



# Media Kit

## Advertising Guidelines

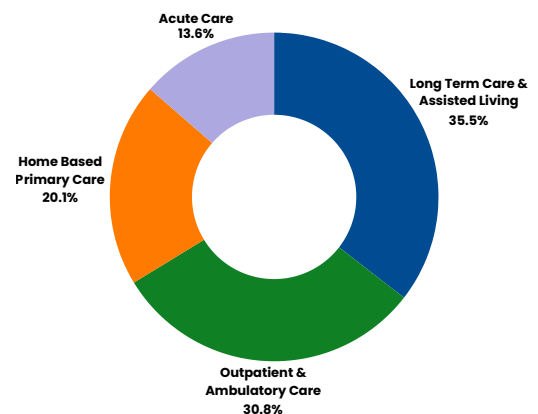
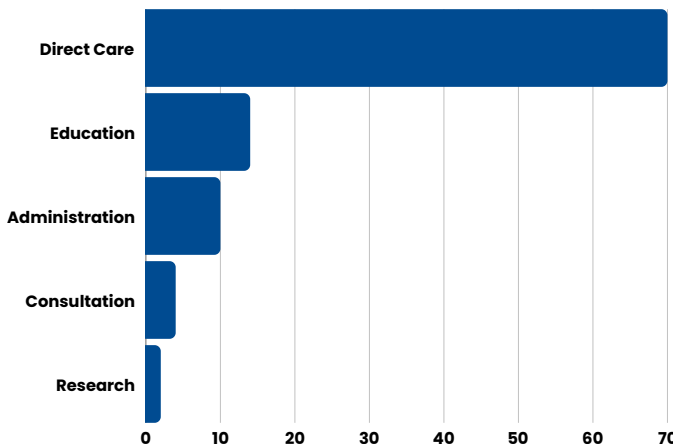
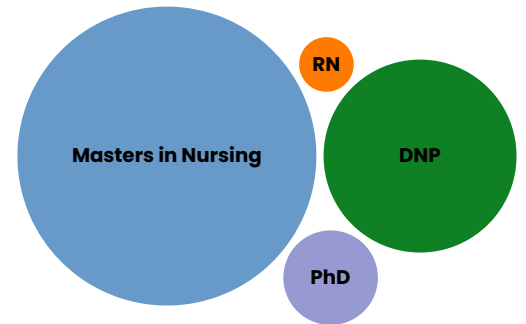
### Amplify Your Reach with the Experts in Older Adult Care

#### Who We Are:

The Gerontological Advanced Practice Nurses Association (GAPNA) represents 2,000+ advanced practice providers who specialize in the care of older adults.

As a Strategic Partner, you'll connect directly with the decision-makers and influencers shaping gerontological care. Our members are highly engaged and rely on GAPNA for the latest in education, networking, and clinical resources.

#### Our members are leaders in:



# Digital Advertising

## Website Advertisements

GAPNA.org serves as the central hub for all members and healthcare stakeholders. Position yourself on GAPNA's digital front door.

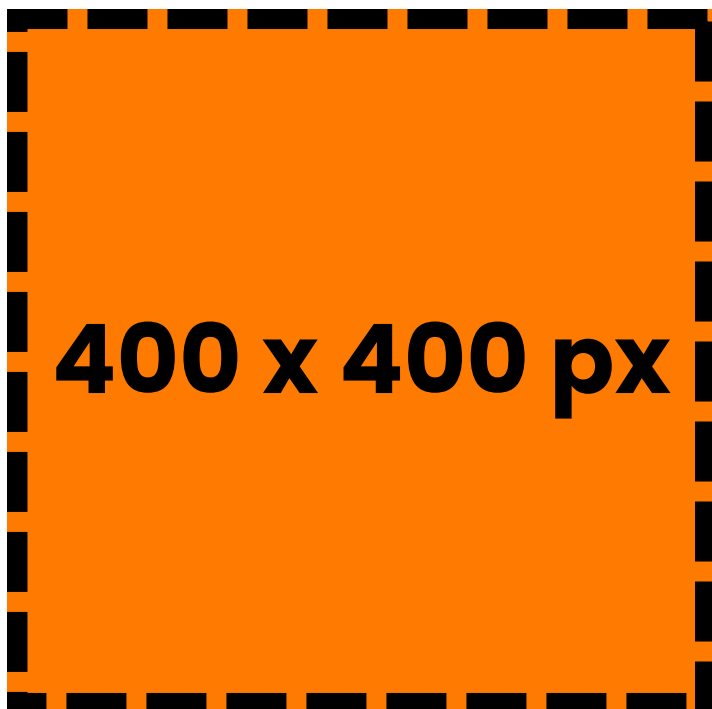
### Digital Advertising Submission Requirements

