

**ENA**<sup>®</sup>  
EMERGENCY NURSES  
ASSOCIATION

**2026**  
**MEDIA KIT**



**Discover the Power of ENA Advertising**  
**Reach Nearly 40,000 Emergency Nursing Professionals**

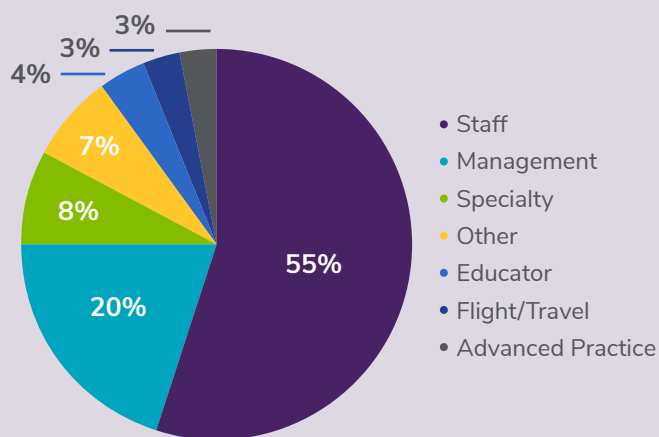
[enaexhibits.org](http://enaexhibits.org)

# Opportunities Abound with ENA

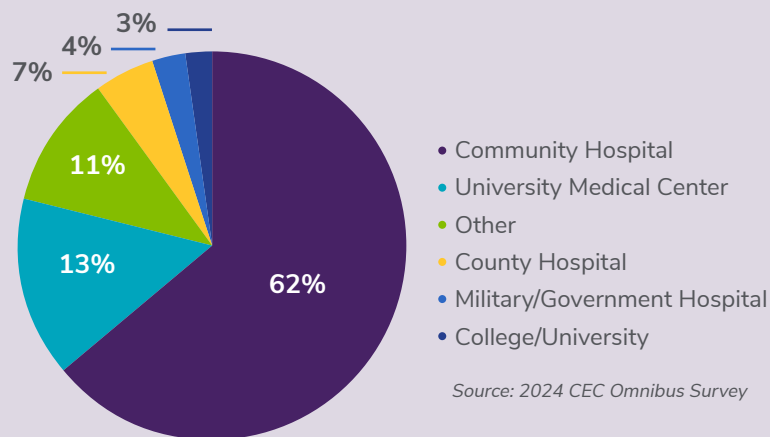
The **Emergency Nurses Association® (ENA®)** is the premier professional nursing association dedicated to defining the future of emergency nursing through advocacy, education, research, innovation, leadership and more!

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



**40,000**  
Active ENA Members

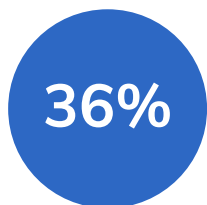


**Over 77,000+**  
Verified Trauma Nurses

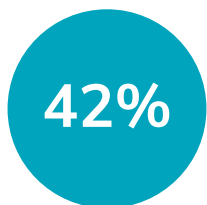
Source: 2024 CEC Omnibus Survey



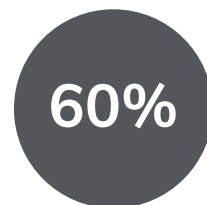
More than 33% of advertisers are nurse recruiters.



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.

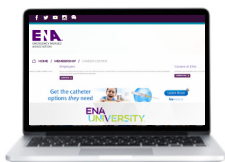
# Advertising Opportunities



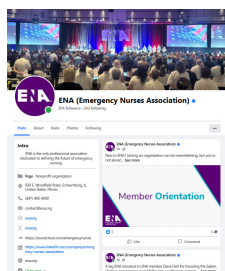
**ENA Connection** is the association's official member digital magazine. It covers the latest topics, trends and advancements in the practice of emergency nursing as well as association news and events. Sponsored editorial content is also available in **ENA Connection**. Content must be educational in nature and have inherent value to an emergency nursing audience. All content must be approved by ENA. **ENA Connection** is published monthly.



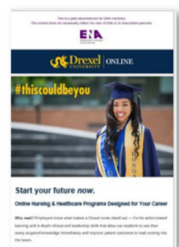
**ENA Newsline Weekly Digital Newsletter** is emailed every Tuesday exclusively to ENA members to keep them informed of breaking news and topics that directly impact emergency nurses. Newsline is delivered an average of 2 million times a year with a 23% open rate. Advertising in ENA Newsline is flexible. 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-, three 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 87,000 Facebook followers or target based on education level, job title, location and more. Campaigns last up to 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.

