Year-Round
Advertising and Marketing Opportunities

MEDIA KIT

Connect Directly with More Than 3,000 nurses working for the Department of Veterans Affairs Medical Centers and Clinics.

Partner with us Today:
Deb Dupnik
Executive Director
856-316-0928
ddupnik@vanurse.org

https://www.vanurse.org/
About the Nurses Organization of Veterans Affairs

Who We Are

NOVA is a nationwide, nonprofit professional organization whose members are nurses working for the Department of Veterans Affairs Medical Centers and Clinics. NOVA is not part of the VHA, nor is NOVA sanctioned or endorsed by the VHA.

Mission

NOVA's mission is to educate, communicate and advocate for the Department of Veterans Affairs nurse professionally, personally and legislatively.

NOVA’s Reach by the Numbers:
How will you engage?

<table>
<thead>
<tr>
<th></th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOVA eNewsletter</td>
<td>2,500+ circulation, Click rate: 17%, Open rate: 13%</td>
</tr>
<tr>
<td>NOVA Blog</td>
<td>250 unique visitors per month</td>
</tr>
<tr>
<td>NOVA Website</td>
<td>1,300 unique visitors per month, 8,000-page views per month</td>
</tr>
<tr>
<td>Facebook</td>
<td>1,913 followers</td>
</tr>
</tbody>
</table>

NOVA Member Profile:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Nurses</td>
<td>91%</td>
</tr>
<tr>
<td>Advanced Practice Nurses</td>
<td>2%</td>
</tr>
<tr>
<td>Licensed Practical Nurses/Licensed Vocational Nurses</td>
<td>5%</td>
</tr>
<tr>
<td>Nurse Emeritus (Retired)</td>
<td>2%</td>
</tr>
</tbody>
</table>

Some of the Specialties of NOVA Nurses:

- Ambulatory
- Cardiology
- Case Management
- Critical Care
- Dialysis
- Education
- Emergency
- Geriatrics
- Hematology/Oncology
- Hospice/Palliative Care
- Informatics
- Medical/Surgical
- Occupational Health
- Perioperative
- Podiatry
- Primary Care
- Psychiatry
- Quality Improvement
- Rehabilitation
- Specialty Care
- Spinal Cord Injury
- Women's Health

Should you be marketing to VA Nurses?
If your organization addresses any of the following categories - the answer is YES!

- Care Giver Support
- Case Management
- Certification
- Depression
- Disability Benefits
- Education
- Healthcare Equipment and Supplies
- Hospice
- Incontinence
- Information Technology
- Long Term Care
- Medical Devices
- Medical Supplies
- Mental Health
- Nursing Services
- Occupational Therapy
- Patient Care
- Pharmaceuticals & Therapeutics
- Physical Therapy
- Post-Surgical Care
- Post-Traumatic Stress Injury
- Retirement Benefits
- Spinal Cord Injury
- Suicide Prevention
- Trauma Care
- Veteran's Healthcare
- Veteran's Services
- Wellness
- Women's Health
- Wound Care

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**E-Newsletter/Blog Advertising**

E Newsletter is Published bi-monthly ● 2,500+ circulation to NOVA members
Jan./Mar./May/July/Sept./Nov.

This digital publication brings current information and important updates relevant to nurses working in the VA healthcare system. Information on career advancement, legislative and advocacy updates, updates from NOVA chapter leaders and the VA nursing community, Member and Chapter spotlights and an extensive calendar of upcoming events directly to the inboxes of this highly engaged audience.

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**Horizontal Banner**

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**Advertising Sizes**

<table>
<thead>
<tr>
<th>Horizontal Banner: 600(w) x 100(h) pixels</th>
<th>Rates per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>months</td>
<td>Associate Members: $75/mo. Or $400/six months</td>
</tr>
<tr>
<td></td>
<td>Non-Members: $150/mo. Or $800/six months</td>
</tr>
</tbody>
</table>

Ads must be submitted as 600 x 100 pixels and full color. Acceptable files are PNG, GIF, or JPG and the URL for linking. No proofs will be supplied by NOVA. NOVA will not be held liability for any errors if the error is with the original file sent by the advertiser. All copies are subject to NOVA approval.

Send the completed Ad Insertion form with payment to:

**Nurses Organization of Veterans Affairs**

Attn: Deb Dupnik, Executive Director

1120 Route 73, Suite 200, Mt. Laurel, NJ 08054

Fax: 856-439-0525

Ad copy must be emailed to Deb Dupnik at ddupnik@vanurse.org by ad submission deadlines.
NOVA Sponsor Led Webinar

Virtual and on-demand education throughout the year

**Sponsor-led Webinar**

$1000 Associate Members  
$2500 Non-Members

NOVA proudly supports industry research and the latest advancements in technology, products and services available to members of the VA nursing community. Partnering with NOVA on a promotional webinar (under the NOVA banner) is a smart way to further your organization’s message to both members and non-members, while leveraging NOVA’s network and marketing power.