**Placement:** Square Side Banner (400x400 px)

**Cost:** \$750/month

**Strategic Partner Discount:** \$600/month

**Specs:** JPEG, PNG, or GIF under 43KB with URL link



# Digital Advertising

## Monthly Email Bulletin

Reach GAPNA members with consistent monthly communication filled with advocacy news, event updates, and educational resources.

### Digital Advertising Submission Requirements

**Placement:** Horizontal Banner (1600x200 px)

**Circulation:** 2,000+

**Cost:** \$1,250/month | \$6,500(6 months) | \$12,000 (12 months)

***Strategic Partner Discount:***

\$1,200/month | \$5,200(6 months) | \$9,600 (12 months)



**1600 x 200 px**



# Digital Advertising

## Career Center

The GAPNA Career Center offers job packages designed to best suit your organizational needs and to reach the target audience for your professional opportunities.

### Job Flash Package

- Job emailed to thousands of Advanced Practice Nursing Professionals
- Posted for 30 days

### Premium Job Flash Package

- Job emailed to thousands of Advanced Practice Nursing Professionals
- Posted for 30 days
- Remains high in search results
- Highlighted to stand out

### Ultimate Recruitment Package

- **TalentBoost Upgrade:** Distributes job to network of Premier Job Sites and Search Engines
- Job emailed to thousands of Advanced Practice Nursing Professionals
- Posted for 30 days
- Remains high in search results
- Highlighted to stand out

Visit [gapna.careerwebsite.com](https://gapna.careerwebsite.com) to learn more and post your job.



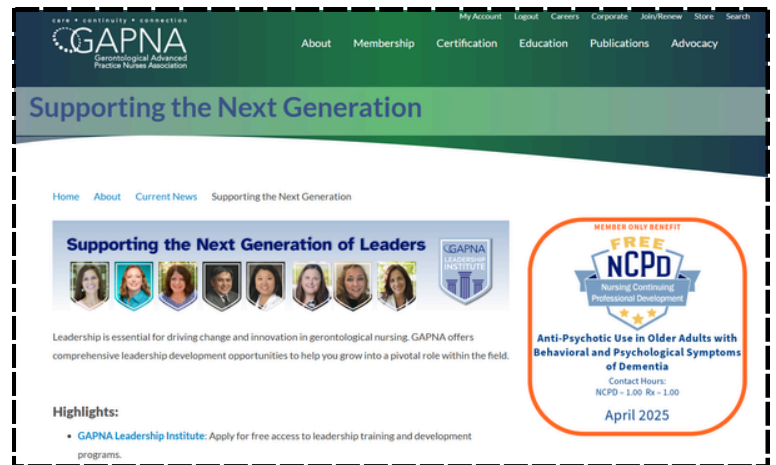
# Sponsored Articles & Education

## Strategic Partner Only Benefit

Position your organization as a trusted thought leader by delivering valuable, relevant content directly to GAPNA's highly engaged audience. These sponsorships allow you to educate members, build brand credibility, and align your expertise with the future of gerontological care.

