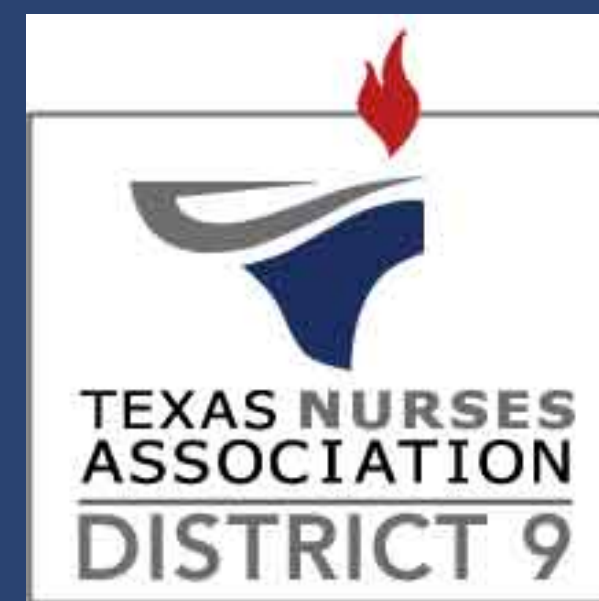
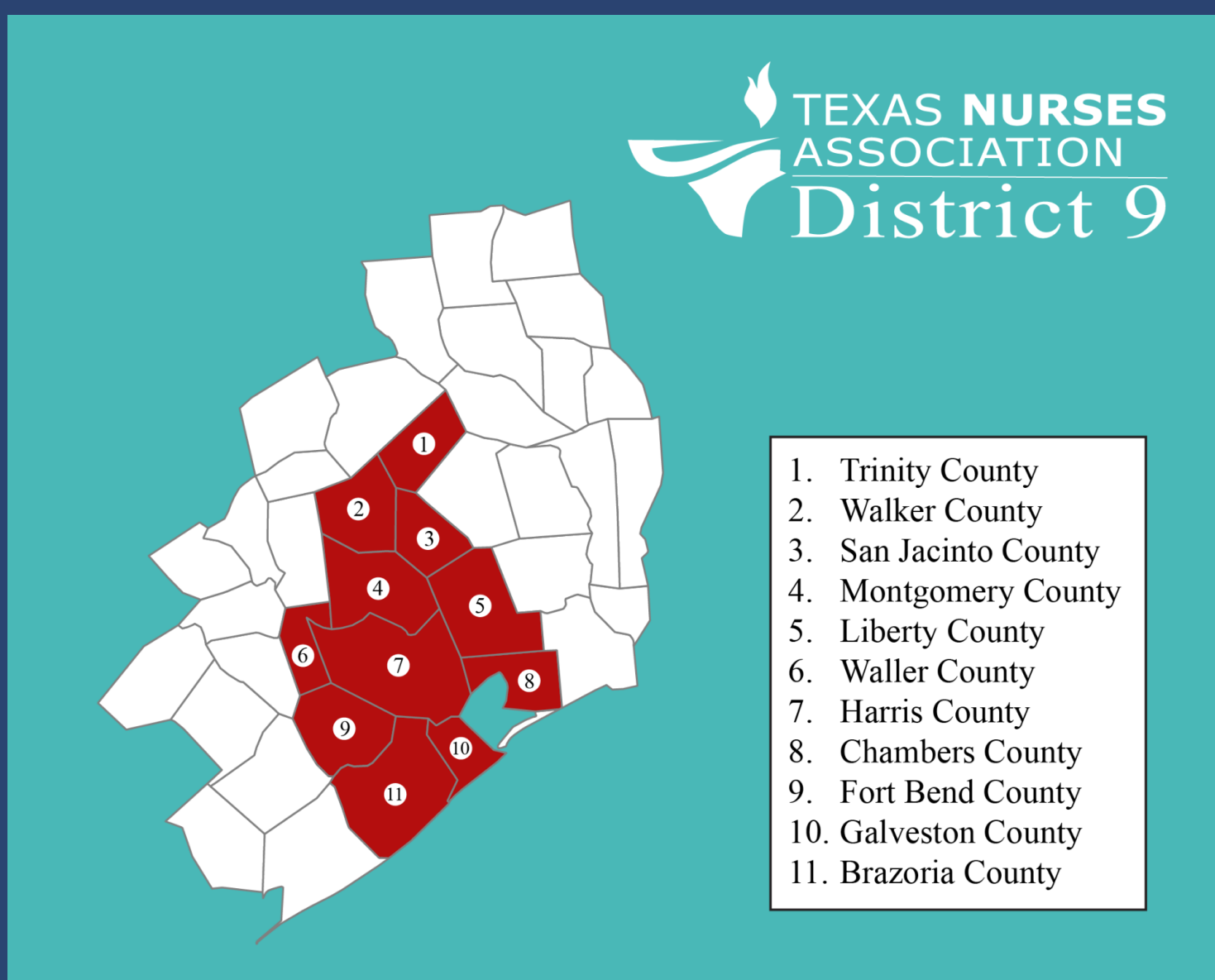


