

2022

# General Prospectus



## Unique Marketing Opportunities to reach Women's Health Nurse Practitioners

The National Association of Nurse Practitioners in Women's Health (NPWH) is the professional community, voice, and education hub for the 12,000+ board-certified Women's Health Nurse Practitioners (WHNPs) and other advanced practice clinicians that are focused on providing the best care to women at every stage of their lives.

Our members' passion for the profession sets them apart from other providers. They build strong and trusted relationships with their patients and are able to offer women's health and gender related healthcare across a person's life span.

### Email Blast

#### Communicate Directly to WHNPs with our Industry Sponsored Email Blast

\$20,000

You can speak directly to our community through our Sponsored Email Blasts. Content can include information on products and new developments or thought leadership insights from your executives. Emails can include links to your events, products, or clinical information. Your sponsored email blast will prominently display your logo, and include camera-ready text with graphics.

*There are only 6 opportunities in 2022 to send email blasts to our community. Content, including graphics, are needed by NPWH two weeks prior to sending. Content is subject to approval by NPWH. Email lists are not for sale.*

### Survey

#### Survey Our Providers and Women's Healthcare Community of 29,000+

\$30,000

If you're interested in gathering quantitative data to evaluate providers' views and their perceptions of patient attitudes and interests, NPWH can work with you to customize a survey on topics ranging from products, pharmaceutical innovations, and medical devices to policy.

*NPWH will review your 15-20 question survey concept and after approval, the survey will be sent as a standalone email two times over a 2-week period to our full community mailing list of ~29,000 contacts. Raw survey data will be provided within 3 weeks of launch of survey.*

## Product Theater



### Share Your Insights and Innovations with a Product Theater/Industry Symposium

\$25,500

Product Theaters provide companies the opportunity to present our members with information on the latest products, policies, and innovations relating to women's health. NPWH will promote these events through our monthly newsletter, standalone emails, and social media.

*There are 4 opportunities to host a Product Theater / Industry Symposium between January and July, 2022. We recommend engaging a WHNP for the event. NPWH must approve the topic and all marketing and promotional materials 45 days before the event.*

## Advertisements

### Reach Providers Through our Monthly Newsletter

The NPWH monthly newsletter enables you to share information on a new product or program to our mailing list of ~29,000 contacts. Our open rates consistently exceed industry averages. The average open rate was 35% in 2021.

We reach an audience of women's health nurse practitioners and other advanced practice registered nurses and members of the women's healthcare community. We offer different ads and prices based on the location in our newsletter:

**First Tier Ads** appear immediately below the heading.

**Second Tier Ads** appear halfway through the newsletter.

**Third Tier Ads** appear immediately above the footer.

Video ads are available in 2022 and can be up to 3 minutes in length.

<b>First Tier:</b>	<b>\$3,850</b>
<b>Second Tier:</b>	<b>\$3,250</b>
<b>Third Tier:</b>	<b>\$3,000</b>
<b>Video:</b>	<b>\$5,500</b>

*Hyperlink banner ad to a location of your choice. Spaces are limited and will be accepted on a first come, first-served basis. Banner ads must be formatted 728x90, in .jpeg or png format. Ads need to be approved by NPWH. Ads must be received on the 10th of the month, preceding when the ad is to appear.*

## Mail



### Reach Providers via Our Snail Mail List

**NPWH Members Only \$5,000**  
**Full List Including Members \$15,000**

Our US postal mailing list of nearly 25,000 names is an additional way to reach women's health providers at their homes or offices. You can tailor messages to the list by segmenting by zip code, state and providers' credentials. It is available for purchase for one-time use.

*All mailings must be approved prior to mailing and must be conducted with a third party mailing house of the purchasers choice.*

## Well Woman App

### Support Providers in the Exam Room with Our Well Woman App

**Call to Discuss**

Our free NPWH Well Woman App (for Apple and Android) is specifically designed for healthcare providers to be a helpful tool for the well-woman visit and beyond. The app compiles the most-used clinical guidelines about care across the life span from multiple sources into a single tool and places them at the clinician's finger tips. The app has been downloaded 26,000 times and 66 percent of the downloads are from WHNPs.

*This is an unbranded opportunity. If you have a topic you would like to make more accessible to providers, contact Heather L. Maurer, NPWH CEO to discuss via [hmaurer@npwh.org](mailto:hmaurer@npwh.org).*

## Journal

### Advertise or Support Education in Women's Healthcare: The Clinical Journal for NPS

**Pricing Varies**

Our official, peer-reviewed, bi-monthly journal provides clinicians with comprehensive, timely, useful, evidence-based information to enhance care. All articles are indexed in CINAHL. All contacts on our mailing list receive a digital copy, presented in a reader-friendly electronic format. NPWH members also receive a print copy by mail. Each of the six issues includes feature-length clinical or research articles along with short form articles and one feature article offering continuing education credit. The CE credit is free for members with a nominal fee for nonmembers.

*Meet with our journal to discuss opportunities for advertising in one of the six issues. NPWH Corporate members receive a discount on advertisements. For more information about NPWH Corporate membership contact Heather L. Maurer, NPWH CEO, [hmaurer@npwh.org](mailto:hmaurer@npwh.org).*

# Application



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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expir. Date: \_\_\_\_\_ Security Code #: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Billing Phone Number: \_\_\_\_\_

## Opportunities

- |   |                 |
|---|-----------------|
| <input type="checkbox"/> NPWH Monthly Newsletter Tier 1 Banner Ad                 | <b>\$3,850</b>  |
| <input type="checkbox"/> NPWH Monthly Newsletter Tier 2 Banner Ad                 | <b>\$3,250</b>  |
| <input type="checkbox"/> NPWH Monthly Newsletter Tier 3 Banner Ad                 | <b>\$3,000</b>  |
| <input type="checkbox"/> NPWH Monthly Newsletter Video Ad                         | <b>\$5,500</b>  |
| <input type="checkbox"/> Industry Sponsored E-Blast                               | <b>\$20,000</b> |
| <input type="checkbox"/> Industry Sponsored Product Theater                       | <b>\$25,000</b> |
| <input type="checkbox"/> Survey NPWH Members and the Women's Healthcare Community | <b>\$30,000</b> |
| NPWH Snail Mailing list All Contacts  |                 |
| <input type="checkbox"/> NPWH Members   | <b>\$5,000</b>  |
| <input type="checkbox"/> Full Women's Healthcare Community                        | <b>\$15,000</b> |

**Total:** \_\_\_\_\_

Submit completed form via Email to Carol Wiley (cwiley@npwh.org) to be invoiced or for direct deposit information. Payments less than \$10,000 may be paid with credit card. All payments due within 15 days of receipt of invoice. Submit application to secure sponsorship.