## Sponsored Content

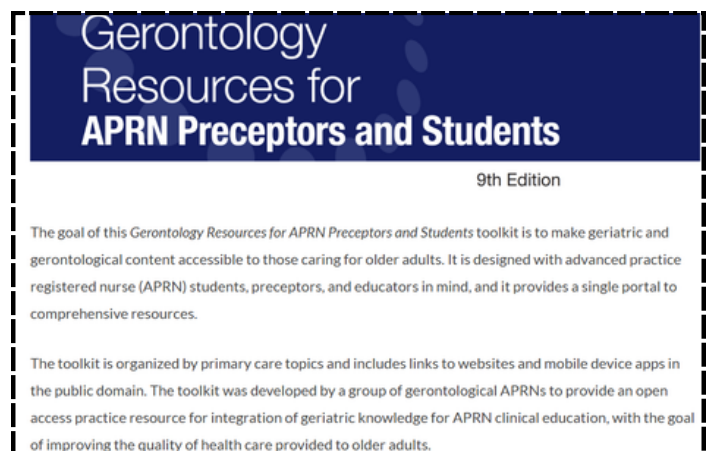
- Blog posts
- Social Media Case Studies



The screenshot shows the GAPNA website header with navigation links: About, Membership, Certification, Education, Publications, Advocacy. Below the header is a green banner with the text 'Supporting the Next Generation'. The main content area features a section titled 'Supporting the Next Generation of Leaders' with a row of seven profile photos and a 'GAPNA Leadership Institute' logo. Below this is a 'Highlights' section with a bullet point: 'GAPNA Leadership Institute: Apply for free access to leadership training and development programs.' To the right is a 'MEMBER ONLY BENEFIT' badge for 'FREE NCPD Nursing Continuing Professional Development' with the text 'Anti-Psychotic Use in Older Adults with Behavioral and Psychological Symptoms of Dementia', 'Contact Hours: NCPD - 1.00 Rx - 1.00', and 'April 2025'.

## Co-Branded Resources

- White Papers
- Toolkits
- Ebooks



The image shows the cover of a toolkit titled 'Gerontology Resources for APRN Preceptors and Students' in white text on a dark blue background. Below the title, it says '9th Edition'. The main body of the cover is white with dark blue text. It states: 'The goal of this Gerontology Resources for APRN Preceptors and Students toolkit is to make geriatric and gerontological content accessible to those caring for older adults. It is designed with advanced practice registered nurse (APRN) students, preceptors, and educators in mind, and it provides a single portal to comprehensive resources.' Below this, it says: 'The toolkit is organized by primary care topics and includes links to websites and mobile device apps in the public domain. The toolkit was developed by a group of gerontological APRNs to provide an open access practice resource for integration of geriatric knowledge for APRN clinical education, with the goal of improving the quality of health care provided to older adults.'

## Strategic Partner Benefit

Special consideration will be given to GAPNA Strategic Partners for all educational offerings relevant to gerontological advanced practice providers.

# Strategic Partner Blog Post Guidelines

Thank you for being a valued Strategic Partner of GAPNA! As part of your partnership benefits, we are excited to offer you the opportunity to contribute a blog post that will be shared with our members through our online community and LinkedIn. Please review the following author and content guidelines to ensure a successful and engaging post.

## Content Guidelines

### 1. Audience

- Our audience consists primarily of gerontological advanced practice nurses and other professionals in the field of aging and healthcare. Content should be relevant, timely, and valuable to this audience.

### 2. Tone & Style

- Professional but approachable
- Educational and supportive (not overtly promotional)
- Encourage learning, best practices, or innovation in healthcare/aging

### 3. Suggested Topics

- We welcome articles on:
  - Emerging trends in aging or gerontology
  - Best practices in clinical care, technology, or leadership
  - Case studies or success stories involving your product or service (no sales pitches)
  - Insights on workforce wellness, DEI, or policy changes affecting APNs
- Tips or resources to help members in their daily practice.

# Strategic Partner Blog Post Guidelines

## 4. Word Count

- 500–800 words is ideal. Posts longer than 1,000 words may be edited or split into a series.

## 5. Format

- Please submit your blog post in a Word or Google Doc. Include:
  - Title
  - Author name and title
  - Company/organization
  - Short author bio (1–2 sentences)
  - Optional: 1–2 links to additional resources (must be relevant and non-promotional)

## Editorial Review

All submissions are subject to review by our editorial team. We reserve the right to edit for clarity, grammar, length, or alignment with our editorial standards. If substantial edits are needed, we will reach out for your approval before publication.

## Promotion

We encourage you to engage with the post once it's published by liking, commenting, and sharing it with your network!

