | \$3,800 |
| 11x | \$4,900 | \$4,200 | \$3,700 |
| 17x | \$4,800 | \$4,100 | \$3,600 |

Inserts, Outserts and Cover Tips \$10,000

Advertisers are required to provide preprinted material for inserts, outserts, and cover tips. Please contact **Jill Eiding** (jeiding@smithbucklin.com) for a quote, artwork specifications, and delivery instructions.

Reserve ad placement:
Jill Eiding
jeiding@smithbucklin.com

Fulfillment information:
Allison Norris
anorris@smithbucklin.com



ENA Connection Print Specifications

File Formats

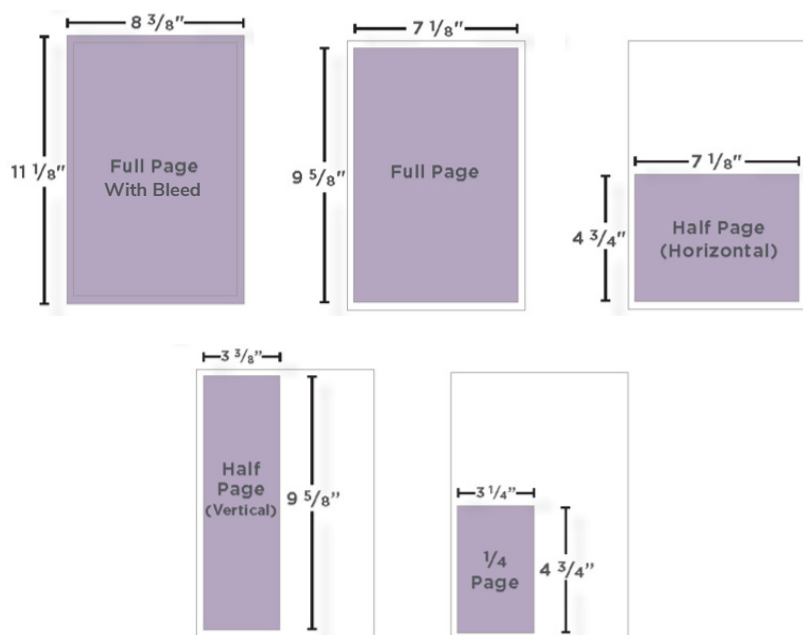
High-resolution PDF (300 dpi), include print crop marks and fonts embedded.

| 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



Reserve ad placement:
Jill Eiding
jeiding@smithbucklin.com

ENA Connection Digital Rates

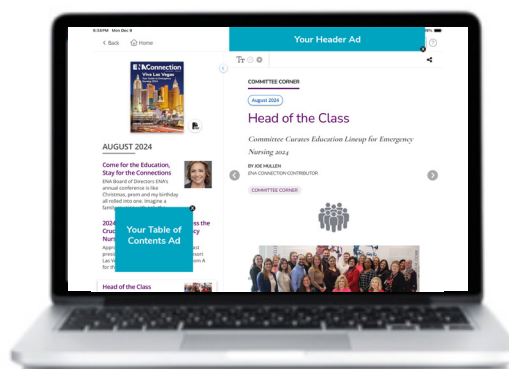
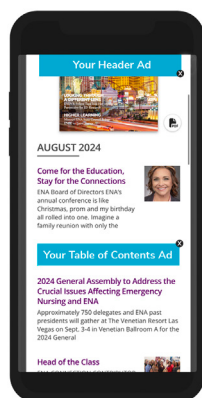
| Asset | Size | Price |
|------------------------------------|--|---------|
| Header Ad | 960x90 (X-Large Screens) 728x90 (Standard) 320x50 (Mobile Devices) | \$4,000 |
| Table of Contents | 300x250 (X-Large/Standard Screens) 320x50 (Mobile Devices) | \$2,500 |
| Half Page (Horizontal or Vertical) | 7-1/8" x 4-3/4" (Horizontal) 3-3/8" x 9-5/8" (Vertical) | \$2,000 |
| Quarter Page | 3-1/4" x 4-3/4" | \$1,250 |

Sponsored Content Advertising \$15,000

Solidify yourself as an industry thought leader by sharing your ideas and best practices in our widely distributed print publication. As a sponsor, your message will be prominently displayed in a premium position within the magazine for maximum visibility and impact.

ENA provides editorial guidelines and advertisers supply the content. Content must be educational in nature and have inherent value to an emergency nursing audience. All content must be approved by ENA.

Reserve ad placement:
Jill Eiding
jeiding@smithbucklin.com



Facebook Advertising Rates

Facebook Advertising allows you to have your ad delivered to the newsfeed of your targeted audience. Advertisers can choose to reach more than 84,000 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.



