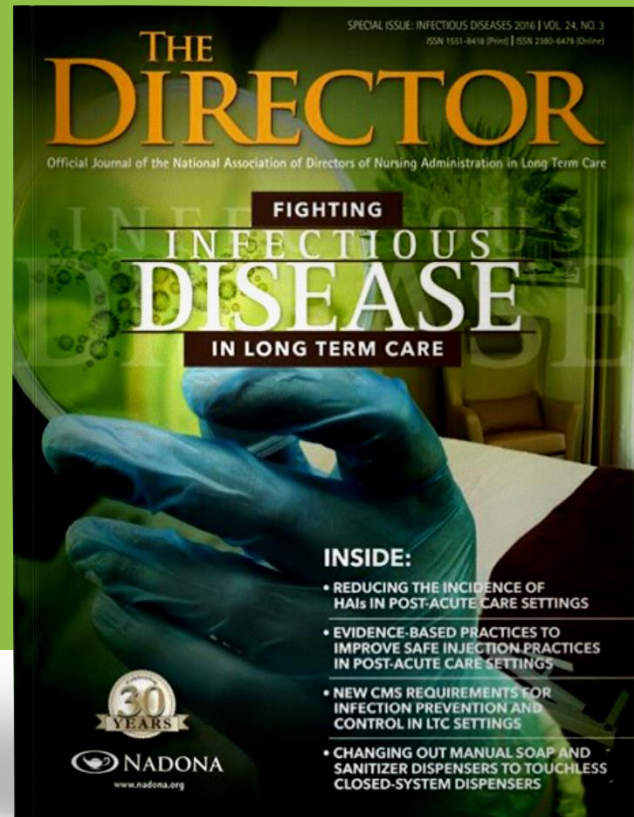


# NADONA Advertising **MEDIA KIT**



THE DIRECTOR ADS | WEBSITE BANNER ADS | EMAIL CAMPAIGN | NEWSLETTER BANNER ADS

*The Director* is the official peer-reviewed publication of NADONA and is registered with the Library of Congress with ISSN reference numbers.



## Overview

### About The Publication

*The Director* is distributed quarterly to over 20,000 Nurse Leaders in the profession that are key decision-makers within their corporations and facilities. *The Director* is available in print and as an interactive, online publication. Web advertising is offered to those advertisers supporting the print version.

### NADONA's Mission

NADONA's mission includes the development and promotion of ethical principles and practices within the long-term care continuum; service to those who work in the long-term care continuum; and promotion of quality of care for those individuals in the long-term care continuum. NADONA's programs support its mission and those who work for/or on behalf of NADONA and understand and abide by its mission and purposes.

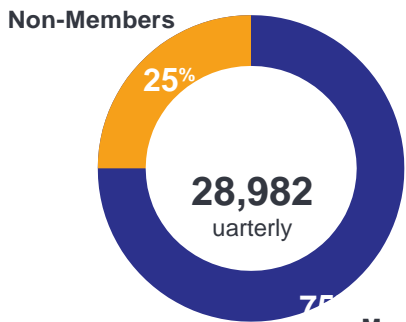


The NurseLeader is the primary contact with family and caregivers.

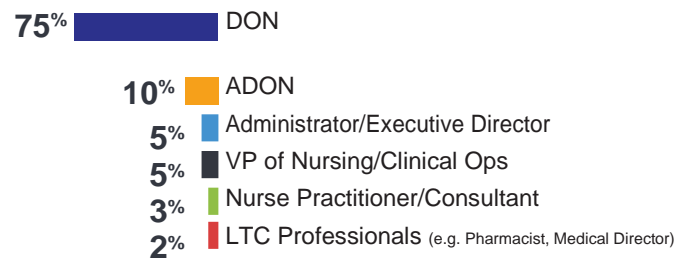
# Audience

*The Director* is a quarterly, peer-reviewed journal which is the leading journal dedicated to Nurse Leaders in long-term care settings such as skilled nursing facilities, assisted living facilities, and rehab. Other readers include administrators, other nursing disciplines such as staff nurses, nurse aides, advanced practice nurses, and pharmacy consultants. *The Director* publishes practical, resident care articles that can be used to improve the quality of care and life within LTC.

