



# 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

### Cost

Members: \$750/article

Non-members: \$750/article

Associate Members: \$750/article

### Due Dates

Q2: March 5/April 1, 2019

Q3: July 5/August 1, 2019

Q4: September 5/October 1, 2019

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

### Due Dates

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

### Cost

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

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: \_\_\_\_\_

Check Here	Advertisement	Non-member	Member	Associate Member
				<i>Save 15%</i>
	Website Static Banner Ad (per year)	\$1800	\$1800	\$1575
	Website Scrolling Box Ad (per year)	\$1500	\$1500	\$1275
	Website Advertorial (per article)	\$750	\$750	\$750
	<i>Current:</i> Top-half Banner (per quarter)	\$500	\$500	\$425
	<i>Current:</i> Top-half Sidebar (per quarter)	\$400	\$400	\$350
	<i>Current:</i> Lower-half Banner (per quarter)	\$300	\$300	\$255
	<i>Current:</i> Lower-half Sidebar (per quarter)	\$200	\$200	\$170

**Total Payment Enclosed**                      \$ \_\_\_\_\_

Please include a gif, jpg or png version of your logo for all advertising submissions to [inacslinfo@inacsl.org](mailto:inacslinfo@inacsl.org). For advertorial opportunities, please contact [inacslinfo@inacsl.org](mailto:inacslinfo@inacsl.org) to confirm submission dates, etc.

## PAYMENT INFORMATION

Payment may be made via check or credit card. Contracts and payments can be emailed to [inacslinfo@inacsl.org](mailto:inacslinfo@inacsl.org) or mailed to INACSL headquarters (see address below). For advertorial opportunities, please contact [inacslinfo@inacsl.org](mailto:inacslinfo@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

Check attached (please make check out to INACSL)

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

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

Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_