

AANN NEUROSCIENCE NEWS

REACH

5,100

NURSES AND HEALTHCARE PROFESSIONALS

EVERY WEEK

MEDIA KIT



# 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/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.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E FEATURED COMPANY

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

### G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

**A** Say goodbye to dry and endless lectures!

Mobile version | RSS | Subscribe | Unsubscribe | Archive | Media Kit | April 25, 2011

**B** **AANN Neuroscience News**

Home | About | Membership | Continuing Education | Journal | Online Store | Contact Us

**B1** Sophisticated doesn't have to be complicated.

**C** One Purpose | One Promise

**D** **Product Showcase**

**E** **HELPING RESPONDERS MANAGE, TREAT, AND SAVE LIVES.**

**F** **Avanir Pharmaceuticals**

**C1** **Quality, Innovation and Customer Driven**

**E** **Genentech**

**F** **Corazon**

**G** **You won't feel a thing: your brain on anesthesia**

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 5,100 nurses and healthcare professionals (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$3000/\$2750**

Image Dimensions  
**120x600**

File Format  
**JPEG**

Max File Size  
**40k**



Product Showcase  
**\$2950**

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 laboris nisi. [More](#)

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



Featured Company  
**\$2500**

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



Traditional Text Ad  
**\$1500**

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



Current Promotion  
**\$2250**

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Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG**

# CONTACT US

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AANN NEUROSCIENCE NEWS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO NURSES AND HEALTHCARE PROFESSIONALS IN DIVERSE AREAS OF NEUROSCIENCE PATIENT CARE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of nurses who are passionate about neuroscience, The AANN Neuroscience News keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

AANN NEUROSCIENCE NEWS  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN THE AANN NEUROSCIENCE NEWS:



## CREDIBLE SOURCE

For over 43 years, our members have turned to the association as the informational authority of the industry. Advertising in the AANN Neuroscience News solidifies your place among weekly information provided to our members.



## TARGETED DISTRIBUTION

Advertising in the AANN Neuroscience News 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 the AANN Neuroscience News 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, AANN Neuroscience News ensures your ad will be seen every week by our 5,100 subscribers.



## AFFORDABLE

Advertising in the AANN Neuroscience News 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 the AANN Neuroscience News 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 the AANN Neuroscience News.



## TRACK CAMPAIGN EFFECTIVENESS

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