Benefits

- Three sponsored posts on ENA's Facebook account
- Sponsor to provide graphics and copy that adheres to standard platform sizes for Facebook
- Engagement statistics will be provided two weeks after the original post
- Posts will be made between a Tuesday-Thursday window
- Sponsored by (COMPANY/ORGANIZATION) at the top of the post

| Reach (Impressions) | 30-Day Net Rate |
|---------------------|-----------------|
| Up to 15,000 | \$3,500 |
| 15,000 — 35,000 | \$12,500 |
| 35,000+ | \$22,500 |

Reserve ad placement:
Jill Eiding
 jeiding@smithbucklin.com

Ask about exclusive advertising discounts for Emergency Nursing 2025 exhibitors!

Facebook Advertising 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

Reserve ad placement:
Jill Eiding
 jeiding@smithbucklin.com

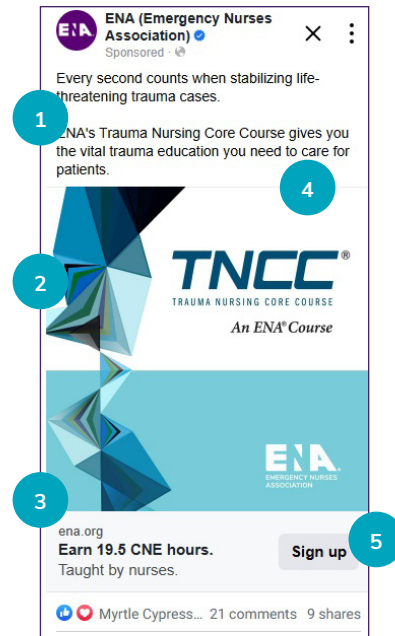


Image Ad Specifications

| 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 |

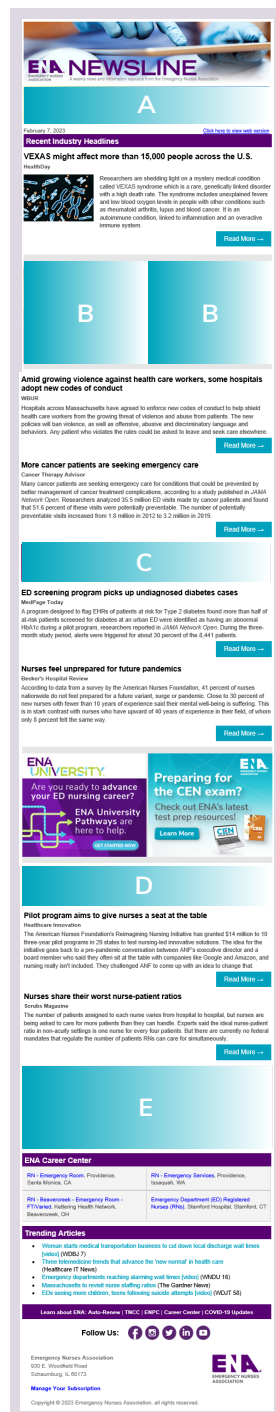
Video Specifications

| 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 |

ENA Newsline Weekly Digital Newsletter Advertising Rates

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.



Recipients

35,000

Open Rate

44%

Click Through Rate

4.7%

| 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 |

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

Closing Dates

Space Reservations: 1 month prior to campaign start date

Materials Due: 10 business days prior to campaign start date

File Formats

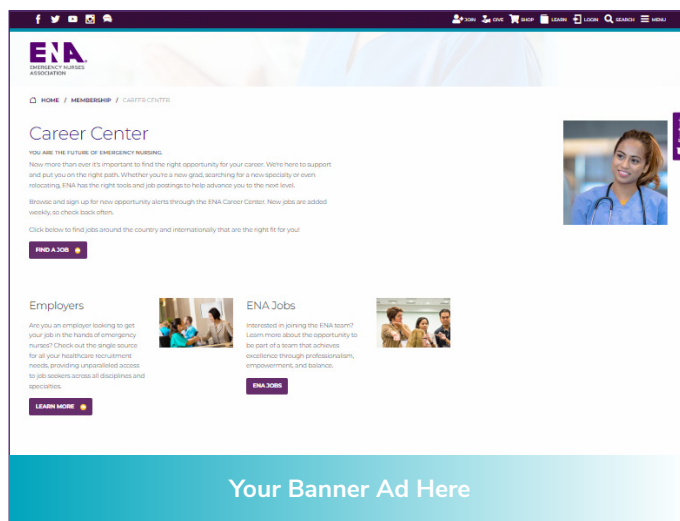
Files accepted are JPG, PNG and animated (or stagnant) GIF.