# 2026 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) Newslines Leaderboard 12-week program

Choose from one of the following:

- 3 months ENA Website Banner ads
- 50,000 Ad Retargeting Impressions

### Thought Leadership Package \$15,000

- Sponsored Webinar
- Sponsored Article

Choose from one of the following:

- Podcast
- 3 month ENA Website Banner ads

### Prestige Package \$12,500

- One (1) Direct send Email
- One (1) Newslines Box Banner 12-week program

Choose from one of the following:

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

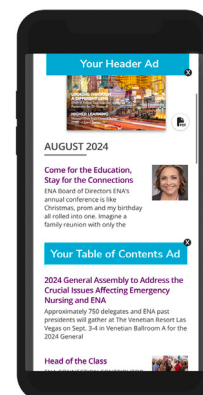
**Custom packages and add-ons available. Contact *Jill Eiding* to discuss further!**

# ENA Connection Editorial Calendar

Month	Editorial Features	Reservation Date	Materials Due	Bonus Distribution
January / February	Leadership profiles of ENA president and Foundation chair; Brazil Global Exchange trip; ACOG resources; charter high school for nurses; FSU SANE program	11/17/2025	12/5/2025	
March	AI in triage; EPL profile; security in EDs; ENPC/TNCC instructors; EN immersion program at Penn State	12/17/2025	01/20/2026	
April	Leadership Conference; Foundation scholarship winners; preview of ENA's legislative priorities; Texas pediatric readiness project	02/3/2026	02/20/2026	
May	<b>FOCUS ISSUE:</b> EMS Week and EMS for Children Day	02/26/2026	03/17/2026	
June	Pride month; DEI in the specialty; summer injury prevention	03/26/2026	04/14/2026	
July	Day on the Hill coverage	04/23/2026	05/12/2026	
August	Emergency Nursing 2026 preview 1 (education highlights)	05/27/2026	06/15/2026	
September	Emergency Nursing 2026 preview 2 - Emergency Nurses Week preview; Emergency Preparedness Month; Sepsis Awareness Month; National Suicide Prevention Week	06/25/2026	07/15/2026	Emergency Nursing 2026
October	20 Under 40 issue; Domestic Violence Awareness Month	07/29/2026	08/18/2026	
November	Emergency nursing in the military; ENA election results	08/27/2026	09/15/2026	
December	Emergency Nursing 2026 coverage	09/24/2026	10/13/2026	

# ENA Connection Digital Rates

Asset	Size	Price
Header Ad	960x90 (X-Large Screens) 728x90 (Standard) 320x50 (Mobile Devices)	\$4,000
Full Page	8.125" x 10.875"	\$3,750
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
<b>Premium Placement!</b> Cover 2	Inside Front Cover, Back Cover, or Inside Back Cover	\$4,500 ea.

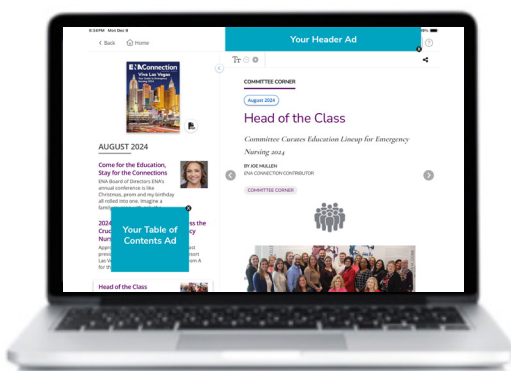


## Sponsored Content Advertising \$7,500

Position your organization as a trusted thought leader in emergency nursing by sharing your insights and best practices in ENA's widely distributed publication. As a sponsor, your message will appear in a premium placement within the magazine, ensuring maximum visibility and impact among a highly engaged audience. ENA provides clear editorial guidelines, and sponsors supply educational content that delivers real value to emergency nursing professionals. All submissions must be informative, non-promotional, and approved by ENA prior to publication. This is your chance to elevate your brand, contribute meaningful knowledge, and connect with the emergency nursing community in a credible, impactful way.

