



Sigma Theta Tau International Honor Society of Nursing®

Put your message in front of the world's nurse leaders!
Now you can reach the world's top nurses by advertising with the honor society and Nursing Knowledge International. Choose from a Web page sponsorship, a classified ad, space in one of the honor society's electronic publications or space on the Nursing Knowledge International Web site: www.nursingknowledge.org.

Contact Advertising department at marketing@stti.org

Web site advertising

www.nursingsociety.org

Classified Advertising

www.nursingsociety.org/career

Advertising Rate: \$395 per month

Reach honor society members quickly by placing your advertisement on the Career section of the Web site. Classified ad copy should be supplied via e-mail to marketing@stti.org.

Directory sponsorship

Rate: \$660/directory

The honor society's Web site is a focal point for members, chapters and other health care professionals. **The Web site gets more than one million unique page views annually.** Consider an exclusive Web-page sponsorship that includes your organization's logo, name and hotlink. The following directories are available:

- | | | |
|------------------------|---------------------|------------|
| > Marketplace | > Career | > About Us |
| > Chapters | > Education | > Events |
| > Global Connect | > Membership | > Research |
| > Publications | > Community | > Awards |
| > Leadership Institute | > Volunteer Connect | |

Electronic Sponsorships

Create the Future e-newsletter

Sponsorship Rate: \$1,980 per month

This monthly electronic publication includes local honor society chapter news, recent nursing news and feature articles focused on current topics in nursing.

Frequency: Monthly

Circulation: 85,000 (un-audited)

Reflections on Nursing Leadership e-newsmagazine

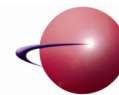
www.nursingsociety.org/pub/rnl

Advertising rates (rates are for a monthly posting)

RNL Home page: \$3,500

The honor society's premier e-newsmagazine is online and updated on a regular basis. Your logo or ad will appear prominently on the selected page, giving you visibility among the honor society's 130,000 members and other nurses. Ads must be 400x280 pixels, saved as a JPEG and includes a link to your Web site.

2009 Advertising Rates & Information



Nursing Knowledge International®

Helping nurses help others™

www.nursingknowledge.org

**nursing KNOWLEDGE
international®**

Now you can advertise on Nursing Knowledge International (NKI), a wholly owned subsidiary of the honor society. NKI is committed to providing evidence-based knowledge solutions developed for nurses by nurses.

Web site advertising

www.nursingknowledge.org

Home page placement

Rate: \$225

The Nursing Knowledge International Web site gets more than 60,000 monthly visits by nurses in all specialty areas looking for health care knowledge, career advancement and research products and services.

Electronic Newsletter Sponsorships

Nursing specialty quarterly e-newsletters

Sponsorship rate: \$350

For one fee, your message will be placed in all of the following specialty e-newsletters. They include research, nursing-specific news, information and other resources relevant to helping nurses help others™. E-newsletter topics:

- | | |
|-------------------|-----------------------------|
| > Women's Health | > Psych/Mental Health |
| > Critical Care | > Leadership/Administration |
| > Pediatrics | > Med Surg |
| > Cardiology | > ER/Trauma |
| > Maternal Health | > Gerontology |

Frequency: quarterly Total circulation: 10,000

15% discount for placements that combine nursingsociety.org AND nursingknowledge.org Web sites or honor society and Nursing Knowledge International e-newsletters.

General information

- Web sponsorship images should be 200 pixels high and no more than 200 pixels wide, limited to 35K.
- Any images supplied should be in JPEG format only
- Ads will be linked to your Web page and open in a new window.
- For clients outside the U.S. and Canada, rates are based on the World Bank's basic indicators table.
- Please provide a purchase order number, phone number and billing address.
- Invoices and tear sheets will be mailed.
- Mastercard, Visa and Discover accepted
- Fifteen percent gross commission to accredited agencies.

Contact: Marketing; Honor Society of Nursing, Sigma Theta Tau International; 550 West North Street, Indianapolis, IN 46202 USA; (Phone US/Canada toll free) 888.634.7575; (Phone) +1.317.634.8171 (Fax) +1.317.634.8188; E-mail: marketing@stti.org; Web site: www.nursingsociety.org