



NATIONAL ENROLLED NURSE ASSOCIATION OF AUSTRALIA

NENA

Advertising Opportunities

National Enrolled Nurse Association 2009/10

AUSTRALIAN NURSING FEDERATION S.I.G.

NENA NEWS

As you may be aware, the National Enrolled Nurse Association (NENA) has recently undergone a thorough 'update' to bring it into the 21st century.

This NENA 'new look' is aimed at increasing membership of the association as well as providing an improved platform for Enrolled Nurses (Registered Nurse Division 2 in Victoria) to get involved in the future direction and to heighten awareness of their role.

Since the 'update', NENA gone from strength to strength with an increase in membership and a fantastic hit rate on the new website.

Currently there are in excess of 60,000 Enrolled Nurses across Australia and we are hoping that the associations 'revamp' will continue to encourage maximisation of involvement in their Association.

In light of the above, we would like to outline our 2009/2010 advertising packages for both the NENA NEWS publications and the www.nena.org.au website.



Listed below are our new 'package' options. We encourage you to get in fast to secure your advertising space as it is limited.

If you have any questions regarding our advertising opportunities, please feel free to contact our new office on 03 5913 1092 or email info@nena.org.au

NENA NEWS



The NENA NEWS will be distributed on the 1st of March, June, September and December. **Final artwork must be received 3 weeks prior to these dates.**

To download previous editions of the new look NENA NEWS, please contact our office to obtain a password for the members' only download page on the website.

Single Edition Prices

Full Page Colour (A4)	\$1650 (inc GST)
Half Page Colour (A5)	\$1100 (inc GST)
Quarter Page Colour (A6)	\$550 (inc GST)

12 Month Subscriptions (4 editions) 10% discount

Full Page Colour (A4)	\$6600 (inc GST)
Half Page Colour (A5)	\$4400 (inc GST)
Quarter Page Colour (A6)	\$2200 (inc GST)

Artwork Specifications

Artwork must be supplied in high resolution (min 300dpi) PDF or JPEG format.

Full Page (mm)	297(h) x 210(w)
Half Page (mm)	148.5(h) x 210(w)
Quarter Page (mm)	148.5(h) x 105(w)

* All files must include 5mm bleed on all edges.

To secure your advertising space for the next edition of the NENA NEWS, please contact our office now as space is strictly limited.

* Please note, the above mentioned prices apply to advertising inside the newsletter. The back cover space has already been secured for the next 12 months.

Our new www.nena.org.au has now been up and running for over 12 months and the association is delighted that the site is receiving an average of 630 unique visitors and over 10,000 hits per month.

There are 2 advertising banners available which will be shown on every page on the site ensuring maximum exposure to visitors. The size of the banners are 155 x 60 pixels. All banners will include a link to the advertisers desired website.

There are two options for the design and layout of the banners. Advertisers can either supply their own design in .swf or .gif format (subject to approval by the committee) or a banner can be designed for you through our new office.

Advertisers on the website will receive monthly statistics showing number of visits to the site and number of clicks on the advertisement.

Shown below is a screenshot illustrating the position and relative size of the banners as displayed on the www.nena.org.au site.

Website Advertising Costs

Prices for advertising on the new NENA website are based on 3, 6 and 12 monthly blocks with discounts for longer advertising periods.

3 months	\$ 660 (inc GST)
6 months	\$1200 (inc GST)
12 months	\$2200 (inc GST)

If you would like to discuss these website advertising options further or would like to offer an alternative to the above mentioned, please don't hesitate to contact our new office on 03 5913 1092 or email info@nena.org.au.



The screenshot shows the homepage of the National Enrolled Nurse Association (NENA). The header features the NENA logo (National Enrolled Nurse Association, Australian Nursing Federation Inc.) and a navigation menu with links: Home, About NENA, Membership, Conferences, Newsletters, Links, and Contacts. A banner at the top right says "We're heading to Tasmania in 2010. Stay Tuned!" with an image of a small red and white airplane. On the left, there are two yellow sticky notes: one for "NENA 2010 Conference - Hobart Tasmania. More soon!" and another for "Advertise HERE". The main content area has a section for "Membership" which states: "Membership to the National Enrolled Nurse Association is open to all Enrolled Nurses and Student Enrolled Nurses. As a NENA Member you'll receive:" followed by a list of benefits: "A free hardcopy of our quarterly NENA NEWS Publication", "Discounted conference registration fees", "Discounted membership if a member of another Enrolled/Division 2 Nurse SIG", "NENA Membership Kit (including NENA USB Drive)", "Access to the 'members only' NENA NEWS download page on the website", and "Access to upcoming education and conference information". Below this is a "Membership Fees" table showing "Full Member" at "\$50.00 per annum". The footer contains the text "NENA is a Special Interest Group of the ANF" and "Copyright NENA 2007 Privacy Policy".