Unique Readers  
20,000

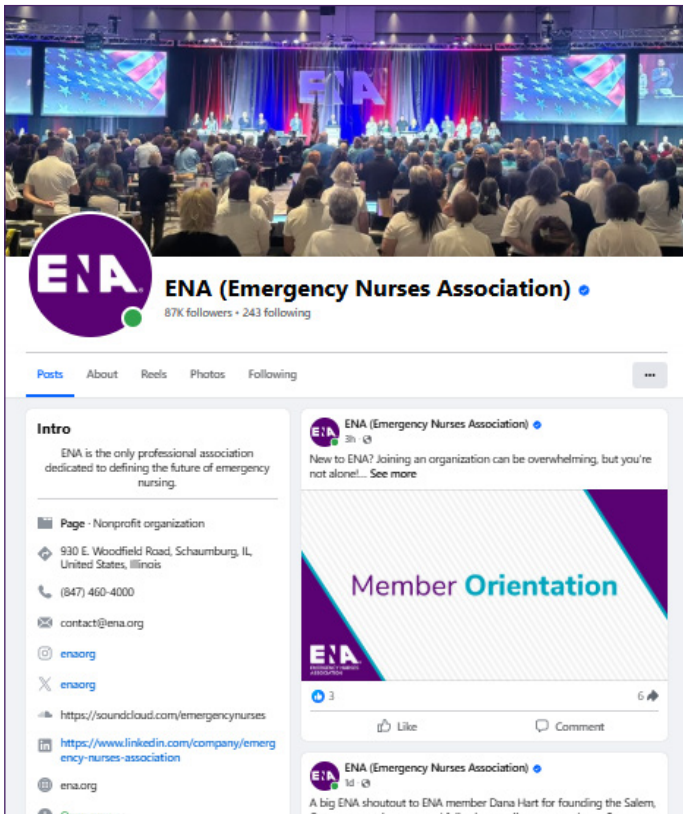
Total Views  
125,000



Reserve ad placement:  
**Jill Eiding**  
jeiding@smithbucklin.com

# Facebook Advertising Rates

Reach ENA's engaged audience with targeted **Facebook Advertising**. Your ad will appear directly in the newsfeed of your chosen audience, with options to reach over 87,000 ENA followers or target by education, job title, location, and more. Unlike typical page posts, Facebook Ads are delivered in users' news feeds, stories, and other areas within the apps and across connected websites for maximum visibility. Each campaign runs for up to 30 consecutive days, and all content must be approved by ENA.



## Benefits

- Three sponsored posts in newsfeed of ENA audience
- 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

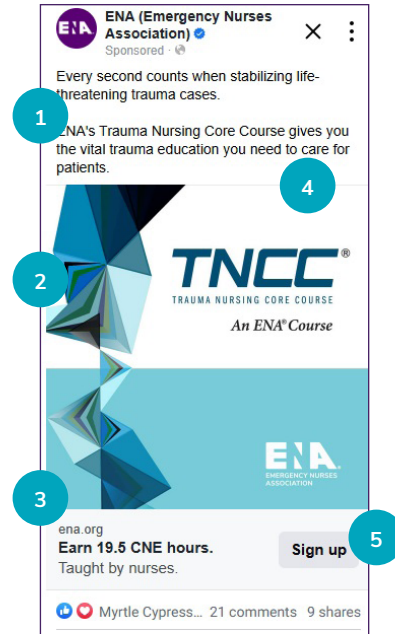
**Ask about exclusive advertising discounts for Emergency Nursing 2026 exhibitors!**

# 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

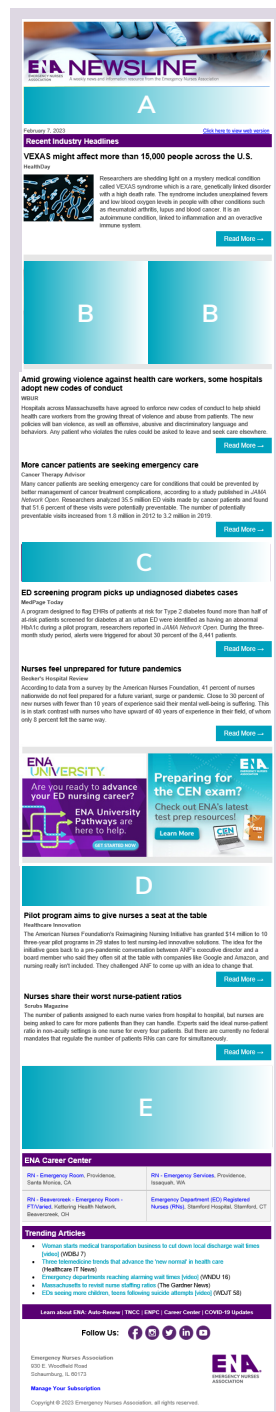
## Video Specifications

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 23% 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

32,000+

Open Rate

53%

Click Through Rate

3.7%

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

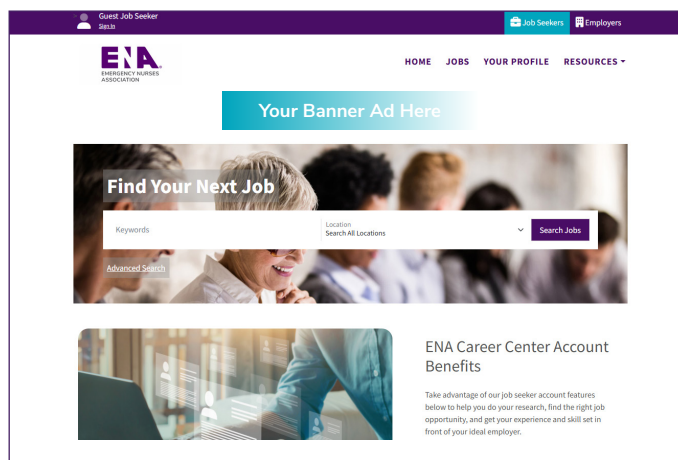
Files accepted are JPG, PNG and animated (or stagnant) GIF.

