



### **Advertising, Sponsorship, and Endorsement Opportunities**

*The mission of Doctors of Nursing Practice, Inc., the Academy of Doctorally Prepared Nurses, and the Journal of the Academy of Doctorally Prepared Nurses is to improve healthcare outcomes by promoting and enhancing the nursing professional.*

*Opportunities to advertise, sponsor, and endorse include the following:*

#### **Website Advertising: Side Page Pricing**

<a href="#"><u>Monthly for DNP Inc. website alone</u></a>	<b>\$100</b>
<a href="#"><u>Monthly for ADPN website alone</u></a>	<b>\$75</b>
<a href="#"><u>Monthly for DNP Inc. and ADPN together</u></a>	<b>\$138 BEST VALUE!</b>
<a href="#"><u>6 months on the DNP Inc. website alone</u></a>	<b>\$550</b>
<a href="#"><u>6 months on the ADPN website alone</u></a>	<b>\$400</b>
<a href="#"><u>6 months on the DNP Inc. and ADPN sites together</u></a>	<b>\$800</b>
<a href="#"><u>12 months on the DNP Inc. website alone</u></a>	<b>\$900</b>
<a href="#"><u>12 months on the ADPN website alone</u></a>	<b>\$600</b>
<a href="#"><u>12 months on both the DNP Inc. and the ADPN sites together</u></a>	<b>\$1200 BEST VALUE!</b>

#### **Website Advertising: Mid-Page Banner Pricing**

<a href="#"><u>Quarterly on the DNP Inc. website alone</u></a>	<b>\$650</b>
<a href="#"><u>Quarterly on the ADPN website alone</u></a>	<b>\$550</b>
<a href="#"><u>Quarterly on the DNP Inc. and ADPN websites together</u></a>	<b>\$900</b>
<a href="#"><u>6 months on the DNP Inc. website alone</u></a>	<b>\$1200</b>
<a href="#"><u>6 months on the ADPN website alone</u></a>	<b>\$1000</b>
<a href="#"><u>6 months on both the DNP Inc. and ADPN websites together</u></a>	<b>\$2200</b>
<a href="#"><u>Annually on the DNP Inc. website alone</u></a>	<b>\$2400</b>
<a href="#"><u>Annually on the ADPN website alone</u></a>	<b>\$2000</b>
<a href="#"><u>Annually on both the DNP Inc. and the ADPN websites together</u></a>	<b>\$4200 BEST VALUE!</b>

#### **OUTCOMES Monthly Electronic Newsletter: Advertising Options**

<a href="#"><u>Full-page color ad: 7.5 x 9 inches for a single issue</u></a>	<b>\$500</b>
<a href="#"><u>Full-page color ad for six issues (\$400 per issue)</u></a>	<b>\$2400</b>
<a href="#"><u>Full-page color ad for 12 issues (\$300 per issue)</u></a>	<b>\$3600</b>
<a href="#"><u>Half-page color ad: 7.5 x 4.5 inches horizontal or 3.25 x 8.5 inches vertical for a single issue</u></a>	<b>\$400</b>
<a href="#"><u>Half-page color ad for six issues (\$300 per issue)</u></a>	<b>\$1800</b>
<a href="#"><u>Half-page color ad for 12 issues (\$200 per issue)</u></a>	<b>\$2400 BEST VALUE!</b>
<a href="#"><u>Quarter-page ad: 3.25 x 4.5 inches for a single issue</u></a>	<b>\$250</b>
<a href="#"><u>Quarter-page ad for six issues (\$200 per issue)</u></a>	<b>\$1200</b>
<a href="#"><u>Quarter-page ad for 12 issues (\$175 per issue)</u></a>	<b>\$2100 BEST VALUE!</b>

