

Springer Publishing Digital Media Solutions 2019 Media Kit

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Connect.

Customized digital media solutions for connecting and branding across nursing, public health, social work, counseling, and psychology.

Educate.

Educate with award-winning content affiliated with respected educational and healthcare partners across the globe.

Recruit.

Multi-channel print and digital resources to recruit over 5.2 million students, faculty, and professionals across over 300 specialties.



FACULTY NURSE

NEONATAL NETWORK

MINORITY NURSE
The Career and Education Resource for the Minority Nursing Professional

HOW YOU CAN ADVERTISE WITH US

Online Recruiting Events



Candidate Recruiting, Nurturing, and Success.

With our technology partner, Acadiate, Springer Publishing hosts a tailored career workshop to drive qualified candidates to you. We provide a consultative assessment prior to all online events to make sure we customize the event to represent your brand and drive candidates to your website.

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OUR PARTNERS

RECRUITING ONLINE RECRUITING EVENTS

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THE BENEFITS

With our technology partner, Acadiate, Springer Publishing hosts a tailored career workshop to drive qualified candidates to you.



INCREASE SUCCESS RATES

Increase success rates of applications to your website or career form.



GET QUALIFIED PRE-APPLICATIONS

Receive qualified nursing pre-applications for your program.



PREDICT CANDIDATE RETENTION

Contribute to the ability to predict retention and ensure candidate success.

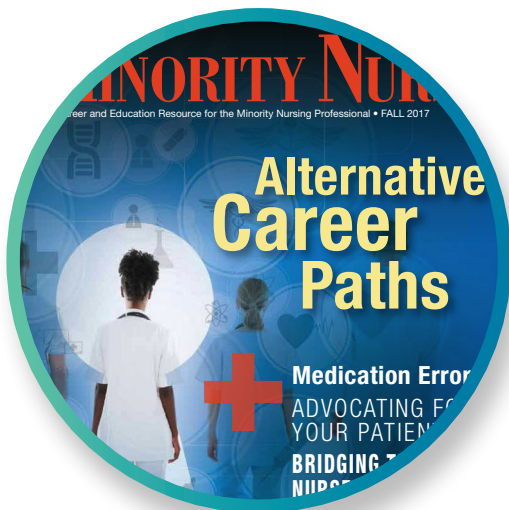
WHAT YOU GET

Candidate Recruiting, Nurturing, and Success.

We provide a consultative assessment prior to all online events to make sure we customize the event to represent your brand and drive candidates to your website.

- Live and recorded video webinar, hosted by career experts from Springer Publishing and Acadiate
- One-on-one support and career resources to webinar applicants to drive qualified applications to your site
- Targeted email and social media promotion of the event (including reminder emails)
- Complete candidate pre-application and leads within an Acadiate Cluster and lead spreadsheet

HOW YOU CAN ADVERTISE WITH US



Minority Nurse Digital Magazine

MinorityNurse.com Digital Editions deliver compelling, award-winning diversity nursing news and information to over 655,000+ U.S. nurses each year. Connect with our audience of nurses and deliver your message to under-represented communities of nurses across the US.

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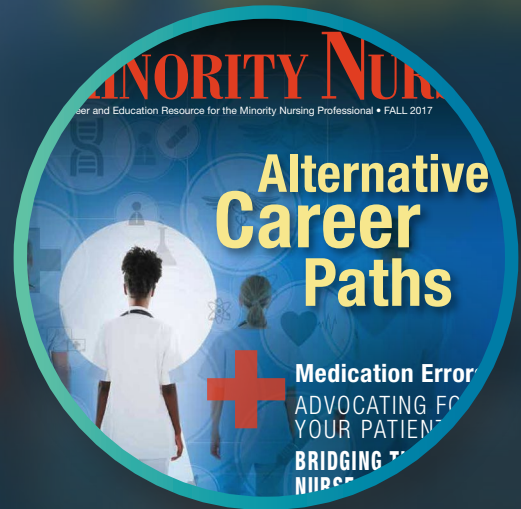
OUR PARTNERS



FRONTIER NURSING
UNIVERSITY

UC DAVIS
UNIVERSITY OF CALIFORNIA

PUBLISHING MINORITY NURSE DIGITAL MAGAZINE



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FEATURES AND BENEFITS

Connect with our audience of **655,000+ U.S. nurses** and deliver your message to under-represented communities of nurses across the US.