# Digital Advertising

## Custom Member Emails

Deliver your message directly to member inboxes with customized email campaigns.

## Digital Advertising Submission

**Reach:** Full membership (2,000+)

**Cost:** \$2,500 per email (limit 1)

**Strategic Partner Discount:** \$2,000 per email (limit 2)

**Specs:** HTML email + links



### GAPNA President's Message: Supporting the Next Generation

Dear Members of GAPNA,

As we move into April, I'm excited to shine a spotlight on one of the most impactful ways we can support our profession and each other: mentorship. Through GAPNA's mentoring programs, seasoned professionals have the opportunity to guide and inspire the next generation of advanced practice providers in gerontological care. These relationships are not only transformative for mentees but also deeply rewarding for mentors.

This month, I encourage you to explore the mentoring opportunities available through GAPNA, including those offered at the chapter level. Mentorship has been shown to significantly enhance career growth and satisfaction, and our association is committed to fostering these meaningful connections.

I encourage you to participate in our [Quick Clicks Poll](#) to express your interest in becoming a mentor or mentee. Your feedback will help us strengthen this vital program. Together, we can grow GAPNA's reach and impact while supporting new nurses on their professional journeys.

During the month of April, GAPNA members and gerontological healthcare partners have the option to listen in to a **free leadership session** in the GAPNA Online Library. **You Definitely Have a Type! Discovering Your Leadership Style:** Maria Baxter, MSN, CRNP shares her experience as a GAPNA Leadership Institute Fellow and highlight contemporary leadership literature. APRNs can be leaders within the healthcare system, even without a formal title. In this interactive session, participants are led through personality and leadership assessments.

**Important Note:** Custom email and webinar sponsorship opportunities are promotional only. Sponsors are not permitted to collect or access GAPNA member contact information through these opportunities, including but not limited to email addresses, phone numbers, or mailing lists.

## Podcast Sponsorship GAPNA Chat Ads



Get heard by engaged listeners of the GAPNA Chat Podcast. Topics include policy, practice trends, and expert insights on caring for older adults.

### Podcast Advertising Submission

**Distribution:** Apple, Spotify, Google Podcasts & more

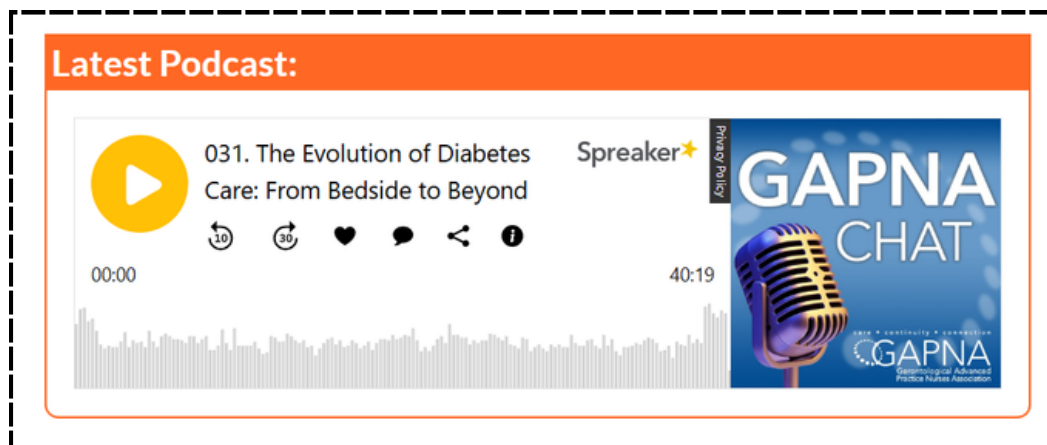
**Specs:** 15-30 sec script with link

**Cost:** \$250 pre- or post- ad per season

**Strategic Partner Discount:** \$200 pre- or post ad per season

### Upgrade Your Advertising

Bundle podcast sponsorships with social media promotion for \$500/episode.





# Sponsored Webinar

## Live Webinar

Position your organization as a thought leader in real-time.