Reserve ad placement:
Jill Eiding
jeiding@smithbucklin.com

Fulfillment information:
Allison Norris
anorris@smithbucklin.com

ENA Website Banners Advertising Rates

ENA Website Banners give you presence on the Emergency Nursing Association (ena.org) website, allowing you to reach millions of monthly visitors who rely on the site for the most up-to-date and credible information in the field. ENA.org serves as a bridge to connect healthcare providers and professionals worldwide. Your ad will be placed on highly trafficked pages that display critical information, education resources, event registration, and more!



| Banner Ad | Size | Rate |
|--------------------------|----------|--|
| Leaderboard | 728x90 | 1 Month \$2,500 3 Months \$5,000 6 Months \$10,000 |
| Mid-Page Featured Banner | 1600x150 | |
| Footer Rectangle | 300x250 | |

**All rates are NET*

Closing Dates

Space Reservations: 1 month prior to campaign start date

Materials Due: 10 business days prior to campaign start date

File Formats

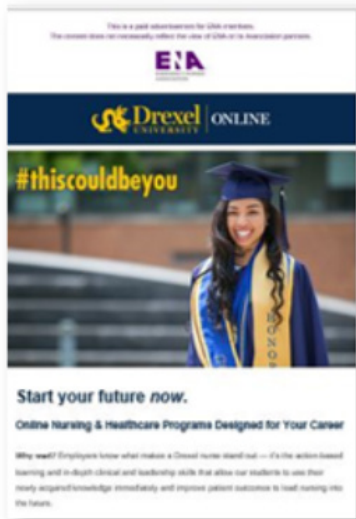
JPEG, PNG, or GIF animated files, 150kb or smaller. Animations should last a maximum of 5 seconds. Please provide the URL address when submitting the ad.

Reserve ad placement:
Jill Eiding
jeiding@smithbucklin.com

Fulfillment information:
Allison Norris
anorris@smithbucklin.com

Direct Send Emails Advertising Rates

The Emergency Nurses Association is a global professional organization for emergency nurses, consisting of nearly 50,000 members. Send a custom marketing message directly to our membership with **Direct Send Emails**. With a 45% average open rate and a 2.8% average click rate, you can expand your reach to your ideal target audience. Content must be educational and considered of value to ENA members. All content must be approved by ENA.



Rates:
\$8,000 per Direct Send Email

Bundle Opportunity!
\$6,500 per 2 or more

Recipients

35,000

Open Rate

45%

Click Through Rate

2.8%

For more information:
Jill Eiding
jeiding@smithbucklin.com

A cost-effective way to reach ENA members!

ENA Site Retargeting Advertising Rates

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.



| Duration | Rate |
|----------|---------|
| 1 Month | \$1,250 |
| 3 Months | \$2,000 |
| 6 Months | \$3,500 |



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.

Reach buyers on the industry sites they *trust* the most!

Partner Education Portal Advertising Rates

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 nearly 50,000 ENA members.

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, and Well-Being via the below formats.

Microlearning \$2,500 Per Vignette

ENA Microlearning videos are 5 minutes or less of educational insights, tutorials, or tips that serve as a quick learning opportunity for healthcare professionals. The video will be housed for two years in the Partner Education Portal where healthcare professionals will have exclusive access to engage with innovative content.

Specifications:

- Recommended Length - 3-5 minutes. (Note: 5 minutes is the maximum length)
- 720 px resolution
- Format Landscape
- MP4 File Format
- Ratio 16:9
- 40 Character Headline

Materials Due: 10 business days before the start date

Podcasts \$5,000

With an average of 32,000 unique downloads per year since 2019, the ENA Podcast offers quarterly presenting sponsorships to help promote your company to an audience of ENA members and nonmembers. Please contact **Allison Norris** anorris@smithbucklin.com for specs and additional information.



Custom Pricing Interactive Learning

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

Extended Learning

Educational series that engages learners through multiple occasions

A collaborative educational experience!

Sponsored Webinars

Overview

Share new and exciting content with healthcare professionals with **Sponsored Webinars**. You provide the content and your subject matter experts. We will manage the process, which will include marketing, hosting, and moderating services.

Sponsored Webinar Package Inclusions: **\$10,000**

- 60-minute Zoom time slot (45-minute presentation, followed by 15-minute Q&A)
- Smithbucklin hosting services, including a practice rehearsal
- Live organizer during the webinar
- Video and audio recording of the live webinar
- Post-webinar reports (Registration, Performance, Attendee, Q&A, and Poll if applicable)
- Full list of registrants and attendees (including contact information and titles)
- Four weeks of pre-promotion and four weeks of post-promotion on ENA platforms (ENA Newsline, ENA.org, Social Media posts)

Pre-Webinar

- Four weeks of Homepage and ROS banner advertising on ENA.org promoting the live webinar
- (1) Featured Showcase position in ENA Newsline eNL promoting live webinar
- Recognition on ENA's social media platforms including Facebook, LinkedIn, Instagram, and Twitter (1 post per platform – 4 posts total) promoting live webinar

During Webinar

- Opportunity to conduct live polls and Q&As through webinar platform

Post-Webinar

- Recording of live webinar
- Full list of registrants and attendees (including contact information and titles)
- Four weeks of Homepage and ROS banner advertising on ENA.org promoting the On-Demand version of the webinar

For more information:
Jill Eiding
jeiding@smithbucklin.com

Terms and Conditions of Supply

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.



2025 MEDIA KIT

Year-Round Sales

Ad Placement

Jill Eiding

jeiding@smithbucklin.com

Ad Fulfillment

Allison Norris

anorris@smithbucklin.com

enaexhibits.org