

Digital Advertising

Quarterly Newsletter

Electronic newsletter published quarterly exclusive to GAPNA members highlighting leadership, conference updates, and clinical best practices across the healthcare continuum, including post-acute, long-term care, home care, and acute care.

Circulation: 2,500

Issues: Spring, Summer, Fall, Winter

Sidebar Advertisement

Cost: \$600 per issue

Digital Advertisement Submission Requirements:

- 450px (wide) x 450px (wide) (1x1 ratio)
- Materials for publication must be submitted as high-resolution JPEG, PNG, or GIF files. No larger than 300K.
- Direct Link to URL.

Newsletter Horizontal Banner Advertisement

Cost: \$1,250 per issue

Digital Advertisement Submission Requirements:

- **Horizontal Banner :** 1200 px (wide) x 150 px (tall) (8x1 ratio)
- Materials for publication must be submitted as high-resolution JPEG, PNG, or GIF files. No larger than 300K.
- Direct Link to URL.

The screenshot displays the GAPNA website's 'President's Message' page. The page features a navigation bar at the top with links for 'About', 'Membership', 'Certification', 'Education', 'Publications', and 'Advocacy'. The main content area is titled 'President's Message' and includes a section for the '2022 Winter GAPNA Newsletter Volume 41 Number 4'. The central article is titled 'Conference Success and the Importance of Staying Connected' by Jenny Kim. To the right of the main content, there are two sidebar advertisements: one for the '2023 Pharmacology & Prescribing in Older Adults Conference' and another for 'FREE NCPD for GAPNA Members'. At the bottom of the page, there is a 'Horizontal Banner' advertisement. The sidebar advertisement is highlighted with a dashed orange box and labeled 'Sidebar', and the horizontal banner is also highlighted with a dashed orange box and labeled 'Horizontal Banner'.

Digital Advertising

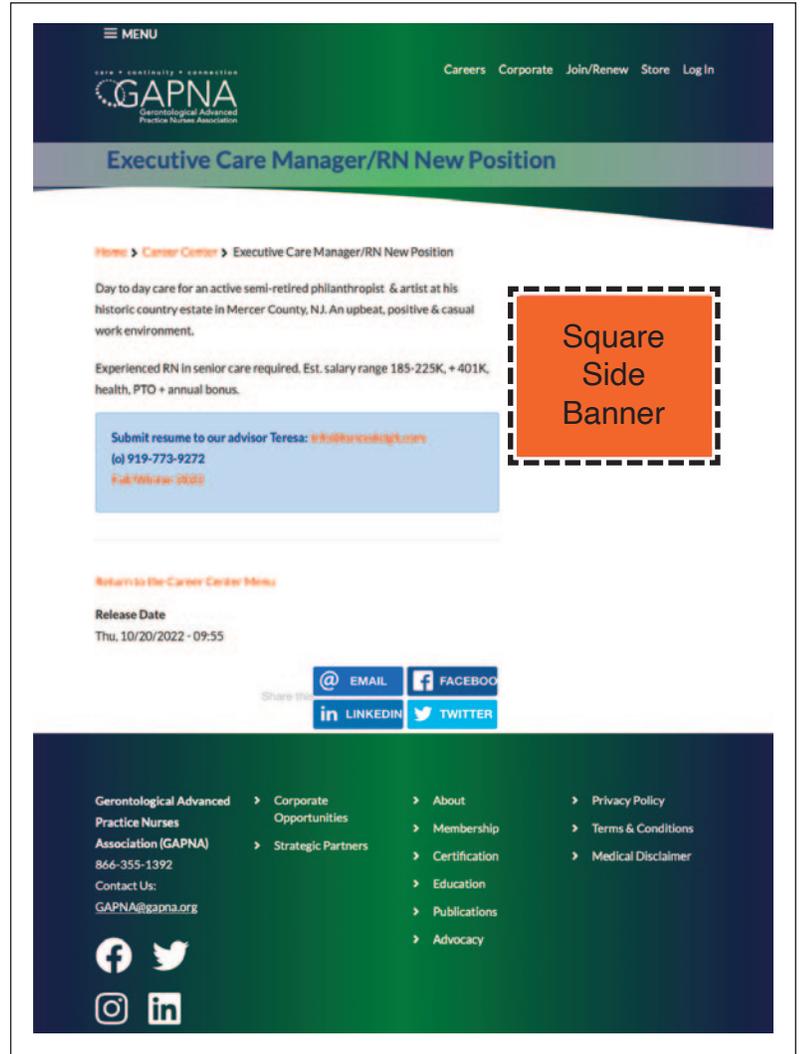
GAPNA Website Advertising

GAPNA.org is the hub of GAPNA communication. Information is accessible by all patrons, including, members, event attendees, healthcare providers, caregivers, corporate supporters, and strategic partners.