EXCLUSIVE CONTENT

Exclusive content including articles, infographics, and career advice for under-represented nurses in the US



INTERACTIVE ENGAGEMENT

Available interactive engagement with audio, video, and responsive PDFs



PERFORMANCE ANALYTICS

Data-driven metrics provide analytics for your campaign's performance



RESPONSIVE DESIGN

Responsive design for mobile, desktop and tablet devices

WHO DO WE REACH?

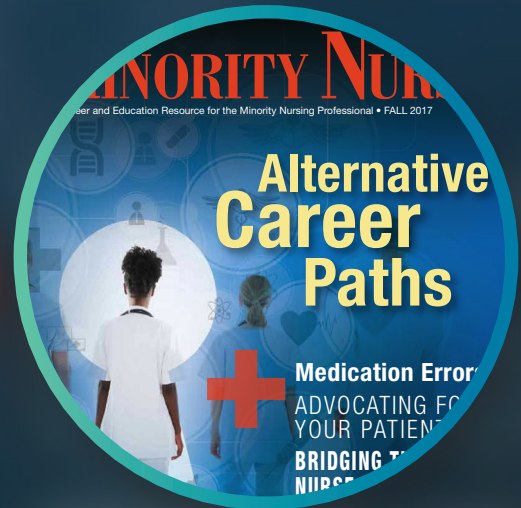
MinorityNurse.com delivers award-winning diversity nursing news

Our MinorityNurse.com Digital Editions deliver compelling, award-winning nursing diversity news and information to over 655,000+ U.S. nurses each year. Below is a demographic snapshot of who we reach:

- African-American nurses
- Hispanic-American nurses
- American Indian nurses
- Asian-American and Asian Pacific nurses
- LGBTQ nurses
- Men in nursing
- Nurse veterans

PUBLISHING MINORITY NURSE EDITORIAL CALENDAR

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SCHEDULE

WINTER 2018 (DECEMBER)

Health Issue

Editorial deadline: 11/30/18

SPRING 2019 (MARCH)

Career Issue

Editorial deadline: 1/5/19

SUMMER 2019 (JUNE)

Salary Survey Issue

Editorial deadline: 4/5/19

FALL 2019 (SEPTEMBER)

Education Issue

Editorial deadline: 7/5/19

WINTER 2019/2020 (DECEMBER)

Minority Health Issue

Editorial deadline: 10/5/19

ADVERTISE WITH MINORITY NURSE

Choose from one of our editorial packages to expand and engage your audience today.

BASIC

Full page color ad in an issue of Minority Nurse

MOST POPULAR

STANDARD

Basic +

Email blast to our Minority Nurse email list

PREMIUM

Standard +

1 weekly email sponsorship

Social media advertising to our opt-in

Minority Nurse email list

HOW YOU CAN ADVERTISE WITH US



Job Postings and Packages

Post jobs to our Nursing Jobs Network and reach over 1.6 million candidates. Choose from our job posting features, packages, or unlimited posting options to address your specific hiring need.

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OUR PARTNERS



NEW YORK UNIVERSITY

AMERICAN
ASSOCIATION
of CRITICAL CARE
NURSES



STRAYER
UNIVERSITY



Duke University
School of Nursing



VANDERBILT UNIVERSITY
MEDICAL CENTER

EMPLOYMENT JOB POSTINGS AND PACKAGES



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FEATURES AND BENEFITS

By posting your job on DailyNurse.com and MinorityNurse.com, you will reach an engaged and qualified pool of **1.6 million US nurses**. All new job postings are highlighted on a **weekly opt-in email to 245,000+ US nurses**.