- **Cost:** \$3,500  
**Strategic Partner Discount:** \$2,800
- **Includes:**
  - 2 custom emails
  - 2 months of social media ads
  - Branding in webinar promo

## Enduring Webinar

Extend the value of your webinar by hosting it in the GAPNA Online Library.

- **Cost:** \$7,500  
**Strategic Partner Discount:** \$6,000
- **Includes:**
  - Custom email
  - Monthly email Bulletin banner (2 months)
  - Social media promotion (2 months)
  - Online Library hosting

**Important Note:** Custom email and webinar sponsorship opportunities are promotional only. Sponsors are not permitted to collect or access GAPNA member contact information through these opportunities, including but not limited to email addresses, phone numbers, or mailing lists.



## Advertising Bundles

### Digital Bundle - \$3,000

**Strategic Partner Discount:** \$2,400

- Website ad (1 month)
- Custom email (1)
- Monthly email Bulletin banner (1)

### Premium Bundle - \$8,000 (2 months)

**Strategic Partner Discount:** \$6,400 (2 months)

- Website ad (2 months)
- 2 Custom emails
- Monthly email Bulletin banners (2)
- 2 months of social media ads

### Upgrade Your Advertising

Bundle with a podcast ad for \$250 more!

**Important Note:** Custom email and webinar sponsorship opportunities are promotional only. Sponsors are not permitted to collect or access GAPNA member contact information through these opportunities, including but not limited to email addresses, phone numbers, or mailing lists.

## **Conference Sponsorship Enhancements**

Two Annual GAPNA Conferences

### **Sponsorship Opportunities**

- Sponsored conference products such as bags, lanyards, or hotel key cards.
- Printed advertising such as Ad Boards, floor decals, and meter boards.
- Digital advertising such as Wifi sponsorship, conference webpage ads, and more.
- Session and speaker sponsorship opportunities.

### **Industry Supported Presentation Theaters (ISPTs)**

- The ISPT offers industry partners a dedicated platform to present information about specific products or services relevant to Advanced Practice Providers (APPs) and healthcare professionals specializing in gerontology. These sessions are product-focused and may be promotional in nature; therefore, NCPD contract hours are not provided.
- ISPT sessions provide a relaxed environment for presenters to engage directly with APPs, focusing exclusively on their product or service. These sessions are scheduled independently to ensure they do not conflict with other educational programming during the allotted time.



## Strategic Partner Program

Strategic Partners play a vital role in advancing our mission while benefiting from unparalleled access to a niche audience of healthcare professionals. **Strategic Partners save 20% on advertising opportunities throughout the year.**

### Partnership Levels

- Platinum Strategic Partner (\$25,000)
- Gold Strategic Partner (\$15,000)
- Strategic Partner (\$9,000)

### Additional Benefits for Strategic Partners

- **Digital Engagement**
  - Sponsored posts on GAPNA's social media platforms.
  - Custom advertisements in the GAPNA Online Library or The GAPNA Exchange community forum.
- **Education & Thought Leadership**
  - Co-branded white papers or case studies distributed to members.
  - Sponsor webinars tailored to gerontological nursing topics.
- **Networking & Sponsorship**
  - Offered the first opportunity for exclusive sponsorship of networking events or meetups during the Branded scholarships or awards recognizing member excellence.

Visit [gapna.org/corporate-support](https://gapna.org/corporate-support) to learn more.



# Let's Partner to Make a Difference

The publisher reserves the right to accept or reject any advertising. Advertisers and advertising agencies assume liabilities for all content of their advertisements and assume responsibility for any claims arising from such advertisements that may be brought against the Gerontological Advanced Practice Nurses Association (GAPNA).

Payment must be made within 30 days of the invoice date. There is no cash discount. Any discrepancies must be submitted in writing to GAPNA within 20 days of receipt of the invoice in order for adjustments to be considered. GAPNA reserves the right to require prepayment on accounts that have invoices outstanding of 90 days or more.

Cancellation of Advertising: No cancellations will be accepted after closing dates. All cancellations prior to the closing date must be made in writing. All advertisements will be placed on the first of the month once payment is processed.

## **Contact**

Dan Geatens  
National Sales Manager  
[dan.geatens@ajj.com](mailto:dan.geatens@ajj.com)