

NURSING FLASH

REACH 50,000

REGISTERED NURSING PROFESSIONALS

EACH WEEK

MEDIA KIT



MULTIVIEW

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- B LOWER LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- C/1 TOP/BOTTOM SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- D/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- E PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- F FEATURED COMPANY**
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- G TRADITIONAL TEXT AD**
Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a 'Nursing Flash' newsletter from MultiView. At the top, there is a Bayer HealthCare banner (A). Below it, a 'Product Showcase' section features three ads: 'Mars Diagnostics' (B), 'Utah Medical Products' (E), and 'PhaSeal' (G). A large 'STOP FLIPPING BEDPANS' ad (C/1) is positioned on the left side. A 'Featured Company' section (F) highlights 'Hologic' and 'EUSYNTER'. At the bottom, there is a 'Traditional Text Ad' (G) for 'PhaSeal'.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT

AD RATES & SPECS

Prices are for participation in 13 emails to the 50,000 registered nursing professionals (one 90 day cycle)



Leaderboard
\$4400

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$4000

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3750/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3750/\$3500

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3600

Lorem ipsum dolor
 Lorem ipsum dolor
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 do eiusmod tempor
 incididunt ut labore et
 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
 Lorem ipsum dolor sit
 amet, consectetur ad
 elit, sed do eiusmod
 tempor incididunt
 laboris nisi. [More](#)

Featured Company
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum
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 Lorem ipsum

Traditional Text Ad
\$1900

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

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NURSING FLASH, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO REGISTERED NURSING PROFESSIONALS AND STUDENTS.

Nursing Flash tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of registered nurses, advanced practice nurses and nursing students.

NURSING FLASH
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NURSING FLASH:



CREDIBLE SOURCE

Our editors and industry experts review thousands of articles, white papers, surveys and new research each week in order to deliver the most relevant information to busy professionals...information they need to outperform the market in their role.



TARGETED DISTRIBUTION

Advertising in Nursing Flash allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Nursing Flash have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Nursing Flash ensures your ad will be seen weekly by our 50,000 subscribers.



AFFORDABLE

Advertising in Nursing Flash is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Nursing Flash has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Nursing Flash.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.