BRANDING

Job posts that can include: logo and premium placement on the homepage of DailyNurse.com and MinorityNurse.com



GOOGLE OPTIMIZATION

All jobs are Google-optimized and appear on Google Job results



READABILITY

Postings are responsive and can be easily read on tablet or mobile devices

JOB POSTING OPTIONS

See our sales page for more details on our Job Packages

STANDARD JOB POSTING RATES

Your job will appear at the top of the job search listing and on the career homepages

1. 30-day Job Posting - \$349
2. 60-day Job Posting - \$399
3. 90-day Job Posting - \$499

PREMIUM JOB POSTING RATES

Standard + email to 1,000 candidates to promote your job

1. 30-day Job Posting - \$799
2. 60-day Job Posting - \$849
3. 90-day Job Posting - \$899

UNLIMITED JOB POSTING RATES

Post unlimited jobs with your own coupon code or allow us to scrape your jobs through an XML feed

- Universities (Faculty) - \$1,499
- Hospitals/Healthcare - \$5,999

HOW YOU CAN ADVERTISE WITH US



Content-Driven Lead Generation

Develop lead lists from our community of nursing, social work, counseling, public health, and psychology professionals. Choose from over 1,000 specialty-specific e-books to offer as complementary to your chosen audience to drive your exclusive lead generation campaign.

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OUR PARTNERS



MARKETING

CONTENT-DRIVEN LEAD GENERATION

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HOW IT WORKS



ATTRACT

Boost your lead generation up to 35%



CONNECT

Receive a constant flow of candidates



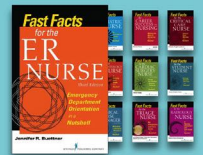
ENGAGE

Leverage Springer Publishing's trusted e-books to drive leads

1

Target by interest.

Choose from over 50+ specialty-specific books to drive your exclusive lead generation campaign



2

Create a lead form with custom questions or use your existing form to highlight the free e-book



3

Springer will help drive traffic to your lead form through email blasts, social media marketing and retargeted ads



4

Screen your candidates to determine qualified leads for your program



5

No upfront costs. Only pay for valid leads that meet your criteria



HOW YOU CAN ADVERTISE WITH US



Website Advertising and Targeted Display

Nurses turn to DailyNurse.com and MinorityNurse.com for employment opportunities, education experiences, industry news and other resources for support in their careers. Feature your brand or message alongside our award-winning content.

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ADVERTISING WEBSITE ADVERTISING AND TARGETED DISPLAY

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WEBSITE ADVERTISING AND TARGETED DISPLAY

Position your brand with a comprehensive career destination that attracts more than **1.6 million** unique users each year. Feature your ad on our network of sites and reach **265,000+ nurses** each month online and **102,000+ on our weekly newsletter** as we feature and retarget your ads on web (leaderboard or skyscraper), video, mobile, podcast, and more.



VISIBILITY

Strong visibility on DailyNurse.com, MinorityNurse.com and 1,000+ white-listed healthcare and educational websites through our audience extension partners



TARGETING

Re-targeting, geo-fencing, and IP targeting to reach candidates by location, specialty, degree, and more



RESPONSIVE DESIGN

Full responsive web and email design

DIGITAL + SPONSORED POP-UP NEWSLETTERS

Advertising in our national newsletter delivers your message alongside our compelling and relevant content.

Weekly Newsletters

The weekly DailyNurse, MinorityNurse, and Nurse Job Alert newsletters provide premium and timely nursing news and career resources to our RN audience.

Pop-up Newsletters

These short-run sponsored newsletters introduce targeted professionals, faculty, or students to your brand. We help you curate content, target a list, and deploy your newsletter to help you develop and grow an audience for your organization.

HOW YOU CAN ADVERTISE WITH US



Dedicated Email Blasts

Share your message with our email list of 550,000+ professionals, students, and educators in nursing, social work, counseling, psychology, and public health.

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OUR PARTNERS



PennState

UCDAVIS
UNIVERSITY OF CALIFORNIA



**THE
HARTFORD**

**RWJBarnabas
HEALTH**

Drexel
UNIVERSITY



**FRONTIER NURSING
UNIVERSITY**

MARKETING

DEDICATED EMAIL BLASTS



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KEY FEATURES AND BENEFITS

Select from a list of over **550,000+ professionals** and target custom audiences by location, degree, specialty, and profession.



