

ADVERTISING RATE CARD



Full-color, tri-annual, digital (PDF) magazine, provided to approximately 1,300 members of the Kansas State Nurses Association, which is comprised of registered nurses, health care professionals, universities and libraries. Acceptance of advertising does not imply the endorsement of the Kansas State Nurses Association. Ads must be approved by the association and payment received before placement can be guaranteed.

DIGITAL AD SPECS

- Publication size is 8.5" x 11". Allow .125" bleed on all sides when appropriate.
- 72 dpi.
- Colors should be RGB.
- Acceptable file formats: PDF, EPS, TIFF, or JPG.
- Ad Deadlines: Issue 1 = December 1 | Issue 2 = April 1 | Issue 3 = August 1

SIZES & RATES

Ad Size	Width x Height	One Issue	Two Issues
Inside Back Cover	8.75" x 11.25"	\$500	\$900
Full Page (w / bleed)	8.75" x 11.25"	\$425	\$750
Full Page (no bleed)	7.5" x 9.75"	\$425	\$750
2/3 Page	5.563" x 9.75"	\$275	\$500
1/2 Page	7.5" x 4.75"	\$225	\$400
1/3 Page (vertical)	2.333" x 9.75"	\$150	\$275
1/4 Page	3.625" x 4.75"	\$100	\$175

* No additional charge for color advertisements.

KANSAS STATE NURSES ASSOCIATION MONTHLY ELECTRONIC NEWSLETTER

Monthly newsletter, e-mailed around the 10th of each month to approximately 1,050 members of the Kansas State Nurses Association. Acceptance of advertising does not imply the endorsement of the Kansas State Nurses Association. Ads must be approved by the association and payment received before placement can be guaranteed. Limited spots are available each month, and are filled based on a first-come-first-serve basis.

We offer two types of digital ads:

TEXT ONLY EVENT AD (\$99 / one issue):

- May include title, date, location, short description, link to your website. No images.

BANNER GRAPHIC (\$175 / one issue):

- Graphic size = 800 x 400 pixels.
- RGB color format.
- Accepted file formats: .jpg & .png.
- Graphic is linked to your website.

Email ads to marketing@midwestnurses.org

If you encounter problems emailing, please contact us by phone at (573) 636-4623.