Cost: \$750 per month

Digital Advertisement Submission Requirements:

- **Square Side Banner:** 400 px (wide) x 400 px (tall)
- Materials for publication must be submitted as high-resolution JPEG, PNG, or GIF files. No larger than 43K
- Direct link to URL



Our **2,500+** members are active in academia, research, and a variety of settings across the healthcare continuum - including primary care, acute care, post-acute care, home care, and long-term care.



Digital Advertising

GAPNA 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. Visit gapna.careerwebsite.com to learn more and post your job.

The screenshot displays the GAPNA Career Center website interface. At the top left is the GAPNA logo (Gerontological Advanced Practice Nurses Association). Navigation links for 'Employers', 'Job Seekers', and 'Sign-in or Create Account' are visible. A 'POST A JOB' button is prominently displayed. The main content area is titled 'Products / Pricing' and includes a promotional banner for 'Job Flash™ Email' with a price starting at \$299. Below this, three pricing packages are presented in a grid:

Job Posted and Emailed to thousands of Advanced Practice Nursing Professionals	★ Most Popular Job Flash™ Package Plus Upgrades	Premium Job Flash™ Package Plus Network of 1,000+ Sites
Job Flash™ Package	Premium Job Flash™ Package	Ultimate Recruitment Package
<ul style="list-style-type: none">Job Emailed to thousands of Advanced Practice Nursing ProfessionalsPosted for 30 Days	<ul style="list-style-type: none">Job Emailed to thousands of Advanced Practice Nursing ProfessionalsPosted for 30 DaysRemains High in Search ResultsHighlighted to Stand Out	<ul style="list-style-type: none">TalentBoost Upgrade Distributes Job to Network of 1,000+ National, Niche and Local Job BoardsJob Emailed to thousands of Advanced Practice Nursing ProfessionalsPosted for 30 DaysRemains High in Search ResultsHighlighted to Stand Out
\$399.00	\$499.00	\$699.00
Get Started	Get Started	Get Started

Below the pricing packages, there is a section for 'Job Postings and Job Flash™ Packages'. A '30 Day Job Posting' is shown with a duration of 30 days and a price of \$299.00, with a 'Buy' button.

Digital Advertising

Monthly eAlert

Monthly electronic updates to keep members informed of educational opportunities and advocacy issues, as well as leadership and networking opportunities.

Circulation: 2,500

Cost: \$1,250 – month

\$6,500 – 6 months

\$12,000 – 12 months

Digital Advertisement Submission Requirements:

- Horizontal Banner: 1600 px (wide) x 200 px (tall) (8:1 ratio)
- Materials for publication must be submitted as high-resolution JPEG, PNG, or PDF files.
- Direct Link to URL address.

GAPNA eAlert: October 2022

October 2022



eAlert

Events Certification Online Library Newsletter

2022 Annual Conference Hyatt Regency Grand Cypress Orlando, FL
September 15-17, 2022
Preconference Workshops on September 14th
Orlando

Message For 2022 GAPNA Annual Conference Attendees

On-Demand session recordings are now available for the 2022 GAPNA Annual Conference attendees. Be sure to complete your NCPD session evaluations before **October 31, 2022** to earn your contact hours for attending this conference.

You can view the session by logging in to your account on the [conference event page](#).



The Gerontological Advanced Practice Nurses Association (GAPNA) **Health Affairs Scholarship** was established to provide assistance to a GAPNA member who wishes to attend the annual American Association of Nurse Practitioners (AANP) Health Policy Summit.

The recipient of the Health Affairs Scholarship will receive an award up to \$1,500.00 to be used for registration fees, travel, lodging, and other summit-related costs. [Learn more](#) about the recipient criteria and terms of acceptance. Applications deadline is **October 31, 2022**.

Digital Advertising

Custom Eblasts

GAPNA allows up to two custom client Eblasts per-month to the full distribution of 2,500 GAPNA members email addresses.

Circulation: 2,500

Cost: \$2,500 per deployment.

- 2 deployment per month cap.

Digital Advertising Submission Requirements:

- Client-Approved HTML file. HTML must be received (**1 month**) prior to send date with active links.
- No limit on the amount of content.

Custom eblast must be preapproved.

The image shows a digital advertisement for GAPNA (Gerontological Advanced Practice Nurses Association). At the top, it features the tagline "care • continuity • connection" and the GAPNA logo. Below the logo, there is a navigation bar with links for "About GAPNA | Events | Online Library". The main content area features a photograph of healthcare professionals and the text "YOUR FREE CONTACT HOURS ARE HERE!". Below this, the title "Lewy Body Dementia" is displayed, followed by "Contact Hours – 1.00". A prominent blue button reads "Redeem your complimentary NCPD". At the bottom, a light blue box contains instructions: "Don't have time to listen now? No problem! Click on the redeem button and log in to your Online Library Account. Doing this will add the session to your account, and then you can listen to it later when you have time."

Be one of the limited number of industry partners to reach our readers with your custom message.



Sponsorships

GAPNA Chat Podcast Sponsorships

GAPNA Chat is an official podcast of the Gerontological Advanced Practice Nurses Association (GAPNA). GAPNA Chat provides interviews and discussions with GAPNA leaders and members of the gerontological healthcare community, and will focus on advocacy, policy, education, professional development, research, and clinical care for older adults.