NETWORK

Gain access to more than 550,000+ nursing, social work, counseling, psychology, and public health professionals, students, and educators



TARGETING

Choose from targeting options including 75 specialties, degrees, geographical location, and job title



REPORTING & COLLABORATION

Our digital media team will work with you to optimize open rates, click-through-rates and cost per leads (CPLs), metrics provided 1 week after each email

PER-EMAIL RATES

0 - 1,000	1,001 - 2,500
\$.50 per user	\$.40 per user
2,501 - 10,000	10,000+
\$.35 per user	\$.30 per user

HOW YOU CAN ADVERTISE WITH US



Sponsored Content

Sponsor our apps, blog posts, podcasts, videos, books or newsletters to target nurses on-the-go as they read, listen, and interact with our content.

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OUR PARTNERS



MARKETING SPONSORED CONTENT

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CREATE COMPELLING SPONSORED CONTENT

Engage our audience of **1.6 million** nursing, social work, counseling, and psychology professionals and earn their trust with compelling content that we prepare, post and promote.



MEDIA

Leverage Springer Publishing's trusted brand and reputation to capitalize on our video, audio, social, and print presence



PROMOTION & DISTRIBUTION

Each sponsored content type is hosted online and distributed through: Email promotions; Social media posts on Facebook and Twitter; Live hosted online webinars; SEO optimized and aggregated on Apple News, Google News, Facebook articles, and Amazon Polly

CREATE. CUSTOMIZE. CONVERT.

Create branded content featuring your company, personalized for each media channel or social platform. Tailor your current brand assets to the right audiences across Springer Publishing's network to convert candidates or customers.

Create compelling sponsored content and tell your company's story from a variety of media options:

- Videos
- Podcasts
- App sponsorships
- Live hosted online webinars and events
- Blog posts, infographics, listicles, or quizzes
- Printed books and e-books

HOW YOU CAN ADVERTISE WITH US



Social Media Advertising

Springer Publishing provides the ability to reach candidates by profession, discipline, degree, and location on Facebook, Twitter, Instagram and LinkedIn.

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OUR PARTNERS



ADVERTISING SOCIAL MEDIA ADVERTISING

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KEY FEATURES AND BENEFITS

Springer Publishing provides the ability to reach candidates by profession, discipline, degree, and location on Facebook, Twitter, Instagram and LinkedIn.



OUR DATABASE

Leverage our database to reach over **4.1 million** professionals in nursing, social work, counseling, psychology, and public health on social media



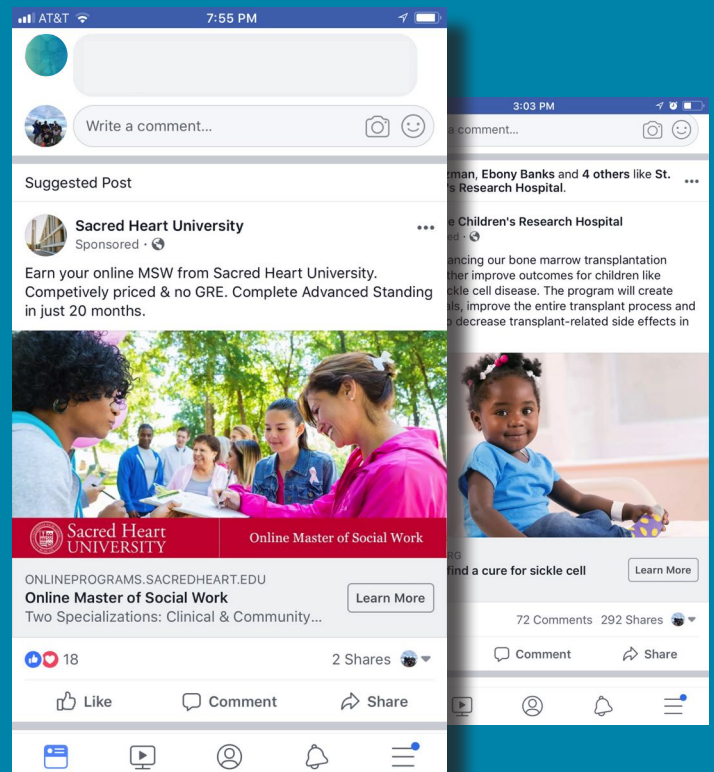
DEMOGRAPHICS

Target candidates directly in their Facebook feed by specialty, degree, or by radius, city or DMA



