NURSES CONTINUING EDUCATION 2018

MASSACHUSETTS

15-hour Required CE Package

ALL ACCESS PASS:
Unlimited Access to Online Nursing CE
(Details inside)

Complete your CE online.
Browse our entire library of more than 500 contact hours at NURSING.ELITECME.COM

ONLY $21.99
15 HRS
USE OFFER CODE NLF2618

CONTACT YOUR SALES REPRESENTATIVE
CALL: 484.300.4940
EMAIL: contact@advanceweb.com
VISIT: www.advanceweb.com
ADVANCE Healthcare Network is better than ever!

Now part of Elite Continuing Education, a premier CE services provider, ADVANCE and Elite have combined with Western Schools to better serve healthcare professionals throughout their career lifecycle. From graduation and first job search to long term career development and lifestyle resources, we help professionals improve and grow in all aspects of their lives. What does that mean to you?

ADVANCE + ELITE + WESTERN = MORE!

• More economical advertising opportunities
• More qualified healthcare professionals in our network
• More print and digital outreach
• More opportunities to provide affordable CE to your staff
• More engaging content to attract readers to your ads
• More ROI as a valued advertiser

Opportunities to reach more than 4 million healthcare professionals with print/digital products including:

- Nurses, LPNs and Advance Practice Providers (NPs & PAs)
- PTs, OTs, SLPs & Massage Therapists
- Laboratory, Respiratory, Radiology Techs and Managers
- Health Information professionals
- Pharmacists & Pharmacy Techs
- Social Workers, Psychologists and Professional Counselors
- Health System Influencers and Decision makers (C-Suite, Directors, Managers)
- Physicians
- Dentists & Dental Hygienists

Your brand featured on:
- Websites (news, clinical information, CE & lifestyle content
- Weekly e-newsletters & content focused emails
- Healthcare Job Board
- Social Media (Facebook, Twitter, LinkedIn & Google+)
- Webinars (editorial and client sponsored)
- Unique Custom Content (Infographics, Advertorials, Spotlight Emails)
- Targeted Client Emails
- Print Correspondence Books (Nursing, NP, PT & OT)
- Continuing Education Sponsorships (Nursing, NP, PT & OT)

EXCITING NEW PRINT OPPORTUNITIES (Nurses, NPs & PTs)!

Place your ad in the Print Edition of the Elite Continuing Education Correspondence Book’s new advertising section!
- Reach 1.3 million Nurses and 50,000 NPs that need required CE
- Enjoy more exposure as each catalog is retained and shared for 6-12 months
- Pick your states or choose national exposure

CE FOR YOUR STAFF

Let Elite Continuing Education be your go to CE resource!
- Promote yourself to qualified Nurses, NPs, PTs and OTs by sponsoring a CE course
- Offer Nurses and NPs at your facility all the CEs they need (Over 280 hours) at an affordable membership rate
- Create an affordable custom partnership package exclusive to your facility

Email contact@advanceweb.com to get started today!

THE BEST RESOURCE FOR HEALTHCARE PROFESSIONALS AT EVERY LEVEL

CALL: 484.300.4940 EMAIL: contact@advanceweb.com
VISIT: www.advanceweb.com
Get more marketing for your money when you advertise in any ADVANCE Digital Edition

**HOW WILL YOU GET EXPOSURE?**

- All digital editions are created in an easy to read digital Flip Book format that can be read online, downloaded and printed.
- Every ad includes live web links back to your website & Google Analytic page-view tracking.
- Every edition is backed by a full marketing plan delivered multiple times directly to healthcare professionals via dedicated emails, social media posts & weekly e-newsletters.
- Your logo and a live weblink will be featured on a dedicated landing page with each edition for 1 year.
- The digital book is archived on ADVANCE websites indefinitely.

**DISTRIBUTION**

- Audience Reach includes: Nurses, NPs, PAs, OTs, PTs, SLPs, Massage Therapists, Social Workers, & Psychologists, plus Laboratory, Radiology, Respiratory, Health Information professionals and all levels of healthcare management nationwide

### DIGITAL EDITION SCHEDULE

<table>
<thead>
<tr>
<th>Digital Edition Focus</th>
<th>Price</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magnet Edition</td>
<td>$999.00</td>
<td>1/8 Page Ad</td>
</tr>
<tr>
<td>Infectious Disease/Disaster Planning/Wound Care Guide</td>
<td>$1,750.00</td>
<td>1/4 Page Ad</td>
</tr>
<tr>
<td>Heart Health Month Edition</td>
<td>$3,350.00</td>
<td>1/2 Page Ad</td>
</tr>
<tr>
<td>Healthcare Career Guide</td>
<td>$4,999.00</td>
<td>Full page Ad</td>
</tr>
<tr>
<td>Self-Care Guide/Nurses Week Thank You Edition*</td>
<td>$7,999.00</td>
<td>2 Page Custom Advertorial</td>
</tr>
<tr>
<td>Salary Survey Results Guide*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mental Health/Psychology/Social Work Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education/Advanced Degree/Specialization Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pediatric/Geriatric/Men's/Women's Health Edition</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Nurse/NP/LPN only distribution
CONTACT YOUR ADVANCE REPRESENTATIVE TODAY TO ADVERTISE

