

Mission

Strengthen the Nursing Profession.

Vision

Shape the Future of Healthcare through Innovations in Nursing.

Values

Innovation. Advocacy.
Belonging. Excellence.



Digital Nursing Sponsorship Program

 Support and reach nurses.

 Multiple options.

 Discounts for nurse-owned businesses.

WHY?

- Reach **1000s** of nurses.
- Over 25 **unique daily** visitors to website.
- **48%** email open rate.
- Nearly **2,500** social media followers.
- Affordable.

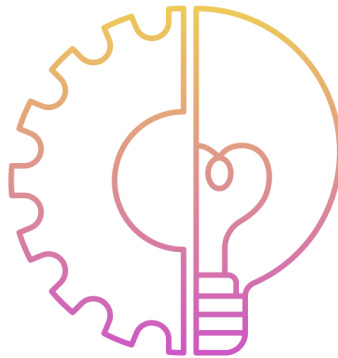


www.denurses.org



Founded in 1911, DNA is the premier leading professional association bringing together, and advancing nursing. We are the largest and only professional association in Delaware representing all Licensed Practical Nurses, Registered Nurses, and Advanced Practice Registered Nurses. We continue to advance health through the art and science of nursing supported by diverse members, advocacy, influence, professional development, generation of new knowledge, communication, service, and history.

Program Details



- All digital nursing sponsorship is subject to the approval of DNA.
- Sponsors assume all liability for all content.
- DNA does not and will not endorse the purchase, sale or use of the sponsor's service, facility, or product.
- DNA advocates for and operates its programs regardless of age, ancestry or national origin, color, disability, gender identity or gender expression, genetic information, marital or partnership status, medical condition, military or veteran status, race, religion or creed, sex/gender (including pregnancy, childbirth, and/or breastfeeding), sexual orientation, and any other protected class. In alignment with this, DNA will review submitted content to ensure alignment with our mission, vision and values.
- DNA reserves the right to discontinue digital nursing sponsorship space at any time, for any reason. A minimum of 30-day notice will be given to the sponsor prior to discontinuing sponsorship.
- DNA will add a small notice to the top right corner of EACH image on email and website with the text "SPONSORED CONTENT."
- Program sales and content schedule run April 1 through March 31.

Content

Specifications

- Includes image with link to sponsor's URL.
- 728px W x 360px H.
- Full color.
- JPEG or PNG only.
- No flash, animated or video content.
- No pricing or discount/savings language will be allowed.

Pricing & Specifications

All Contacts Email

Top Banner. Choose Your Weeks & Content in Multi-Week Packages.

1 Email

4 Emails

8 Emails

\$250

\$850

\$1,600

Website Homepage

One Center Banner.

2 Weeks

4 Weeks

12 Weeks

*Can break into 3 separate
4-week runs.

\$350

\$600

\$1,900



Supporting Nurse Entrepreneurship

Discounts for Nurse-Owned Businesses

- Businesses (not including nonprofit organizations) that are incorporated and/or primarily providing goods and services in Delaware that are owned primarily by a nurse/s are eligible for a discount.
- DNA will request documentation for validation of our program requirements to receive the discount.
- A nurse-owned business will receive a **10%** discount on program prices after the validation process is completed. This discount increases to **20%** if the nurse/s who primarily own the business are also active members of DNA.
 - Nurse owners must be active members at the time of program application and throughout the duration of the sponsorship agreement.
 - **Additional Benefit!** Nurse owners who are DNA members can advertise to other DNA members in members-only emails four times per year.
- Program Requirements
 - Business must primarily provide services/goods in Delaware.
 - Applicant must submit a copy of valid Delaware nursing license, without discipline, for any and all nurses that own/co-own the business.
 - Membership discount will be verified internally.
 - Applicant must submit a copy of valid Delaware business license.
 - If the business is co-owned by a non-nurse, documentation must be provided that verifies the nurse is majority owner or equal co-owner of the business.

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