

2020 Advertising Rates

ENA Newsline Weekly Digital Newsletter



ENA NewsLine is emailed every Tuesday exclusively to over 50,000 opted-in ENA members

Rates are based on a 12-week campaign - All rates are NET

File Format

JPG, GIF, or Animated GIF,
40Kb or smaller

The screenshot shows a newsletter layout with several ad placements. Callouts point to the following areas:

- Top Leaderboard:** The top banner area.
- Product Showcase:** A section for 'ON-DEMAND WEBCAST' featuring 'Identifying the Pregnant Patient'.
- Lower Leaderboard:** A section for 'THE ENA LANTERN AWARD'.
- Callout Text:** A small text box for 'Aerogen' with the headline 'IMAGINE A WAITING ROOM WHERE NO ONE IS WAITING IN WINTER'.
- Banner:** A section for 'PINEL' with the headline 'READY TO START A NEW CHAPTER IN YOUR CAREER?'.
- Traditional Text Ad:** A section for 'HeartCode BLS and ACLS' with the headline 'Now Available Online Courses'.

Ad Position	Rate	Dimensions
Top Leaderboard	\$6,250	600 x 74 px
Product Showcase	\$5,600	300 x 220 px
Lower Leaderboard	\$5,185	600 x 74 px
Callout text	\$4,950	600 x 175 px
Banner	\$4,025	580 x 70 px
Traditional text	\$2,700	500 x 150 px
Direct Send Emails	\$10,000	n/a

Closing Dates

Space Reservations: 1 week prior to campaign start date.

Materials Due: 4 days prior to campaign start date.

File Formats

JPEG, GIF or animated files, 40 kb or smaller.

ENA Business Development Team

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