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 Per Banner Ad
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

Connect directly with over 31,000 emergency nursing professionals through ENA's **Direct Send Emails**. Deliver a custom marketing message to our engaged membership, achieving an average 47% open rate and 1.0% click rate. This is an ideal way to reach your target audience with high-impact, educational content that provides value to ENA members. All content must be approved by ENA.

[Click here to view web version](#)

See what's next in patient support.

is a paid advertisement for ENA mem  
ecessarily reflect the view of ENA or i



## Rates: \$8,000 per Direct Send Email

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

Recipients  
31,000+

Open Rate  
47%

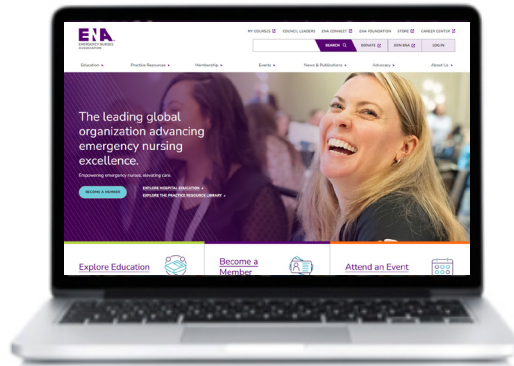
Click Through Rate  
1.0%

For more information:  
**Jill Eiding**  
[jeiding@smithbucklin.com](mailto:jeiding@smithbucklin.com)

*A cost-effective way to reach ENA members — only two email placements are available per month!*

# ENA Site Retargeting Advertising Rates

Stay connected with ENA's most engaged audience even after they leave our site. ENA **Site Retargeting** keeps your brand top-of-mind by delivering custom, impactful ads to visitors as they browse across the web. Each campaign includes insightful reporting and optimization to maximize performance.



Duration	Rate
20,000-50,000 Impressions	\$100 cpm
50,001-75,000 Impressions	\$95 cpm
75,001+ Impressions	\$90 cpm



## 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 40,000 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.

## Podcasts \$5,000

With an average of 32,000 unique downloads annually since 2019, the ENA Podcast offers quarterly presenting sponsorships to showcase your brand to a broad audience of emergency nursing professionals and beyond. This opportunity provides high visibility and credibility within the emergency care community.

For specifications and additional details, contact **Allison Norris** at [anorris@smithbucklin.com](mailto:anorris@smithbucklin.com).

## 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.



Fulfillment information:  
**Allison Norris**  
[anorris@smithbucklin.com](mailto:anorris@smithbucklin.com)

*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

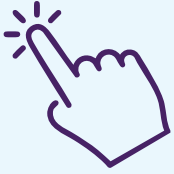
### Post-Webinar

- 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](mailto:jeiding@smithbucklin.com)

# New for 2026!

## Advertising Opportunities



### NEW Exclusive Newsletter Ad Takeover

#### \$5,000 Per Issue

Own the spotlight with this premium sponsorship, which includes all ad positions, plus sponsored content within the newsletter. This takeover ensures your brand dominates the reader experience for maximum impact.

**Note:** Each placement must feature a unique ad. If different creative is not provided for each slot, we will forgo the unused positions rather than fill them with house ads, maintaining the exclusivity of your takeover.



### NEW Sponsored Article

#### \$5,000

Pair your banner ad with sponsored content for maximum visibility and impact. This integrated opportunity allows you to share educational, high-value content that resonates with 40,000 ENA members and the broader emergency care community. Your article will appear alongside ENA's trusted content, positioning your brand as a credible resource for emergency nursing professionals.

All content must be educational, relevant to emergency nursing, and approved by ENA prior to publication.



### NEW On-Demand Webinar

#### \$5,000

Already have a webinar or recorded session? Extend its reach by adding your content to ENA's On-Demand Library, making it accessible to our global emergency nursing audience. This is a great way to share valuable, educational insights with 40,000 ENA members and beyond.

#### Specifications:

Maximum recording length: 30 minutes

All content must be educational, relevant to emergency nursing, and approved by ENA.

# 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.



# 2026 MEDIA KIT

## Year-Round Sales

Ad Placement

**Jill Eiding**

[jeiding@smithbucklin.com](mailto:jeiding@smithbucklin.com)

Ad Fulfillment

**Allison Norris**

[anorris@smithbucklin.com](mailto:anorris@smithbucklin.com)

[enaexhibits.org](http://enaexhibits.org)