#### **OUTCOMES Monthly Electronic Newsletter Sponsorship Options**

<a href="#"><u>One article, one issue</u></a>	<b>\$100</b>
<a href="#"><u>One article, six issues</u></a>	<b>\$500</b>
<a href="#"><u>One article, 12 issues</u></a>	<b>\$1000 BEST VALUE!</b>
<a href="#"><u>One newsletter section or column, one issue</u></a>	<b>\$75</b>
<a href="#"><u>One newsletter section or column, 6 issues</u></a>	<b>\$375</b>
<a href="#"><u>One newsletter section or column, 12 issues</u></a>	<b>\$750 BEST VALUE!</b>

#### *Webinars*

<u><a href="#">Sponsor ONE webinar</a></u>	<b>\$150</b>
<u><a href="#">Sponsor TWO webinars</a></u>	<b>\$250</b>
<u><a href="#">Sponsor THREE webinars</a></u>	<b>\$375 BEST VALUE!</b>

#### *Continuing Education*

<u><a href="#">Sponsor ONE CE offering (of any length)</a></u>	<b>\$50</b>
<u><a href="#">Sponsor TWO CE offerings (of any length)</a></u>	<b>\$75</b>
<u><a href="#">Sponsor THREE CE offerings (of any length)</a></u>	<b>\$100</b>
<u><a href="#">Sponsor FOUR CE offerings (of any length)</a></u>	<b>\$125</b>
<u><a href="#">Sponsor FIVE CE offerings (of any length)</a></u>	<b>\$200 BEST VALUE!</b>

#### *PICOTalks*

<u><a href="#">Sponsor ONE PICOTalk Presentation</a></u>	<b>\$75</b>
<u><a href="#">Sponsor TWO PICOTalk Presentations</a></u>	<b>\$125</b>
<u><a href="#">Sponsor THREE PICOTalk Presentations</a></u>	<b>\$175</b>
<u><a href="#">Sponsor FOUR PICOTalk Presentations</a></u>	<b>\$225 BEST VALUE!</b>

#### *Career Opportunity Postings*

<u><a href="#">1-month Career Opportunity Post</a></u>	<b>\$125</b>
<u><a href="#">3-month Career Opportunity Post</a></u>	<b>\$300</b>
<u><a href="#">6-month Career Opportunity Post</a></u>	<b>\$650 BEST VALUE!</b>

#### *Career Listings Endorsements*

<u><a href="#">Endorsing ONE posted hiring organization or position</a></u>	<b>\$25</b>
<u><a href="#">Endorsing TWO posted hiring organization or positions</a></u>	<b>\$35 BEST VALUE!</b>

#### *Foundation*

<u><a href="#">Endorse the value of the Foundation</a></u>	<b>\$20</b>
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#### *Online Journal Advertising Options*

<u><a href="#">Full-page color ad: 7.5 x 9 for a single issue</a></u>	<b>\$750</b>
<u><a href="#">Full-page color ad for a year 4 quarterly issues</a></u>	<b>\$2800</b>
<u><a href="#">Full-page color ad for two years 8 quarterly issues</a></u>	<b>\$5600 BEST VALUE!</b>
<u><a href="#">Half-page color ad: 7.5 x 4.5 horizontal or 3.25 x 8.5 vertical for a single issue</a></u>	<b>\$500</b>
<u><a href="#">Half-page color ad for a year 4 quarterly issues</a></u>	<b>\$1600</b>
<u><a href="#">Half-page color ad for two years 8 quarterly issues</a></u>	<b>\$2400 BEST VALUE!</b>
<u><a href="#">Quarter-page ad: 3.25 x 4.5 for a single issue</a></u>	<b>\$325</b>
<u><a href="#">Quarter-page ad for a year 4 quarterly issues</a></u>	<b>\$1000</b>
<u><a href="#">Quarter-page ad for two years 8 quarterly issues</a></u>	<b>\$2100 BEST VALUE</b>

#### *Online Journal Sponsorship and Endorsement Options*

<u><a href="#">Sponsor one article, one issue</a></u>	<b>\$200</b>
<u><a href="#">Sponsor one article per issue for one year (4 quarterly issues)</a></u>	<b>\$700</b>
<u><a href="#">Sponsor one article per issue for two years (8 quarterly issues)</a></u>	<b>\$1300 BEST VALUE!</b>