REMARKETING TOOLS

Re-market our audience of professionals on social media using static ads or video



HOW YOU CAN ADVERTISE WITH US

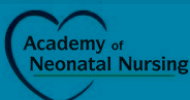
Digital and Print Journal Advertising



Springer Publishing Company publishes more than 20 leading peer-reviewed industry journals, many of which are affiliated with top societies. With journals covering everything from nursing and psychology to behavioral science and counseling, you can reach top professionals, students, and educators through print or online advertising.

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PUBLISHING DIGITAL AND PRINT JOURNAL ADVERTISING

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SOCIETY JOURNALS

As the trusted information source for the members of our nursing, behavioral science, and psychology societies, Springer Publishing can help connect your message with the right professional audience.

NURSING

- Lamaze International
- Academy of Neonatal Nursing
- Creative Health Care Management
- United States Lactation Consultant Association
- The American Association for the History of Nursing

BEHAVIORAL SCIENCES/PSYCHOLOGY

- International Association for Cognitive Education and Psychology
- Association for Financial Counseling and Planning Education
- International Society for Ethical Psychology and Psychiatry
- Association of Domestic Violence Intervention Program
- National Council on Rehabilitation Education
- EMDR International Association

TARGET AN ENGAGED AUDIENCE OF SPECIALISTS

Reach an engaged audience of targeted specialists dedicated to covering the latest research in nursing, psychology, therapy, counseling, and social work. Choose from print, online, and/or email campaigns to connect with our audience of **318,000+ professionals.**



PUBLISHING JOURNAL LISTINGS WITH DEMOGRAPHICS



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JOURNAL LISTINGS

JOURNAL	ISSUE/ YEAR	ISSUE DATES	AD DEADLINE	SPECIALITIES/ AUDIENCE
Clinical Lactation	4	February May August September	Jan 08 Apr 11 Jul 07 Oct 08	Lactation Consultants
Creative Nursing	4	February May August November	Jan 15 Apr 15 Jul 15 Oct 15	All nurses/levels; managers
Journal of Doctoral Nursing Practice	2	April October	Feb 15 Aug 15	Nurse DNPs
Journal of Nursing Measurement	3	April August December	Mar 15 Jul 15 Nov 15	All nurses/levels; ER; NICU

JOURNAL LISTINGS (CONTINUED)

JOURNAL	ISSUE/ YEAR	ISSUE DATES	AD DEADLINE	SPECIALITIES/ AUDIENCE
Journal of Perinatal Education	4	January April July October	Dec 10 Mar 10 Jun 10 Sep 10	Childbirth educators, nurses, midwives, physicians, and other professionals
Neonatal Network	6	December February April June August October December '19	Dec 1 Feb 1 Apr 1 Jun 1 Jul 25 Oct 15 Dec 15	NICU, neonatal nurses
Rehabilitation Research, Policy, and Education	4	March June September December	Feb 15 May 15 Aug 15 Nov 15	Institutional Rehabilitation Academic Programs, Professional Educators, Rehabilitation Counselors, Trainers, Researchers, Rehabilitation Students
Research and Theory for Nursing Practice	4	February May August September	Jan 15 Apr 15 Jul 15 Aug 15	NPs, educators, patient care-givers
Journal of Cognitive Psychotherapy	2	February May	Feb 15 May 15	Psychologists, therapists, counselors

JOURNAL LISTINGS (CONTINUED)

JOURNAL	ISSUE/ YEAR	ISSUE DATES	AD DEADLINE	SPECIALITIES/AUDIENCE
Journal of Cognitive Education and Psychology	2	April October	Mar 15 Sep 15	Psychologists, therapists, counselors
Ethical Human Psychology and Psychiatry	2	April October	Mar 15 Sep 15	Psychologists, therapists, counselors
Violence and Victims	6	February April June August October December	Feb 15 Apr 15 Jun 15 Aug 15 Oct 15 Dec 15	Psychologists,, therapists, social workers, counselors, educators
Partner Abuse	4	January April July October	Nov 15 Feb 15 May 15 Aug 15	Psychologists,, therapists, social workers, counselors, educators
Urban Social Work	2	May October	Feb 15 May 15	Social Workers
Journal of EMDR Practice and Research	4	February May August September	Dec 15 Mar 15 Jun 15 Sep 15	Psychologists,, therapists, social workers, counselors, educators