**Sponsors receive:**
- Ability to develop your own content and provide your own speaker
- NOVA will promote webinar to all members via social and email
- On-demand webinar access for NOVA members and non-members
- Lead share generated by the webinar of registered participants

All webinars and their topics are subject to NOVA approval. Webinar dates and timing subject to NOVA approval. NOVA webinars are recorded and archived for on-demand access and all logistics, including the technology platform, is managed internally.

**Social Media Advertising Posts**

Four (4) posts total per year:  
$600/Associate Members  
$900 Non-Members

NOVA 24/7 across all mobile devices

- NOVA eNewsletter 2,500+ circulation, Click rate: 17%, Open rate: 13%
- NOVA Blog 250 unique visitors per month
- NOVA Website 1,300 unique visitors per month, 8,000-page views per month
- Facebook 1,913 followers

Position your company, technology, product or service at the cutting-edge by targeting your communication to the industry’s insiders, influencers, and front-liners. NOVA’s social share program allows for four (4) pre-approved posts per year in each of the organization’s most active channels; Facebook and Twitter.

**Did You Know?**

Our Facebook posts account for 10% of the referrals to the main NOVA website and 38% of the referral traffic to the blog page.

Further posts available at an additional cost!
Dedicated Email to NOVA members
One (1) dedicated email sent to the NOVA distribution list
$500/Associate Members
$800 Non-Members

Email content must be submitted as html code or pdf. NOVA will not be held liable for any errors if the error is with the original file sent by the advertiser. All copies are subject to NOVA approval.

Send the completed email as html code or pdf with payment to:

Nurses Organization of Veterans Affairs
Attn: Deb Dupnik, Executive Director
1120 Route 73, Suite 200, Mt. Laurel, NJ 08054
Fax: 856-439-0525

NOVA ADVERTISING INSERTION ORDER

COMPANY NAME (as it should appear in print) __________________________________________

KEY CONTACT
NAME __________________________________________________________

JOB TITLE _________________________________________________________

COMPANY ADDRESS ___________________________________________________________________________

CITY ______________________ STATE ___________ ZIP __________

COMPANY PHONE ___________________________ FAX _________________________

KEY CONTACT E-MAIL _____________________________________________

KEY CONTACT PHONE _______________________________________________________________________

COMPANY WEBSITE __________________________________________

PAYMENT INFORMATION:
Please return completed application, along with full payment to:
NOVA, Nurses Organization of Veterans Affairs
ATTN: Deb Dupnik, Executive Director
1120 Route 73, Suite 200, Mount Laurel, NJ 08054
Fax: 856-439-0525
☐ MY CHECK PAYABLE TO NOVA IS ENCLOSED:
NOVA accepts U.S. funds drawn on a U.S. bank only.

Check enclosed: $____________________

PLEASE CHARGE MY: ☐ VISA ☐ MASTER CARD ☐ AMERICAN EXPRESS

NAME ON CARD _______________________________________________________

ACCOUNT NUMBER________________________________________EXP DATE __________

3-DIGIT SECURITY CODE_________SIGNATURE_____________________________________

TOTAL $ ________________________

E-Newsletter Advertising (6 issues available)
Jan./Mar./May/July/Sept./Nov.
Horizontal Banner: 600(w) x 100(h) pixels
Run Dates______________________

Sponsor-Led Webinar

☐ Associate Members $75/mo. or $400/six mo.
☐ Non-Members $150/mo. Or $800/six mo.

Annual Social Media Posts (package of 4)

☐ Associate Members $600
☐ Non-Members $900

Dedicated Email to NOVA members

☐ Associate Members $500
☐ Non-Members $800

NOVA ADVERTISING TERMS AND CONDITIONS:
1. Ads will not run without up-front payment in full.
2. The advertiser agrees to pay 100% of all fees per the terms of this application made payable to NOVA.
3. Any company requesting to pay later than net 60 days after the receipt of invoice, agrees to pay a deposit in the amount of 10% the total fee.
4. All cancellations must be submitted to NOVA in writing. 10% of total fee will be retained as a cancellation fee. Advertising cannot be cancelled after the closing date of each issue. Premium positions become non-cancelable two months prior to the issue closing date.
5. Advertisers are responsible for ensuring the accuracy of all advertising content. NOVA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
6. Advertisers assume liability for all content of published advertising and assume responsibility for all claims resulting from their advertising.
7. Requests for specific positions are not guaranteed unless position premium has been selected in the advertising insertion order.