## OUR AUDIENCE

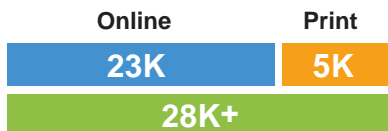


### Position Types



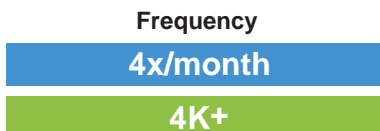
## OUR REACH

### The Director



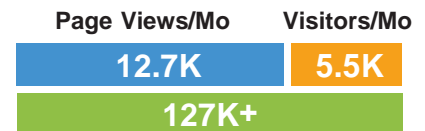
Online and Digital Distribution

### Emails



Total Monthly Distribution

### Website



Annual Impressions



Nurse Leaders responsibilities may include personnel and staffing, staff development, infection prevention and control, in-service coordination, corporate compliance, MDS coordination, QAPI, Case Mix, facility budgets, and management of controlled drug destruction.

# Topics & Issues

## Clinical topics published in *The Director* include:

- Dementia and Alzheimer's disease management
- Behavioral management issues
- Nutritional support
- Osteoporosis and bone diseases
- Falls prevention and management
- Central nervous system diseases

## *The Director* also focuses on psychosocial, facility, and personnel management issues including:

- Leadership training and documentation
- Employee retention and motivation
- Survey preparation and implementation
- Safety programs for facilities
- PDPM documentation and training
- Budgeting and finance

## Special Sections and Issues

Selected issues of *The Director* include the Product Mall that highlights new and interesting products that may be of interest to subscribers and a Buyer's Guide. This issue will be mailed to key decision-makers in long-term care settings.

Please contact NADONA for information on having your product, service, or company listed in the Product Mall and/or Buyer's Guide.

**Advertising is also available on the NADONA website to supplement existing journal advertising.**



Many Nurse Leaders have responsibilities across the long-term care continuum, including skilled nursing facilities, assisted living facilities, and rehab facilities.

# Publishing Schedule

| ISSUE DATE/THEME   | MATERIAL DUE     | MAILING DATE       |
|--|------------------|--------------------|
| <b>Winter '21 (Vol. 29 No. 1)</b><br>Leadership/Safety/Dementia                  | January 6, 2021  | February 17, 2021  |
| <b>Spring '21 (Vol. 29 No. 2)</b><br>Educational and Certification Opportunities | March 31, 2021   | May 12, 2021       |
| <b>Summer '21 (Vol. 29 No. 3)</b><br>Post Conference Issue                       | August 19, 2021  | September 30, 2021 |
| <b>Fall '21 (Vol. 29 No. 4)</b><br>Infection Prevention                          | October 28, 2021 | December 9, 2021   |
| <b>Winter '22 (Vol. 30 No. 1)</b><br>Leadership/Safety                           | January 6, 2022  | March 17, 2022     |

## Director Circulation

*The Director* reaches over 28,000 people. The majority of recipients are directors of nursing, nurse leaders, including disciplines such as staff nurses, nurse aides, infection preventionists, and advanced practice nurses.

Since 2010, an interactive, online version of *The Director* is available. This can be viewed at the NADONA website, [www.nadona.org](http://www.nadona.org).

Click-through technology is available on website advertising.

***The Director* is also available for purchase on the NADONA website at [www.nadona.org](http://www.nadona.org).**



*The Director* reaches over **28,000** people.