Minority Nurse Digital Magazine Packages	Basic Color advertisement in one issue of Minority Nurse	Standard Basic, plus Email blast to our diversity email list	Premium Standard, plus 1 weekly email sponsorship social media advertising to our opt-in email list	
	FULL	\$5,920	\$7,910	\$10,910
	HALF	\$3,965	\$5,955	\$8,955
	QUARTER	\$2,595	\$4,585	\$7,585
Job Postings	All jobs are cross-posted to 1.6 million nurses on DailyNurse.com, MinorityNurse.com, FacultyNurse.com, and Neonatal Network			
	STANDARD	30-day	60-day	90-day
		\$349	\$399	\$499
PREMIUM	30-day (plus featured job and email to targeted candidate list)	60-day (plus featured job and email to targeted candidate list)	90-day (plus featured job and email to targeted candidate list)	
	\$799	\$849	\$899	
Job Packages	5 Job Pack (30 day job postings) <i>Save 25% per posting</i>	10 Job Pack (30 day job postings) <i>Save 50% per posting</i>	20 Job Pack (30 day job postings) <i>Save 70% per posting</i>	
	\$1,299	\$1,999	\$2,999	
Unlimited Postings	Unlimited Faculty Postings for 1 year (Universities)	Unlimited Job Postings for 1 year (XML / Job Scraping for Healthcare/Hospitals)		
	\$1,499	\$5,999		

Dedicated Email Blasts	0-1000 emails	1001-2,500 emails	2,501-10,000 emails
	\$.50/email	\$.40/email	\$.35/email
	10,000+	Full Email List	
	\$.30/email	\$8,000	
Sponsored Content	Webinar/Online Event	Podcast (Nursecast)	Mobile App (Minimum of 1,000 users)
	\$5,000	\$3,000	\$3/user
	CE Course	Microsite	Video
	\$10,995	\$2,500	\$6,500
	Blog Post or Listicle	Quiz or Infographic	Webinar / Online Event
	\$2,500	\$3,500	\$5,000
Social Media Advertising	Facebook, LinkedIn, Twitter Advertising (Includes social media retargeting)		
	\$20 CPM Display and \$40 CPM Video		
Online Recruiting Events	Online Career Event (Includes promotion of event, and registration management, and a recorded, shareable video)	Online Career Event + Content License (Includes targeted, branded e-book distributed to registrants of event)	Annual Online Career Events (6 per year) (Includes event microsite, promotion of events, registration management, and recorded, shareable videos that live permanently on DailyNurse.com)
	\$5,000	\$7,500	\$25,000

Content-driven Lead Generation	Nursing, Counseling, Social Work, Psychology, Medicine, Public Health, Healthcare Administration and Gerontology		
	BACHELORS	MASTERS	DOCTORATE
	COST PER LEAD (CPL)	\$150	\$200
Targeted Display (Retargeting, Geo-fencing, IP Targeting)	Retargeting (Display)	Retargeting (Video)	Geo-Fencing/Hyper Local (Display)
	\$30 CPM	\$50 CPM	\$30 CPM
	Geo-Fencing/Hyper Local (Video)	Cookie & IP Targeting (Display)	Cookie & IP Targeting (Video)
	\$50 CPM	\$30 CPM	\$60 CPM
Digital Display Advertising and Sponsored Newsletters	Web Banners (728X90 OR 160X1600)	Footer (728X90)	Video (homepage)
	\$30 CPM	\$20 CPM	\$50 CPM
	Pop-up Newsletter (Includes curated content and ownership of email list)	Weekly Newsletter Sponsorship (DailyNurse.com, MinorityNurse.com, Nursing Jobs Newsletter)	
	\$7,500	\$45 CPM	