

Minority Nurse Digital Magazine Packages	Basic Color advertisement in one issue of Minority Nurse	Standard Basic, plus Email blast to our diversity email list	Premium Standard, plus 1 weekly email sponsorship social media advertising to our opt-in email list	
	FULL	\$5,920	\$7,910	\$10,910
	HALF	\$3,965	\$5,955	\$8,955
	QUARTER	\$2,595	\$4,585	\$7,585
Job Postings	All jobs are cross-posted to 1.6 million nurses on DailyNurse.com, MinorityNurse.com, FacultyNurse.com, and Neonatal Network			
	STANDARD	30-day	60-day	90-day
		\$349	\$399	\$499
PREMIUM	30-day (plus featured job and email to targeted candidate list)	60-day (plus featured job and email to targeted candidate list)	90-day (plus featured job and email to targeted candidate list)	
		\$799	\$849	\$899
Job Packages	5 Job Pack (30 day job postings) <i>Save 25% per posting</i>	10 Job Pack (30 day job postings) <i>Save 50% per posting</i>	20 Job Pack (30 day job postings) <i>Save 70% per posting</i>	
		\$1,299	\$1,999	\$2,999
Unlimited Postings	Unlimited Faculty Postings for 1 year (Universities)	Unlimited Job Postings for 1 year (XML / Job Scraping for Healthcare/Hospitals)		
		\$1,499	\$5,999	

Dedicated Email Blasts	0-1000 emails	1001-2,500 emails	2,501-10,000 emails
	\$.50/email	\$.40/email	\$.35/email
	10,000+	Full Email List	
	\$.30/email	\$8,000	
Sponsored Content	Webinar/Online Event	Podcast (Nursecast)	Mobile App (Minimum of 1,000 users)
	\$5,000	\$3,000	\$3/user
	CE Course	Microsite	Video
	\$10,995	\$2,500	\$6,500
	Blog Post or Listicle	Quiz or Infographic	Webinar / Online Event
	\$2,500	\$3,500	\$5,000
Social Media Advertising	Facebook, LinkedIn, Twitter Advertising (Includes social media retargeting)		
	\$20 CPM Display and \$40 CPM Video		
Online Recruiting Events	Online Career Event (Includes promotion of event, and registration management, and a recorded, shareable video)	Online Career Event + Content License (Includes targeted, branded e-book distributed to registrants of event)	Annual Online Career Events (6 per year) (Includes event microsite, promotion of events, registration management, and recorded, shareable videos that live permanently on DailyNurse.com)
	\$5,000	\$7,500	\$25,000

Content-driven Lead Generation	Nursing, Counseling, Social Work, Psychology, Medicine, Public Health, Healthcare Administration and Gerontology		
	BACHELORS	MASTERS	DOCTORATE
	COST PER LEAD (CPL)	\$150	\$200
Targeted Display (Retargeting, Geo-fencing, IP Targeting)	Retargeting (Display)	Retargeting (Video)	Geo-Fencing/Hyper Local (Display)
	\$30 CPM	\$50 CPM	\$30 CPM
	Geo-Fencing/Hyper Local (Video)	Cookie & IP Targeting (Display)	Cookie & IP Targeting (Video)
	\$50 CPM	\$30 CPM	\$60 CPM
Digital Display Advertising and Sponsored Newsletters	Web Banners (728X90 OR 160X1600)	Footer (728X90)	Video (homepage)
	\$30 CPM	\$20 CPM	\$50 CPM
	Pop-up Newsletter (Includes curated content and ownership of email list)	Weekly Newsletter Sponsorship (DailyNurse.com, MinorityNurse.com, Nursing Jobs Newsletter)	
	\$7,500	\$45 CPM	