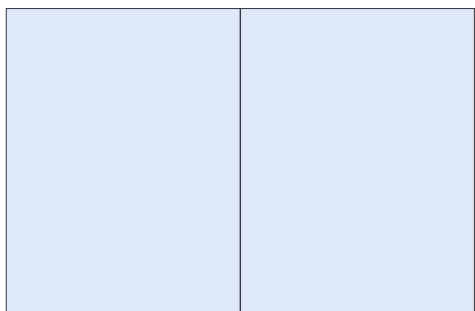
# Print Ads

Take advantage of *The Director's* quarterly publication schedule, and reach your audiences through a print ad. We provide a variety of layouts so that you can share your organization's message and branding in a powerful way. Our publication is distributed to over 28,000 nurse leaders that are key decision-makers within their facilities, making it a great space to promote your products and services. Learn more below.

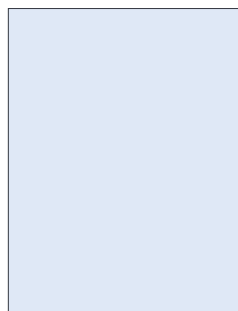
*We are offering discounted rates for multiple insertion orders!*

## PRINT AD SPECS

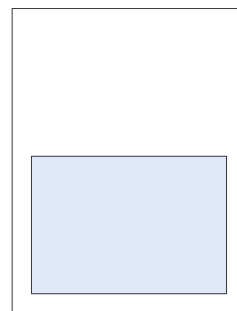
|   |                  |   |
|---|------------------|---|
| <b>2 PAGE SPREAD</b>  | 16" x 10"        | Bleed: 17" x 11.125"<br>Live Area: 16.5" x 10.375" (Maximum)<br>Trim Size: 16.75" x 10.875"     |
| <b>COVER</b><br>Inside Front Cover/Inside Back Cover/Back Cover | 7" x 10"         | Bleed: 8.625" x 11.125"<br>Live Area: 8.125" x 10.375" (Maximum)<br>Trim Size: 8.375" x 10.875" |
| <b>FULL PAGE</b>  | 7" x 10"         | Bleed: 8.625" x 11.125"<br>Live Area: 8.125" x 10.375" (Maximum)<br>Trim Size: 8.375" x 10.875" |
| <b>1/2 PAGE</b>   | 7" x 4.9375"     | No Bleed  |
| <b>1/4 PAGE</b>   | 4.625" x 3.6875" | No Bleed  |



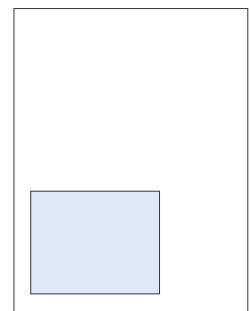
• 2 PAGE SPREAD



• INSIDE COVER  
• INSIDE BACK COVER  
• BACK COVER  
• FULL PAGE



• 1/2 PAGE



• 1/4 PAGE

## Journal Advertising Information

- Ad agencies add 15% to above rates.
- A Contract Year runs for a 12-month period from the date of original contract confirmation.
- Multiple Insertions are for the same size advertisement using same color agreement within a 12-month period from original contract confirmation.

# Email Ads

Need a more direct approach to connect with your current and prospective clients? Include your ad in our emails! Grab the attention of our audiences with a banner ad. By including your organization's information as a digital advertisement, you will be able to reach thousands of our subscribers with a simple click. We offer two options of email marketing ads, direct advertisement in our monthly newsletter and sponsored campaigns (sent as stand-alone emails). Learn more below.

## NADONA NEWSLETTER

**FULL-WIDTH** – 564px

**2 COLUMN** – 264px

**3 COLUMN** – 164px

Above is our recommended pixel width and maximum file size of 1MB for images.

## SPONSORED CAMPAIGN

**FULL-WIDTH** – 564px

Image size recommendations vary based on the structure of the sponsored campaign.

## General Tips for Email Images

- **File Format**

When you save images, use PNG, JPG, or GIF format. You can use PNG format if you need to retain transparency.

- **File Size**

It's best to avoid overly large images, both in file size and pixel dimensions. We recommend a maximum file size of 1MB for images. 72 DPI is generally sufficient for the web, but isn't required. We don't recommend uploading images that are significantly larger than your content area or template.

- **Image Size**

Emails and landing pages have a limited amount of width for images. For specific width recommendations, check out the following sections based on the type of content you're creating.



