

Publishing Opportunities

Do you have news or other items of interest to nurses that you would like to share? The North Dakota Center for Nursing is a great resource for promoting your news, announcements, press releases, events, and more through our newsletter, social media, website, events calendar and paid advertising opportunities.

Advertising Opportunities

Through our website and newsletter, we offer paid advertising opportunities to provide maximum impact for your content. Newsletter articles and promotional banners with the intent to promote a product, service, event, boost enrollment or attendance can be advertised on our website homepage banner or our newsletter.

More information on our advertising opportunities can be found at: www.ndcentfornursing.org/advertising

30 Day Homepage Banner: \$400

If you're looking to reach a large audience, consider placing a banner on our homepage. Our advertisers experience on average, 5,000 - 8,000 impressions per month with each of our banners. Your banner will run for 30 days and rotate with our announcements on our website. Visitors who click your banner will be re-directed to a custom link that you provide us with.

Newsletter Banner & Story: \$300

If you are trying to promote a product, service, boost your education program or event's enrollment, this is the great way to spread the news! Articles that are primarily promotional and marketing in nature are suitable for paid advertising opportunities. Our newsletter publishes on the 15th of each month. This advertising opportunity features a banner placed within our monthly newsletter in addition to teaser text (a maximum of 250 words), with a read more link that will re-direct readers to a link of your preference. We also offer a banner only option for \$200.

Free Placements

The North Dakota Center for Nursing offers free placements in our events calendar, news feed, and newsletter, depending on your content. Articles submitted to recognize an outstanding achievement of an individual, group, or education program, promote a free opportunity or resource, provide an important update on the nursing profession including regulatory updates/changes, or provide a summary of an event after the event has been held would be eligible for free newsletter placement. Additional information can be found below.

News Feed & Social Media

Nearly any article or press release, including promotional items, can be submitted to our news feed. Articles on our news feed are published to our websites news section and fed to our Facebook and Twitter feeds. A listing of recent news headlines with links are placed in our newsletter's sidebar each month.

Website Events Calendar

If you have an event of interest to the nursing profession, a free listing can be placed in our events calendar. Event listings include a short summary, link to more information, along with your event's date and location. A listing of recent events with links are included in our newsletter's sidebar each month.

Monthly Newsletter

If you have an article that recognizes an outstanding achievement of an individual, group, or education program, promotes a free opportunity or resource for nurses, or provides an important update on the nursing profession including regulatory or legislative updates/changes, your article would qualify for complimentary placement in our newsletter. Articles that provide a summary of an event after the event has been held are also eligible for free newsletter placement.

For more information on any of the above opportunities, please contact NDCN Associate Director Kyle Martin at: kyle.martin@ndcenterfornursing.org