

^{CANADIAN} NURSE 2024 Digital Media Kit



ads@canadian-nurse.com | 613-237-2133 x358

CANADIAN NURSE

Published by the Canadian Nurses Association, *Canadian Nurse* is a trusted online journal and resource for nurses in Canada.

We publish practical information, insightful opinions and interesting stories to support all domains of practice. *Canadian Nurse* provides our diverse nursing community with a platform to share ideas as well as strategies and innovations that have been tried and tested in the field.

Canadian Nurse Website



Canadian Nurse Newsletter



Website advertising

**CANADIAN
NURSE**
canadian-nurse.com

Audience and traffic

- canadian-nurse.com is an open access site for all regulated nurses
- Visitors have unlimited access to all content including our print archive, going back to 1905.
- 27,500 average monthly users
- 72,000 average monthly page views
- 51% of users access the site by desktop, 48% by mobile device, 1% by tablet
- 69% of users are female, 31% are male

Specifications

- PNG, JPEG, GIF (animated GIFs are accepted, Flash animations are not)
- Resolution: 72 dpi
- Maximum file size: 200 KB
- Third-party ad serving is not permitted
- All pharmaceutical ads must comply with PAAB guidelines (www.paab.ca)
- All ad material is due 5 business days prior to posting

Ad units

Dimensions in pixels (width x height)

- Leaderboard on desktop = 728 x 90
- Leaderboard on mobile = 320 x 50
- Half-page ad on desktop = 300 x 600
- Half-page ad on mobile = 300 x 600
- Big box on desktop = 300 x 250
- Big box on mobile = 300 x 250

All desktop ads will deliver on mobile version at no additional charge if both formats are received.

Standard rates¹

All banner advertising rates are based on cost per thousand (CPM) ad impressions.

- Leaderboard (ROS) = \$135 CPM
- Half page ad (ROS) = \$110 CPM
- Medium rectangle (ROS) = \$90 CPM

ROS: Run of site.

Questions?

Contact: ads@canadian-nurse.com

¹ All rates are subject to applicable taxes and are subject to change. Rates listed are gross.

Audience & traffic

Canada's most effective email product to reach Canadian nurses.

The *Canadian Nurse* Newsletter is distributed by email to an average of 120,000 nurses monthly.

- Average total opens: 67.8%
- Average unique opens: 40.9%
- Average total forwards: 30.8%
- Average unique forwards: 30.4%

The distribution list includes nursing students, retired nurses, and regulated nurses in a variety of roles:

- Clinical nurse/staff nurse
- Nurse educator or professor
- Nurse manager/nurse executive (including director/CNO)
- Other nursing positions

Editorial overview

The *Canadian Nurse* Newsletter is part of the Canadian Nurses Association's ongoing member communications. Each email provides links to the full articles on canadian-nurse.com. This monthly e-newsletter is deployed the first Thursday of each month.

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Advertising opportunities

Up to five banner spaces are available. Please contact us by email for more information or booking details.

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Rates¹

- Banner 1: 728 x 90 pixels \$3,000
- Banner 2: 300 x 250 pixels \$2,500
- Banner 3: 728 x 90 pixels \$2,250
- Banner 4: 300 x 250 pixels \$2,000
- Banner 5: 728 x 90 pixels \$1,500

Questions?

Contact: ads@canadian-nurse.com

Newsletter advertising

Canadian Nurse e-newsletter is distributed monthly to CNA members and subscribers. It includes links to the latest articles and what's trending online.