**4K+**  
Industry  
Decision Makers

**12/yr**  
Newsletters

**52+**  
Sponsored  
Campaigns

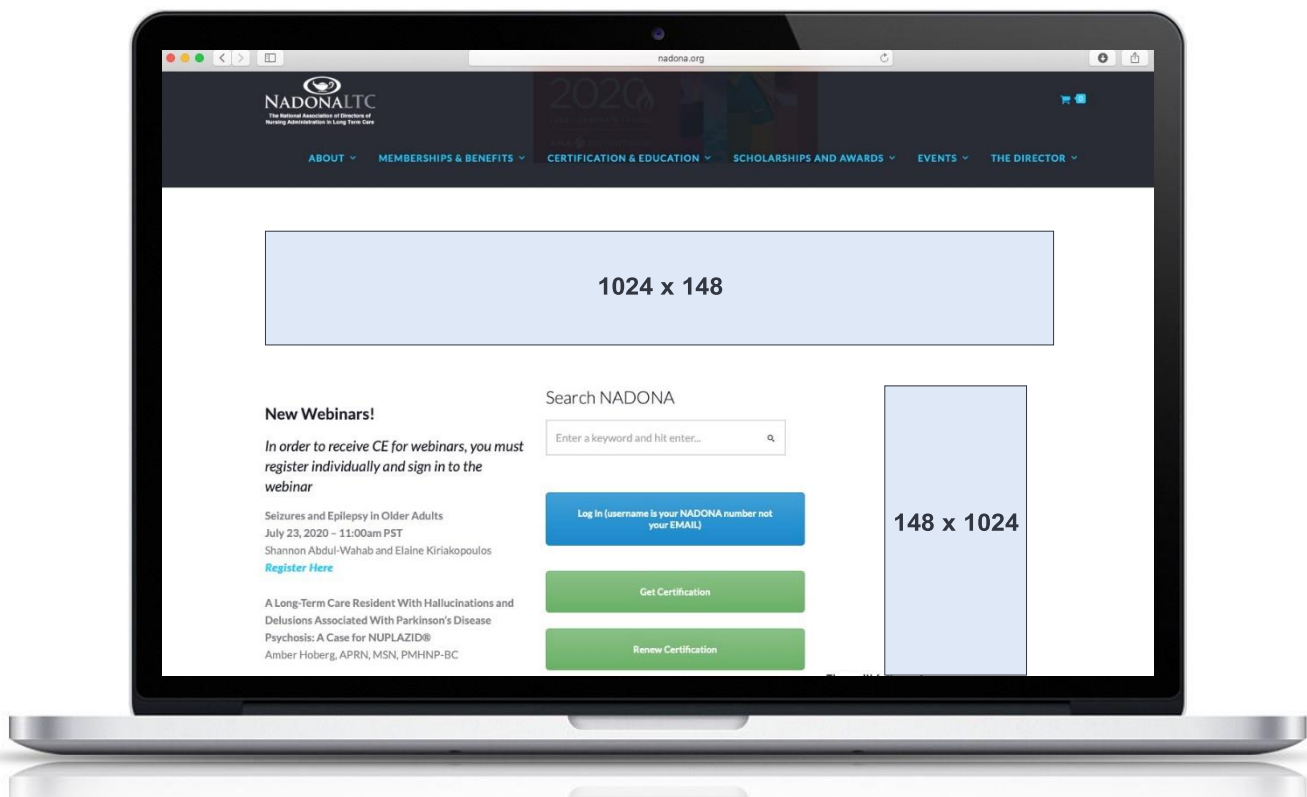
# Website Banner Ads

Our website receives thousands of visitors monthly, providing essential information to LTC and nursing professionals, healthcare administrators, and more. Such virtual space supports your organization’s visibility, allowing you to connect with clients through digital ads. Increase your exposure and generate more leads by advertising with us. Learn more below.