- 15 - 30 minutes each
- Interview format
- FDA rules apply - cannot talk product but can discuss a disease state-specific topic
- Podcast is available on Apple Podcasts, Google Podcasts, Spotify, Stitcher, TuneIn Radio, Spreaker, and other podcast delivery services.

Advertising Costs:

- Pre- or Post- Roll (15 to 30 seconds) = \$250/each (per episode)

Podcast Advertisement Submission Requirements:

- Client-approved copy including company name and website.

Example: This episode of the GAPNA Chat podcast is brought to you by XYZ Company. Visit their website at thisisthewebsite.com for information regarding their latest product/service.

The screenshot shows the GAPNA website's 'Current News' section. The main headline is 'Podcast: Improving Care and Access to Nurses Bipartisan Legislation (ICAN Act - HR8812)'. Below this is a featured news item with a blue background, featuring the GAPNA Chat logo and a microphone icon. The text describes the podcast's focus on advocacy, policy, education, professional development, research, and clinical care for older adults. To the right of the featured news is a promotional banner for the '2023 Pharmacology & Prescribing in Older Adults Conference' in Honolulu, Hawaii, from April 25-29, 2023, with a 'Register Now' button. Below the featured news is a 'News Category' section with a 'Featured News' item titled 'Listen to the latest podcast: "Improving Care and Access to Nurses Bipartisan Legislation (ICAN Act - HR8812)"' and a 'News Post Date' of 'Wed, 11/16/2022 - 12:00'. At the bottom of the page are social media sharing buttons for Email, Facebook, LinkedIn, and Twitter, along with an advertisement for INCREZZA capsules.

Sponsorships

Live Webinar

Cost: \$3,500

Promotion of your live webinar through GAPNA channels to membership.

- 2 Custom emails
- Advertisements on social media accounts (2 months)
- Twitter, Facebook, LinkedIn, and Instagram channels available for advertising)

Enduring Activity

Cost: \$7,500

Promotion of your enduring webinar through GAPNA channels to membership. Can be added on to Live Webinar Package

- Custom email
- Including in monthly ealert (2 months)
- Advertisements on social media accounts (2 months)
- Housed in the GAPNA Online Library

Follow Us on Social Media



Marketing Bundles

Social Media Bundle

GAPNA allows up to 3 advertisement posts per month on its social media outlets (Twitter, Facebook, LinkedIn, and Instagram).

Cost: \$750

Social Media Advertising Submission Requirements:

- Client-Approved compatible social media graphics.
- Caption including hashtags.

Digital Marketing Bundle

Cost: \$3,000

Marketing materials must be received with active links at least one month prior to deployment.

- Custom email
- Website Advertisement
- Inclusion in monthly eAlert

Premium Marketing Bundle *(for 2 months advertising)*

Cost: \$8,000

Marketing materials must be received with active links at least one month prior to deployment.

- 2 Custom emails
- Website Advertisement (2 months)
- Inclusion in monthly eAlert (2 months)
- Advertisements on social media accounts (2 months)

Additional advertising opportunities may be added to the marketing bundles a la carte pending approval.



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). If the GAPNA Newsletter unintentionally or inadvertently fails to publish an advertisement, the insertion order is invalidated.

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.

Send all advertisement materials to:

Erin Macartney, Association Services Manager

Email: erin.macartney@gapna.org

Phone: 856-256-2332

GAPNA Newsletter, Monthly eAlert and Website Advertising

ADVERTISING | SPONSORSHIP FORM

Quarterly Newsletter

- Sidebar 450 px x 450 px | Horizontal Banner 1200 px 150 px
 Spring Summer Fall Winter

Website Advertising

- Square Side Banner 400 px x 400 px
Select month(s)
 January February March April May June
 July August September October November December

Monthly eAlert

- Horizontal Banner 1600 px x 200 px
Select month(s)
 January February March April May June
 July August September October November December

GAPNA reserves the right to optimize graphics if they do not meet our specifications.
All advertisements must be prepaid and are subject to approval by GAPNA and may be declined without providing cause.

PAYMENT INFORMATION

Company Name _____
Address _____
City _____ State _____ Zip Code _____
URL Linking Address _____
Contact _____ Phone _____
Email Address _____

Please send this order form and payment* to: Erin Macartney, erin.macartney@gapna.org / 856-256-2375

Full Payment by Credit Card

- Visa MasterCard AMEX

Name on Credit Card _____
Credit Card Number _____
Charge Amount _____ Expiration Date _____ Security Code _____
Credit Billing Address: Street # _____ Zip Code _____
Signature _____

GAPNA Tax ID # 93-0832304

* If paying with a check please send this order form and payment to:
GAPNA / Attn: Erin Macartney
East Holly Avenue/Box 56 Pitman, NJ 08071



For additional advertising opportunities contact the GAPNA National Office at erin.macartney@gapna.org