International Nursing Association of Clinical Simulation and Learning

2019 Media Kit

THANK YOU FOR YOUR INTEREST IN ADVERTISING WITH INACSL!

In 2019, INACSL is providing advertisers four different ways to connect with members and customers!

Connect with the simulation industry using an integrated approach to digital marketing through online advertising, advertorials and social media outreach. These can further position your organization and/or company as a thought-leader in the simulation arena, adding value to your sales proposition.
Static Banner Ad – New!

This is a new advertising opportunity with limited availability – only one is available for purchase each year.

This ad is in the format of a full-sized banner. It is a fixed placement within the “Our Sponsors” section on the bottom half of the homepage and on most all interior pages.

Banner ads can be purchased for the period of one year on a first-come basis. The ad may be updated on a quarterly basis by providing new graphics and/or links.

Specifications
Space: 728x90p
Acceptable formats: gif, jpg, png

Cost
Members: $1,800/year
Non-members: $1,800/year
Associate Members: $1,575/year

Due Dates
Q1: January 15, 2019
Q2: April 1, 2019
Q3: August 1, 2019
Q4: October 1, 2019
Scrolling Box Ads – New Name, Same Ad!

Within previous years, this ad was labeled as the “INACSL Website Banner Ad.” It is now called the “Scrolling Box Ad.”

This ad is in the format of a box. It scrolls at the bottom of most interior pages, under the header, “Our Sponsors.” It appears in a row alongside additional ads from all INACSL sponsors/advertisers.

Box ads are purchased for the period of one year. The ad may be updated on a quarterly basis by providing new graphics and/or links.

Specifications
Space: 190x190p
Acceptable formats: gif, jpg, png

Cost
Members: $1,500/year
Non-members: $1,500/year
Associate Members: $1,275/year

Due Dates
Q1: January 15, 2019
Q2: April 1, 2019
Q3: August 1, 2019
Q4: October 1, 2019
Advertorial/"Sponsored Content" – New!

Write an article to appear on the INACSL website!

“Sponsored Content” articles are intended to communicate an unmet need, increase simulation education awareness, influence or change a treatment paradigm, or explain a new or innovative MOA. Written by the sponsor in an article format, it should contain useful information that goes beyond a promotional angle. We encourage you to write a case study involving an INACSL member that has used your product or service.

Sponsored content can range from 300 to 600 words, and include up to two corresponding images and/or logo. A headline and brief introduction will appear within the bottom-half of the INACSL homepage, with the article linked to a separate page.

Each article will also receive additional exposure through INACSL social media posts via Twitter and Facebook.
Advertorial/"Sponsored Content" cont.

Participation is limited – only three total are available for 2019. Specifically, one article will be posted per quarter, with the first article scheduled for April 1, 2019 (Q2). Also note, only one advertorial may be purchased by an advertiser per year.

**Specifications**
- Space: Word document
- Acceptable image formats: gif, jpg, png

**Due Dates**
- Q2: March 5/April 1, 2019
- Q3: July 5/August 1, 2019
- Q4: September 5/October 1, 2019

**Cost**
- Members: $750/article
- Non-members: $750/article
- Associate Members: $750/article

Submit copy by the 5th of the prior month for approval. Any required revisions are due within five days. Each article will run for three months/quarterly basis, and then removed.
Current News

Distributed monthly to more than 2,000 INACSL members, Current is distributed monthly, and provides the latest news, educational initiatives, events, awards and scholarships, membership benefits, activities and other information to help stay up-to-date on INACSL. Ads can include company logos, events, or product/service offering, along with a link to the company website.

Specifications
Space: Top-half banner: 400x75p
Top-half sidebar: 175x310p
Lower-half banner: 400x75p
Lower-half sidebar: 175x310p
Acceptable formats: gif, jpg, png

Cost
$170-$500/quarter, depending on placement and INACSL membership status **See ordering form

Due Dates
Q1: January 15, 2019
Q2: April 1, 2019
Q3: August 1, 2019
Q4: October 1, 2019

Only one of each ad is available per quarter. Ads are purchased on a quarterly basis.
**ADVERTISING CONTRACT**

Contact Name: ____________________________________________________

Company: ________________________________________________________

Address: _________________________________________________________
________________________________________________________________
________________________________________________________________
City: ____________________________________________________________
State: ________________________
Zip: _____________________________

Email: ___________________________________________________________
Phone: __________________________________________________________
Website: _________________________________________________________

Please include a gif, jpg or png version of your logo for all advertising submissions to inacsinfo@inacsl.org. For advertorial opportunities, please contact inacsinfo@inacsl.org to confirm submission dates, etc.

<table>
<thead>
<tr>
<th>Check Here</th>
<th>Advertisement</th>
<th>Non-member</th>
<th>Member</th>
<th>Associate Member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Website Static Banner Ad (per year)</td>
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<td>$1800</td>
<td>$1575</td>
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<tr>
<td></td>
<td>Website Scrolling Box Ad (per year)</td>
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<td>$1500</td>
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<tr>
<td></td>
<td>Website Advertorial (per article)</td>
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<tr>
<td></td>
<td>Current: Top-half Banner (per quarter)</td>
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<td>$425</td>
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<td>$350</td>
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<tr>
<td></td>
<td>Current: Lower-half Banner (per quarter)</td>
<td>$300</td>
<td>$300</td>
<td>$255</td>
</tr>
<tr>
<td></td>
<td>Current: Lower-half Sidebar (per quarter)</td>
<td>$200</td>
<td>$200</td>
<td>$170</td>
</tr>
</tbody>
</table>

Total Payment Enclosed $_______________________

**PAYMENT INFORMATION**

Payment may be made via check or credit card. Contracts and payments can be emailed to inacsinfo@inacsl.org or mailed to INACSL headquarters (see address below). For advertorial opportunities, please contact inacsinfo@inacsl.org to confirm submission dates, etc. Advertisements and advertorials will run once payment is received.

Charge to credit card: MasterCard  Visa  American Express  Discovery

Card Number: ________________________________  Exp Date: ____________________

Security Code: __________  Signature: ________________________________

Check attached (please make check out to INACSL)

Mail to: INACSL
110 Horizon Drive, Ste. 210
Raleigh, NC 27615

INACSL  ●  Phone: 919.674.4182  ●  Email: inacsinfo@inacsl.org  ●  Fax: 919.459.2075