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:

<table>
<thead>
<tr>
<th>How will you engage?</th>
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<tbody>
<tr>
<td>NOVA eNewsletter</td>
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<tr>
<td>NOVA Blog</td>
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<tr>
<td>NOVA Website</td>
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<tr>
<td>Facebook</td>
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</table>

NOVA Member Profile:

| Registered Nurses            | 91% |
| Advanced Practice Nurses     | 2%  |
| Licensed Practical Nurses/Licensed Vocational Nurses | 5% |
| Nurse Emeritus (Retired)     | 2%  |

Some of the Specialties of NOVA Nurses:

- Ambulatory
- Medical/Surgical
- Cardiology
- Occupational Health
- Case Management
- Perioperative
- Critical Care
- Podiatry
- Dialysis
- Primary Care
- Education
- Psychiatry
- Emergency
- Quality Improvement
- Geriatrics
- Rehabilitation
- Hematology/Oncology
- Specialty Care
- Hospice/Palliative Care
- Spinal Cord Injury
- Informatics
- Women’s Health
Should you be marketing to VA Nurses?
If your organization addresses any of the following categories - the answer is YES!

- Acute Care
- 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
- Oncology
- 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

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.

Horizontal Banner

![NOVA Banner](image)

**Advertising Sizes**

Horizontal Banner: 600(w) x 100(h) pixels

**Rates per Month**

- **Associate Members:** $75/mo. Or $400/six months
- **Non-Members:** $150/mo. Or $800/six months

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](mailto:ddupnik@vanurse.org) by ad submission deadlines.
NOVA Sponsor Led Webinar

Virtual and on-demand education throughout the year

<table>
<thead>
<tr>
<th>Sponsor-led Webinar</th>
<th>$1000 Associate Members</th>
<th>$2500 Non-Members</th>
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<tbody>
<tr>
<td>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.</td>
<td></td>
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</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Regional Educational Event</th>
<th>$3000 Associate Members</th>
<th>$5500 Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 Regional Education event (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. NOVA will coordinate with our national chapters to set up local events across the country.</td>
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**Sponsors receive:**
- Ability to develop your own content and provide your own speaker
- Opportunity to provide promotional materials to attendees
- NOVA will coordinate with the local chapter to select venue and the menu for attendees
- NOVA will manage registration for the event
- NOVA will promote the event to chapter members via social and email
- Face to Face opportunities to connect with NOVA members and non-members
- Lead share generated by the registered participants
All educational topics are subject to NOVA approval. Event dates and timing subject to NOVA approval. All logistics including food and beverage, venue and registration for up to 20 nurses is managed internally by NOVA.

### Social Media Advertising Posts

<p>| | |</p>
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<tr>
<td>Four (4) posts total per year:</td>
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<tr>
<td>$600/Associate Members</td>
<td></td>
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<tr>
<td>$900 Non-Members</td>
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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.

Further posts available at an additional cost!

### Dedicated Email to NOVA members

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<table>
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<tr>
<td>One (1) dedicated email sent to the NOVA distribution list</td>
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<tr>
<td>$500/Associate Members</td>
<td></td>
</tr>
<tr>
<td>$800 Non-Members</td>
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</table>

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.

### 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.

### Not a Member? Join NOVA as an Associate Member Today!

Associate Membership is offered to supporters and sponsors of NOVA, including corporations and organizations. The dues are $250 annually.

**JOIN Today!**
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 email: ddupnik@vanurse.org

☐ 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 ________________

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

**Sponsor-Led Webinar**

- Associate Members $1000/per
- Non-Members $2500/per

**Annual Social Media Posts** (package of 4)

- Associate Members $600
- Non-Members $900

**Dedicated Email to NOVA members**

- Associate Members $500
- Non-Members $800

**Regional Educational Event**

- Associate Members $3000/per
- Non-Members $5500/per

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**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.

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**Domestic Wire Transfer Instructions**

<table>
<thead>
<tr>
<th><strong>Beneficiary Name</strong></th>
<th>Nurses Organization of Veterans Affairs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beneficiary Address</strong></td>
<td>1120 Route 73, Suite 200</td>
</tr>
<tr>
<td></td>
<td>Mount Laurel, NJ 08054</td>
</tr>
<tr>
<td><strong>Bank Name</strong></td>
<td>Bank of America</td>
</tr>
<tr>
<td><strong>Bank Address</strong></td>
<td>22 West Marlton Pike, Route 70</td>
</tr>
<tr>
<td></td>
<td>Cherry Hill, NJ 08002</td>
</tr>
<tr>
<td><strong>Bank Routing Number</strong></td>
<td>026009593 (wires)</td>
</tr>
<tr>
<td><strong>Bank Account Number</strong></td>
<td>381032764567</td>
</tr>
</tbody>
</table>