

Wisconsin Nurses Association

WEB SITE ADVERTISING OPPORTUNITIES/RATES

www.wisconsinnurses.org

The Wisconsin Nurses Association (WNA) offers advertisers the opportunity to place two types of ads on our site for varying periods of time. The ads include “banner” and “classified” ads.

***Banner Ads** – Rectangular displays that appear on our home page. Typically, when clicked a banner takes the web visitor to the web site of the banner ad.

Banner prices and timetable:

- One-month commitment
Commercial (for-profit): \$750.00 per month
Educational (non-profit): \$400.00 per month

- Three-month commitment
Commercial (for-profit): \$500.00 per month
Educational (non-profit): \$300.00 per month

- Six-month commitment
Commercial (for-profit): \$300.00 per month
Educational (non-profit): \$150.00 per month

***Classified Ads** – Text only. Classified advertising is charged by the word. There is a minimum charge of \$100 per month for up to 35 words. Additional words are \$.60 per word.

Advertising copy is subject to approval. Publisher reserves the right to reject ads that may be contrary to the association's interests or policies.

For more information:

Sue Carter, Assistant Director
Wisconsin Nurses Association
6117 Monona Drive
Madison, Wisconsin 53716
(608) 221-0383, Ext. 12
sue@wisconsinnurses.org

7/1/08