# SUMMER 2021 ADVERTISING RATES



Texas Nurses Association, District 9 is an organization that strives to provide forums for the exchange of ideas, viewpoints, education and dissemination of information about professional nursing and health-related legislation.

Founded in 1916, District 9 boasts membership of over 4,200 registered nurses today, the largest district in Texas. Access to our membership opens the door to an educated, diverse, trailblazer demographic of nurses working in positions of influence related to decision making and purchasing. Our members include chief nursing officers, mid-managers, directors, deans, faculty and other nurses aspiring to leadership in organizations across District 9.



## BY THE NUMBERS

**Membership: Largest district in the state of Texas - over 4,200 members**

**Website Users: 3535+ hits on home page annually**

**LinkedIn: 213 Followers**

**Facebook: 859 like the page; 984 people follow the page**

**Instagram: 389 Followers**

**Twitter: 211 Followers**

## Pricing:

**Website & Social Media** • Content is sponsored on all social media channels as a one-time post

### 1. Nursing Links

Add link to our nursing links page; sponsored on FB, Twitter, Instagram and LinkedIn = \$500

### 2. Blog

Add content to our "blog"; sponsored on FB, Twitter, Instagram and LinkedIn = \$500

### 3. Annual Sponsor

Post your logo on our website for one year; sponsored on FB, Twitter, Instagram and LinkedIn = \$500

**Social Media • CUSTOM BUDGET** Ad costs are split 75% advertisement and 25% administrative. For example, a \$200 placement equals \$150 for a boosted ad, meaning 16-48K impressions on Facebook/Instagram for 1 day ad; 1-3K impressions on Twitter for 1 day ad; 2K-8K for LinkedIn for 1 day ad. Impressions increase linearly with budget.

**E-Newsletter** • Email ad in png or pdf format. Emailed to membership in October 2021. This is the only feature that would be emailed directly to our membership as a link posted on our website.

Sizes:

Business card sized ad = \$100    Quarter page = \$200

Half page = \$300

Full page = \$500

**ADVERTISEMENTS MUST ADHERE WITH PLATFORM RULES, INCLUDING ANTI-DISCRIMINATION POLICIES, AND MUST ALIGN WITH TNA D9 MISSION, VISION, AND GOALS. ADVERTISER MUST FILL OUT PAPERWORK AND TNA D9 BOARD OF DIRECTORS MUST APPROVE ADVERTISING CONTENT IN ADVANCE.**

**CONTACT THE TNA D9 OFFICE AT [TNA9@TNADISTRICT9.COM](mailto:TNA9@TNADISTRICT9.COM)**

**OR 713-523-3619 TO SEND YOUR MESSAGE OUT TODAY!**