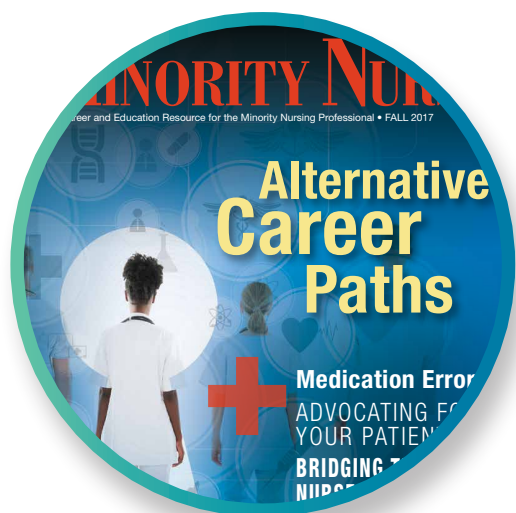


HOW YOU CAN ADVERTISE WITH US

2021 Minority Nurse Digital Magazine



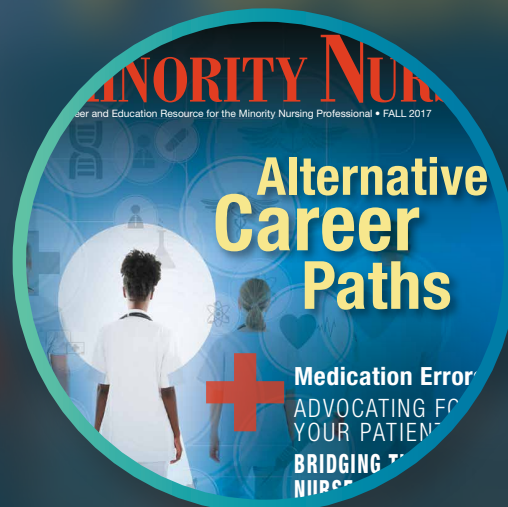
MinorityNurse.com Digital Editions deliver compelling, award-winning diversity nursing news and information to over 2.9M+ U.S. nurses each year. Connect with our audience of nurses and deliver your message to under-represented communities of nurses across the US.

<https://minoritynurse.com/minority-nurse-advertising/>

OUR PARTNERS



PUBLISHING
**MINORITY
NURSE DIGITAL
MAGAZINE**



www.springerpub.com/advertise-in-minority-nurse

FEATURES AND BENEFITS

Connect with our audience of **2.9M+ U.S. nurses** and deliver your message to under-represented communities of nurses across the US.



EXCLUSIVE CONTENT

Exclusive content including articles, infographics, and career advice for under-represented nurses in the US



INTERACTIVE ENGAGEMENT

Available interactive engagement with audio, video, and responsive PDFs



PERFORMANCE ANALYTICS

Data-driven metrics provide analytics for your campaign's performance



RESPONSIVE DESIGN

Responsive design for mobile, desktop and tablet devices

WHO DO WE REACH?

MinorityNurse.com delivers award-winning diversity nursing news

Our MinorityNurse.com Digital Editions deliver compelling, award-winning nursing diversity news and information to over 2.9M nurses each year.

Demographics:

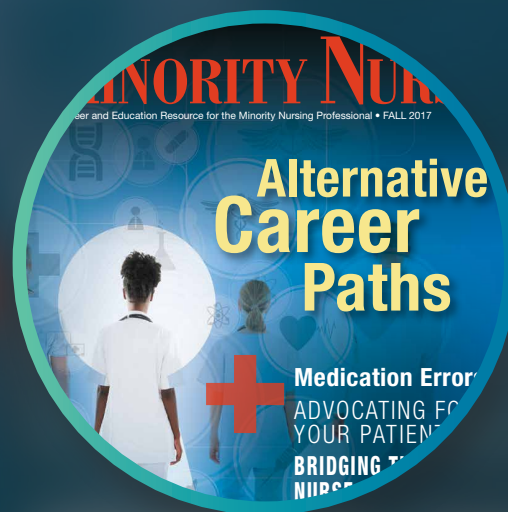
- African-American nurses
- Hispanic-American nurses
- American Indian nurses
- Asian-American and Asian Pacific nurses
- LGBTQ nurses
- Men in nursing
- Nurse veterans

Degree Levels

- 19% ADN
- 47% BSN
- 31% MSN
- 2% DNP
- 1% PhD

PUBLISHING
**MINORITY
NURSE
EDITORIAL
CALENDAR**

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2021 Editorial Schedule & Special Issues

SPRING 2021 (MARCH) Certified Nurses
Ad deadline: 3/12/21

NURSES WEEK 2021 (MAY) Nurses Week
Ad deadline: 5/3/21

SUMMER 2021 (JULY) Salary Survey | Nursing Careers
Ad deadline: 7/15/21

FALL 2021 (SEPTEMBER) Education Issue
Ad deadline: 9/9/21

WINTER 2021 (NOVEMBER) Nurse Practitioner Week
Ad deadline: 11/15/21

ADVERTISE WITH MINORITY NURSE

Choose from one of our advertising packages. Discounts rates below:

BASIC \$2,960 (**Savings: \$2,960**)

Full page color ad in an issue of Minority Nurse, reaching 1.2M digital readers/year

MOST POPULAR **STANDARD** \$4,950 (**Savings: \$4,950**)

Basic +
Targeted email blast to 10,000 nurses within the opt-in Minority Nurse email list

PREMIUM \$9,950 (**Savings: \$7,950**)

Standard +
3-month Nursing Passport Virtual Event Booth
Learn More

MINORITY NURSE

Mechanical and Production Requirements

Size	Width	Height
Full Page		
TRIM SIZE	8"	10.75"
IMAGE AREA	7"	10"
BLEED	8.25"	11"
Two-Page Spread		
TRIM SIZE	16"	10.75"
BLEED	16.5"	11.25"
Half Page		
HORIZONTAL IMAGE AREA	7"	4.5"
VERTICAL IMAGE AREA	3.4"	9.2"
Quarter Page		
VERTICAL IMAGE AREA	3.4"	4.5"

- TIFF, PDF, or EPS files only
- All fonts and logos embedded
- 4-Color (CMYK) files at 300 dpi
- Grayscale files at 200 dpi
- Line art at 1200 dpi

ADVERTISING CONTACT

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