

# ENA 2019 Social Media Advertising

## Awareness. Information. Engagement.

**New** in 2019, the Emergency Nurses Association (ENA) now offers social media advertising opportunities! Social media marketing can help YOU build engaged audiences through the use of social media platforms.

ENA's Facebook page is the highest level of emergency nursing engagement available. ENA has over **63,000** followers on Facebook, and your ad will be delivered directly into the News Feed of your targeted audience.

Audiences can be targeted based on education, job title, location, or any age you choose and more. Multiple ad formats are available, including standard image, carousel or video posts. Campaigns last for 30 consecutive days.

### 2019 Rates

Rates are based on estimated reach. Reach is determined by your target audience and campaign objective.

Reach	30-Day Rate
Up to 15,000	Up to \$5,000
15,001 – 35,000	Up to \$15,000
35,001 +	Up to \$25,000

### Closing Dates

Space is reserved on a first-come-first-served basis. Materials are due 30 days prior to campaign start dates.

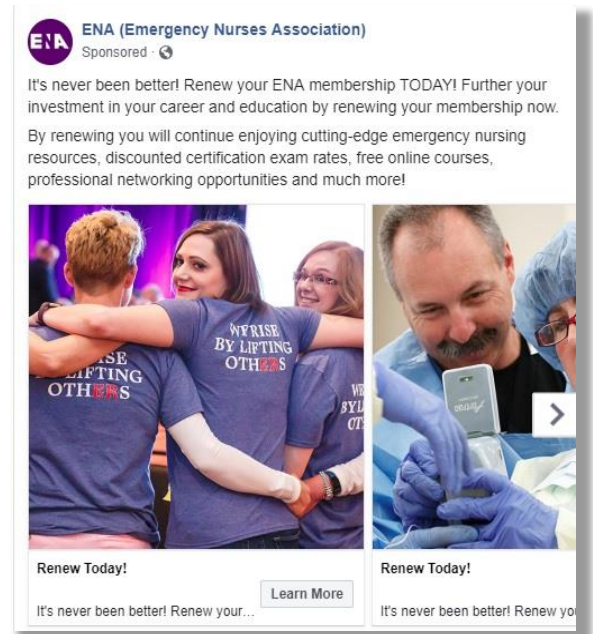
Interested in advertising? Please contact:

**Carolyn Stegvik**

Advertising Sales Manager

Emergency Nurses Association

847-460-1214 | [carolyn.stegvik@ena.org](mailto:carolyn.stegvik@ena.org)



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## Facebook Advertising Specs

### Helpful Tips

1. Ad Text
2. Images (Static, Carousel or Video)
3. Headline for reach image
4. Description for each image
5. Link and Button Choice



### Image Ad Specs

Description	Single Image	Carousel Images
# of Images	1	3 to 5
Image Size	1,200 x 628 px	1080 x 1080 px
Image Ratio	1:91:1	1:1
Ad Text Length	90 Characters	90 Characters
Headline Length	40 Characters	40 Characters
Description Length	20 Characters	20 Characters
Optional Link Description Length	20 Characters	20 Characters
Image Text	Minimal to none	Minimal to none
Format	JPG	JPG

### Video Specs

Video	Video Specs
Recommended Length	Up to 15 Seconds
Aspect Ratio	Vertical (4:5)
Resolution	720 px Minimum Width
File Size	Up to 4 GB Max
Format	.MOV or .MP4
Headline Length	40 Characters

### Link/Button Choices

Learn More	Contact Us
Apply Now	Get Offer
Book Now	Download
Sign Up	Watch More

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