## BANNER AD SPECS

**VERTICAL** - 148 x 1024px

**HORIZONTAL** - 1024 x 148px



**4,653**  
Unique Visitors

**12,784**  
Page Views

**126,670**  
Annual Impressions



# Mechanical Requirements

## Electronic Digital File

- Adobe Acrobat PDF file: Save as composite CMYK for press – high quality/high resolution.
  - When creating your PDF file, please make sure you are embedding all fonts being used with the ad.
  - Bleed ads must include .125 bleed on all sides. Do not clip at trim.
  - Crop marks must be included for all ads, including those that bleed.
  - A color proof is required for color ads not saved as PDF. Standard Web Offset Printing (SWOP) specifications preferred. *The Director* cannot accept responsibility for final printed color and content.
- 

## Web Ad Requirements

- All creative artwork sent via tags have no file size limit.
  - Prior to submission, creative artwork should be tested for stability across all browser platforms.
  - 30-second maximum for any animation.
  - Creative artwork with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
  - Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads.
  - Up to 2 additional loads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
  - All creative artwork is subject to approval by both the website and the ad production group.
- 

## Rich Media Guidelines

- Default creative artwork (in GIF/JPEG format) must be submitted with all rich media files.
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, defined as click and not a mouseover or rollover, and clearly labeled with “Play” and “Stop” controls, unless otherwise approved by the website. Embedded video must be hosted and served by the advertiser.
- Must be compatible with current web browsers.

# Terms and Conditions

- A copy of the written confirmation stating size, name of the advertiser, date of publication and position must be included with artwork.
- Fifty percent of all payments for advertisements are to be made in full within 15 days after invoiced date. The remaining 50% is due within 30 days of publication.
- All artwork and payments must be received within 15 days after written confirmation has been received at the NADONA/LTC office. Delinquency will result in space in question to once again become available.
- The publisher reserves the right to reposition ad space whenever necessary with no additional cost to the advertiser.
- Receipt of an order is assumed acceptance of all rates and terms under which the advertising is sold.
- The publisher reserves the right to print the word "Advertisement" under such material that, in the opinion of the publisher, appears to be editorial.
- Any changes deemed necessary by the publisher for reasons involving print quality or process will be charged to the advertiser.
- All advertising must be within the publication's standards. The publisher reserves the right to omit any material that, in their opinion, does not coincide with these standards.
- Advertisers and their agencies agree to provide any and all permission for use of text, illustrations, sketches, trademarks or labels that is copyrighted material.
- Reproduction of photographs must be accompanied by permission to reprint. The publisher reserves the right to reject or omit any advertisement that fails to comply with these standards.
- It is understood that NADONA/LTC does not necessarily endorse or support advertisements that appear in *The Director*.
- Advertiser agrees to indemnify and to hold publisher harmless from any and all liability, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred, arising out of or related to Advertiser's breach of any foregoing representations and warranties.

## Closing Dates

- Verbal reservations will be accepted through the NADONA National office only. The verbal request must be immediately followed by written confirmation (Insertion Order) within 48 hours via e-mail or fax.
- All cancellations in ad space must be received in writing 30 days prior to print date. Cancellations received after closing date are subject to a \$1,000 service charge.

**WEBSITE BANNER ADS, EMAIL ADS, NEWSLETTER BANNER ADS AND THE DIRECTOR ADS**

Please provide complete billing information (Fill out separate insertion orders for each ad placement)

**ADVERTISER:**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**ADVERTISING AGENCY:**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

ZIP: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**WEBSITE BANNER ADS** – Please select frequency and size

1 Month \$1,000

3 Months \$2,900

6 Months \$5,600

12 Months \$11,000

**BANNER AD SPECS:**

**Vertical:** 148x1024px

**Horizontal:** 1024x148px

Beginning Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Ending Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**WEBSITE ADTOTAL:** \_\_\_\_\_

**EMAIL ADS** – Please select frequency and size

1 Month \$1,000

3 Months \$2,900

6 Months \$5,600

12 Months \$11,000

**NEWSLETTER SPEC:** Please use recommended sizes or call for assistance Email ad size \_\_\_\_\_ x \_\_\_\_\_ pixels

**SPONSORED CAMPAIGN** – Approval pending

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**FULL-WIDTH** – 564px Approval pending

