

# HOW YOU CAN ADVERTISE WITH US



## Sponsored Content

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Sponsor our apps, blog posts, podcasts, videos, books or newsletters to target nurses on-the-go as they read, listen, and interact with our content.

[www.springerpub.com/advertisers](http://www.springerpub.com/advertisers)

## OUR PARTNERS

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# MARKETING SPONSORED CONTENT



[www.springerpub.com/advertisers](http://www.springerpub.com/advertisers)

## CREATE COMPELLING SPONSORED CONTENT

Engage our audience of **1.6 million** nursing, social work, counseling, and psychology professionals and earn their trust with compelling content that we prepare, post and promote.



### MEDIA

Leverage Springer Publishing's trusted brand and reputation to capitalize on our video, audio, social, and print presence



### PROMOTION & DISTRIBUTION

Each sponsored content type is hosted online and distributed through: Email promotions; Social media posts on Facebook and Twitter; Live hosted online webinars; SEO optimized and aggregated on Apple News, Google News, Facebook articles, and Amazon Polly

## CREATE. CUSTOMIZE. CONVERT.

*Create branded content featuring your company, personalized for each media channel or social platform. Tailor your current brand assets to the right audiences across Springer Publishing's network to convert candidates or customers.*

Create compelling sponsored content and tell your company's story from a variety of media options:

- Videos
- Podcasts
- App sponsorships
- Live hosted online webinars and events
- Blog posts, infographics, listicles, or quizzes
- Printed books and e-books