



## Wisconsin Nurses Association WEB SITE ADVERTISING OPPORTUNITIES/RATES

[www.wisconsinnurses.org](http://www.wisconsinnurses.org)

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

**\*Banner Ads** – dimensions should be less than or equal to 230px wide, and less than or equal to 100px high in bmp, gif, or jpg format. Typically, when clicked, a banner takes the web visitor to the web site of the banner ad, so this link should be provided with the banner image.

### 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
- Full banner ad (across the top or bottom of the WNA website – dimensions TBD)
  - Six-month commitment
    - Commercial (for-profit): \$600.00 per month
    - Educational (non-profit): \$300.00 per month

WNA is happy to design your banner ad for you in the event you do not have access to a design professional.

Ad banner design by WNA: \$100/hour

**\*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.*

**Payment Information** – An invoice will be issued by WNA at time of service. WNA will accept payment by check or a major credit card.

For more information:

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