One Campaign \$5,000

Beginning Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Ending Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**EMAIL AD TOTAL:** \_\_\_\_\_

**THE DIRECTOR ADS** – (Journal trim size 8.375" x 10.875")

**AD TYPE AND FREQUENCY RATE** – *Please select frequency and size*

| <b>2 PAGE SPREAD</b>   |              | Call the NADONA office for pricing. |              |              |  |
|--|--------------|-------------------------------------|--------------|--------------|--|
| <b>COVER SEE LAST PAGE FOR ALL PAGE SIZES AND REQUIREMENTS</b> |              |                                     |              |              |  |
| <b>INSIDE FRONT COVER</b>                                      | 1x (\$3,437) | 2x (\$3,348)                        | 3x (\$3,254) | 4x (\$3,165) |  |
| <b>INSIDE BACK COVER</b>                                       | 1x (\$3,437) | 2x (\$3,348)                        | 3x (\$3,254) | 4x (\$3,165) |  |
| <b>BACK COVER</b>  | 1x (\$3,608) | 2x (\$3,515)                        | 3x (\$3,416) | 4x (\$3,323) |  |
| <b>FULL PAGE</b>   | 1x (\$2,983) | 2x (\$2,780)                        | 3x (\$2,623) | 4x (\$2,532) |  |
| <b>1/2 PAGE</b>  | 1x (\$1,446) | 2x (\$1,354)                        | 3x (\$1,307) | 4x (\$1,265) |  |
| <b>1/4 PAGE</b>  | 1x (\$905)   | 2x (\$854)                          | 3x (\$815)   | 4x (\$755)   |  |

| <b>ISSUE DATE/THEME</b>  | <b>MATERIAL DUE</b> | <b>MAILING DATE</b> |
|--|---------------------|---------------------|
| <b>Winter '21 (Vol. 29 No. 1)</b><br>Leadership/Safety/Dementia                  | January 6, 2021     | February 17, 2021   |
| <b>Spring '21 (Vol. 29 No. 2)</b><br>Educational and Certification Opportunities | March 31, 2021      | May 12, 2021        |
| <b>Summer '21 (Vol. 29 No. 3)</b><br>Post Conference Issue                       | August 19, 2021     | September 30, 2021  |
| <b>Fall '21 (Vol. 29 No. 4)</b><br>Infection Prevention                          | October 28, 2021    | December 9, 2021    |
| <b>Winter '22 (Vol. 30 No. 1)</b><br>Leadership/Safety                           | January 6, 2022     | March 17, 2022      |

*Ad agencies add 15% to above rates. Ad space for package insert or fair balance statements is not included but is available for an additional charge.*

**THE DIRECTOR AD TOTAL:** \_\_\_\_\_

**GRAND TOTAL:**

**PAYMENT METHOD**

I agree with this contract including the terms and conditions

**SUBMIT INVOICE TO:**

Advertiser:

Advertising Agency:

**SUBMIT TEAR SHEET TO:**

Advertiser:

Advertising Agency:

Check Enclosed

Visa

MasterCard

Discover

**NOTE:** Add 3% when paying by credit card

Ad is included in NADONA Special offer at no additional charge\*  
Description:

Card#:

Expiration:

Signature:

CVV:

*(3-digit code on back)*

**SUBMIT INSERTION ORDER TO NADONA:**

1329 East Kemper Road  
Suite 4100A  
Springdale, OH 45246

**PHONE:** 800-222-0539  
**FAX:** 513-791-3699  
**EMAIL:** [thedirector@nadona.org](mailto:thedirector@nadona.org)



1329 East Kemper Road | Suite 4100A | Springdale, Ohio 45246

### CONTACT INFORMATION

For more information and to discuss this potential opportunity, please contact the NADONA offices at **800-222-0539** or **[thedirector@nadona.org](mailto:thedirector@nadona.org)**