

2010



WEBINAR SPONSORSHIPS

National CE Webinar Sponsorship Package

\$69,900

Webinar Event:

- ◆ 8 single-CE contact hour webinar sessions held over two weeks
- ◆ ANCC contact hours FREE for all participants
- ◆ Sponsorship mention prior to start of courses
- ◆ Recognition of sponsorship after end of courses
- ◆ 15 minute informational webinar after end of courses (*optional for attendees*)
- ◆ Recording of webinars archived & published online for 90 days.

Advertising/Promotion:

- ◆ Full page coast-to-coast ad in *Nursing Spectrum* and *NurseWeek* magazines (*included in price*)
- ◆ Nurse.com home page banner ad - 300x250 for 30 days prior to event (*if available*)
- ◆ National email blast to approx. 400,000+ individuals
- ◆ Email blast to past webinar attendees (*approx. 10,000+ individuals*)
- ◆ Webinars listed in "Education Mix" section of *Nursing Spectrum* and *NurseWeek* magazines
- ◆ Listed on "Webinars" section of ce.nurse.com
- ◆ Facebook/Twitter postings

Attendee Registration Information:

- ◆ Branded registration page
- ◆ Redirect to custom landing page after registration
- ◆ 2 custom data fields on registration form
- ◆ Post webinar report with all registrant and attendee info as well as poll responses

ANCC Requirement: No sponsor mentions or content displayed on the screen during the actual course.

Regional CE Webinar Sponsorship Package

\$16,900 + Ad*

Webinar Event:

- ◆ 3 single-CE contact hour webinar sessions held over one week
- ◆ ANCC contact hours FREE for all participants
- ◆ Sponsorship mention prior to start of courses
- ◆ Recognition of sponsorship after end of courses
- ◆ 15 minute informational webinar after end of courses (*optional for attendees*)
- ◆ Recording of webinars archived & published online for 90 days.

Advertising/Promotion:

- ◆ Ad in local magazine minimum half-page*
- ◆ One regional email blast (*up to 50,000*)
- ◆ One email blast to past webinar attendees (*10,000+ individuals*)
- ◆ Listed on "online" page in local magazine
- ◆ Facebook/Twitter postings

Attendee Registration Information:

- ◆ Branded registration page
- ◆ Redirect to custom landing page after registration
- ◆ 2 custom data fields on registration form
- ◆ Post webinar report with all registrant and attendee info as well as poll responses

ANCC Requirement: No sponsor mentions or content displayed on the screen during the actual course.

**Minimum half-page ad required.*

For additional information, please contact your sales manager or

Alison Reichert, Director of Events, Gannett Education

Tel. # (703) 241-3299 • Fax (978) 536-7025 • areichert@gannettthg.com

2010



SPONSORSHIP ORDER FORM

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Agency Representative (if applicable):

Agency Name: _____ Phone: _____

Agency Contact Name: _____ Email: _____

Gannett Healthcare Group Sales Manager: _____

CE Module Sponsorships: (Check one line below)		
<input type="checkbox"/>	National Magazine Article Course	\$18,900 + Ad*
<input type="checkbox"/>	National Online Only Course	\$18,900
<input type="checkbox"/>	Careers Guide Article Course	\$18,900
<input type="checkbox"/>	Regional Magazine Article Course	\$8,900 + Ad*
<input type="checkbox"/>	Regional Online Only Course	\$8,900
<input type="checkbox"/>	Specialty Guide Article Course	\$8,900
Name of Course: _____		
Course Start Date: _____ Course End Date _____		
Publication Date of Ad: _____		
CE Webinar Sponsorships: (Check one line below)		
<input type="checkbox"/>	National CE Webinar Sponsorship Package	\$69,900
<input type="checkbox"/>	Regional CE Webinar Sponsorship Package	\$16,900 + Ad*
CE On Location Sponsorships: (Check one line below)		
<input type="checkbox"/>	Premium Package	\$16,900 + Ad*
<input type="checkbox"/>	Economy Package	\$8,900

*Minimum half-page ad required.

Sponsorships must be reserved by one of the following:

- Check (payable to Gannett Healthcare Group)
- Purchase Order (*please attach*)
- Advertising Agency Insertion Order (*please attach*)
- Credit Card: Visa MC AmEx

Card Number: _____

Expiration Date: _____

Name as Printed on Card: _____

Signature: _____

The above information is correct to my knowledge. I agree to pay the fees according to my credit card issuer agreement.

Sponsorship Order Form MUST be faxed to (978) 536-7025.

If paying by check, also send a copy of this sponsorship order form with check payable to:

**Gannett Healthcare Group
ATTN: Gannett Education Department
PO Box 33130
Newark, NJ 07188**

For sponsorship confirmation, this form must be faxed or emailed to: Alison Reichert at (978) 536-7025 or areichert@gannettthg.com

For additional information, please contact your sales manager or

Alison Reichert, Director of Events, Gannett Education

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