

HOW YOU CAN ADVERTISE WITH US



Website Advertising and Targeted Display

Nurses turn to DailyNurse.com and MinorityNurse.com for employment opportunities, education experiences, industry news and other resources for support in their careers. Feature your brand or message alongside our award-winning content.

www.springerpub.com/advertisers

OUR PARTNERS



ADVERTISING

WEBSITE ADVERTISING AND TARGETED DISPLAY

www.springerpub.com/advertisers



WEBSITE ADVERTISING AND TARGETED DISPLAY

Position your brand with a comprehensive career destination that attracts more than **1.6 million** unique users each year. Feature your ad on our network of sites and reach **265,000+ nurses** each month online and **102,000+ on our weekly newsletter** as we feature and retarget your ads on web (leaderboard or skyscraper), video, mobile, podcast, and more.



VISIBILITY

Strong visibility on DailyNurse.com, MinorityNurse.com and 1,000+ white-listed healthcare and educational websites through our audience extension partners



TARGETING

Re-targeting, geo-fencing, and IP targeting to reach candidates by location, specialty, degree, and more



RESPONSIVE DESIGN

Full responsive web and email design

DIGITAL + SPONSORED POP-UP NEWSLETTERS

Advertising in our national newsletter delivers your message alongside our compelling and relevant content.

Weekly Newsletters

The weekly DailyNurse, MinorityNurse, and Nurse Job Alert newsletters provide premium and timely nursing news and career resources to our RN audience.

Pop-up Newsletters

These short-run sponsored newsletters introduce targeted professionals, faculty, or students to your brand. We help you curate content, target a list, and deploy your newsletter to help you develop and grow an audience for your organization.