



PENNSYLVANIA COALITION OF NURSE PRACTITIONERS



**2020 PCNP
ADVERTISING OPPORTUNITIES**

Enhance Your Visibility



Take a look at your advertising efforts: Are you reaching your target audience? Where are you concentrating your company's marketing budget? In 2020, increase your visibility among the largest nurse practitioner organization in Pennsylvania: The Pennsylvania Coalition of Nurse Practitioners (PCNP). More than 2,000 nurse practitioners comprise PCNP. Partner with PCNP in your advertising and marketing efforts to place pertinent information directly into the hands of the movers, shakers and decision makers of nurse practitioners across Pennsylvania.

We Cater to YOU

With opportunities in print, web ads, webinars, email marketing, list rental, exhibiting and sponsorships, we can help you create a campaign to increase your exposure to our selective audience. We provide you with multiple opportunities that you can mix and match to build a successful campaign that will help you achieve your marketing goals. Our specialty-specific members allow you to pinpoint your focus. Specialize your advertising with PCNP to showcase your products and services to some of the largest and top-ranked programs and practices in the state.

Pennsylvania Coalition of Nurse Practitioners



PENNSYLVANIA COALITION OF NURSE PRACTITIONERS

The Pennsylvania Coalition of Nurse Practitioners is the state organization that promotes and protects the practice of over 13,700 Certified Registered Nurse Practitioners (CRNPs) in Pennsylvania. Formed in the 1980's by only 3 forward thinking NPs, PCNP now has 18 regional groups across the Commonwealth! Each regional group offers networking opportunities and has a representative on the PCNP Executive Board that meets quarterly to discuss issues and set organizational goals. Member dues are used to support our central office, executive staff and maintain a Government Relations Specialist who represents us in Harrisburg.

Our Mission

To advance, support and promote the role of nurse practitioners

To improve communications between nurse practitioners, other health care professionals, health care organizations and the community

To promote the practice of nursing practitioners through legislative and regulatory processes

To provide continuing education programs for nurse practitioners

To advocate for affordable, accessible quality health care

PCNP Office

2400 Ardmore Blvd., Ste 302

Pittsburgh, PA 15221

Main Line: 412-243-6149 | Fax: 412-243-5160

Email: pcnp@pacnp.org

Executive Director

Margaret Pearl

Direct Line: 412-243-6149 x 106

Email: ppearl@pacnp.org

Office Lead

Katie Maher

Direct Line: 412-243-6149 x 109

Email: pcnp@pacnp.org

Website Advertising

PCNP website – www.pacnp.org – is one of the most valuable resources available and a huge benefit to membership. Members access the website to learn about our upcoming educational opportunities, purchase practice resources, register for webinars, access online resources, and more. PCNP website is also the place where potential members go to learn about the coalition.

There are several website advertising options, all illustrated below:

Rotating Banner [Size: 1,000 x 320 pixels] – This banner offers an eye-catching view in the center of PCNP home page. The other banners all are PCNP-related, leaving your company as the sole outside advertiser in this space.

Educational Listing – Promote your company’s listing on the PCNP website on the Nurse Education Programs page.

Banner Ad Pricing

SIZE	DURATION*	TYPE	COST
Rotating Banner (1,000 x 320 pixels)	90 days	Static	\$500
Lower Banner (925 x 200 pixels)	90 days	Static	\$300

*Those interested in longer ad durations can contact Katie Maher at PCNP Office for specialized pricing.

Production Requirements:

- Company must provide artwork for all ads.
- Banners must be received in the exact measurements stated above.
- All banners should be at least 72 DPI but no more than 150 DPI.
- A URL must be provided to link to the advertisement.
- Companies must provide coding for all animated banners.
- Required format: .jpg



PLAN TO JOIN US FOR THE 18th Annual Conference in Philadelphia

PCNP’s 18th Annual Conference will be held Oct. 22-24, 2020 in Philadelphia, PA. There are numerous opportunities to connect and meet with our members face-to-face, from purchasing a booth space to sponsoring events and signage. The conference attracts more than 600 attendees as well as industry-leading speakers. Learn more about the various opportunities the PCNP Conference has to offer in our exhibitor prospectus by visiting www.pacnp.org/conference or calling PCNP Office at 412-243-6149.

Email Advertising

Dedicated eBlasts are an excellent way to get your company’s message directly into the inboxes of our members. You craft the message – including all of the wording, branding and graphics – and provide us with HTML code (or we can create it for you, for an additional charge). We then send the email from PCNP on behalf of your company to our entire membership, which consists of more than 2,000 individuals.

From products and services to upcoming educational events and meetings, Dedicated eBlasts can serve as a wonderful tool to share timely information in an eye-catching, graphical manner. Companies are limited to sending **one** (1) Dedicated eBlast every quarter, with a **maximum of four emails per year**, in order to limit the amount of email we are sending to our members.

Dedicated eBlast Pricing

TYPE	1 BLAST	2 BLASTS	3 BLASTS	4 BLASTS
Company-Provided HTML (YOU create it)	\$700	\$650 (x 2)	\$600 (x 3)	\$550 (x 4)
In-Office Creation (WE create it)	\$800	\$750 (x 2)	\$700 (x 3)	\$600 (x 4)

Production Requirements:

- All provided HTML must have photos already linked and hosted on company’s end.
- Provided HTML should be “camera-ready” in that it only requires copying and pasting into PCNP email system.
- Companies who choose the In-Office Creation option must provide all graphics, logos and copy as well as an idea or concept of layout and design.
- Company will receive preview of eblast before it is distributed to membership. Minor edits (formatting, spelling errors, etc.) will be allowed at this time. Any major edits or significant changes to content could require an extra fee.

What We Need:

- Raw HTML in .html or .txt format (if choosing the Company-Provided HTML option)
- Any graphics, logos and copy (if choosing the In-Office Creation option)
- Subject line content

NOTE:

Slandering of any other company in the content of a Dedicated eBlast is strictly prohibited. All Dedicated eBlast content will be reviewed by the PCNP Office prior to releasing the email. PCNP has the authority to edit or reject any material it deems to be in violation of this stipulation.

Maximize Your Exposure with an Advertising Package

To get the most out of your advertising experience with PCNP, consider an advertising package. We can customize a package to fit your marketing needs and budget.

Contact Katie Maher (pcnp@pacnp.org) at the PCNP Office to discuss options and pricing.

Newsletter Advertising

PCNP offers a newsletter sent to over 2000 nurse practitioners in the state. The newsletters are published twice a year - once in the Spring and once in the Winter.



Newsletter Pricing

TYPE	COST
1/4 page (3.75"x5") - your choice Spring or Fall newsletter	\$100
1/2 page (8.5"x5.5") - your choice Spring or Fall newsletter	\$200
Full page (8.5"x11") - your choice Spring or Fall newsletter	\$400

Production Requirements:

- Company must provide artwork for all ads.
- Ads must be received in the exact measurements stated above.
- All ads should be at least 72 DPI but no more than 150 DPI.
- A URL must be provided to link to the advertisement.
- Required format: .jpg

Ready to commit? Visit www.pacnp.org/Store to purchase your advertising today!