PRINT RATES: COLOR

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Nursing (12 months)</th>
<th>Nursing (6 months)</th>
<th>All Other Books* (12 months)</th>
<th>All Other Books* (6 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>17,999</td>
<td>12,999</td>
<td>6,999</td>
<td>4,999</td>
</tr>
<tr>
<td>1/2-Page (V/H)</td>
<td>8,999</td>
<td>6,499</td>
<td>3,499</td>
<td>2,499</td>
</tr>
<tr>
<td>1/3-Page (V/H)</td>
<td>5,999</td>
<td>4,333</td>
<td>2,333</td>
<td>1,666</td>
</tr>
<tr>
<td>1/4-Page</td>
<td>4,499</td>
<td>3,249</td>
<td>1,749</td>
<td>1,249</td>
</tr>
</tbody>
</table>

*Other Books: PT, ARNP, Pharma, Massage, Mental Health, Dental

All rates shown are 1-time yearly fees that include either 12 months or 6 months of print distribution.

Printed Books with advertising include bonus digital distribution via Flipbook

To Advertise by State - Call for special pricing
Ads may be placed in cover positions upon request or at the discretion of Advance

ASK US ABOUT OUR HIGH IMPACT OPPORTUNITIES:
- Cover Stickers
- Multi Page Pull-Out
- Cover Wraps
- Inserts
- Poly Bags
- Tri-Fold Direct Mailing

Call your sales rep for details!

PRINT AD SIZE SPECS

Full 7.375"w x 9.5"h
1/4 3.625"w x 4.7"h
1/2 V 3.625"w x 9.5"h
1/3 V 3.625"w x 6.25"h
1/3 H 7.375"w x 3.125"h
1/2 H 7.375"w x 4.7"h

1/3 Panel

CONTACT YOUR ADVANCE REPRESENTATIVE TODAY TO ADVERTISE

CALL: 484.300.4940 EMAIL: contact@advanceweb.com
VISIT: www.advanceweb.com
WEB ADVERTISING

- Ads run for 30 days from date of initial post. Web Ads are on a limited rotation/SOV. Takeover ad is exclusive to 1 client. CPM pricing is available. Standard Ad Sizes are optimized for mobile rendering (Takeover & Super Leaderboard excluded)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle - Run of Site</td>
<td>$1,800</td>
</tr>
<tr>
<td>Medium Rectangle - Home page only - rotates in 3 spots</td>
<td>$1,350</td>
</tr>
<tr>
<td>Medium Rectangle - Tagged by audience/content category</td>
<td>$900</td>
</tr>
<tr>
<td>Medium Rectangle - Geo-targeted by state</td>
<td>$900</td>
</tr>
<tr>
<td>Half Page - Run of Site</td>
<td>$2,995</td>
</tr>
<tr>
<td>Half Page - Tagged by audience/content category</td>
<td>$1,495</td>
</tr>
<tr>
<td>Super Leaderboard - Run of Site</td>
<td>$1,995</td>
</tr>
<tr>
<td>Super Leaderboard - Tagged by audience/content category</td>
<td>$995</td>
</tr>
<tr>
<td>Super Leaderboard - Geo-targeted by state</td>
<td>$995</td>
</tr>
<tr>
<td>Super Leaderboard - Pushdown</td>
<td>Add $1,000</td>
</tr>
<tr>
<td>Takeover Ad - (appears 1 time, per IP, per day) Exclusive for 30 days</td>
<td>$3,995</td>
</tr>
</tbody>
</table>

EMAIL ADVERTISING - SCHEDULED ADVANCE PROMOS

- Email distribution to our entire Advance network by audience/specialty. Frequency and timing will vary.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>$2,300</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$1,250</td>
</tr>
<tr>
<td>Text Only</td>
<td>$900</td>
</tr>
<tr>
<td>Targeted Content Emails</td>
<td></td>
</tr>
<tr>
<td>Blog - Medium Rectangle</td>
<td>$1,250</td>
</tr>
<tr>
<td>Top Jobs/Job Board - Medium Rectangle</td>
<td>$1,250</td>
</tr>
<tr>
<td>CE - Medium Rectangle</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

WEB CONTENT/MULTIMEDIA SPONSORSHIPS - CLIENT PROVIDED

- All content housed on an Advance website must be unique to Advance to avoid penalties from Google. Links to content living on a client site will include a 1 paragraph description of the content on Advance and a live link to the client website. Links back to unique client provided content on ADVANCE will be included in e-newsletter distribution 1X during a 30 day period.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video-Ad</td>
<td>$1,800</td>
</tr>
<tr>
<td>ADVANCE Content Sponsorship (1 article)</td>
<td>$500</td>
</tr>
<tr>
<td>ADVANCE Landing Page/Contest/Survey Sponsorship</td>
<td>$1,500</td>
</tr>
<tr>
<td>Press Release</td>
<td>$250</td>
</tr>
<tr>
<td>ADVANCE Content Category/Tag Sponsorship</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Custom written/designed content is available. Please see custom options and rates at the back of the media kit.

ELECTRONIC AD SIZE SPECS

- Half-page is 300 x 600 pixels, fixed. Size limit is 200KB
- Pushdown is 970 x 90 pixels with a fully expanded size of 970 x 415 pixels. Ad expands vertically and content is “pushed” downward to make room for expanded ad.
- Super Leaderboard 970 x 90 pixels, fixed. Size limit is 200 KB
- Takeover Ad is 640 x 480 pixels, fixed. Size limit is 250 KB
- Medium Rectangle is 300 x 250 pixels. Size limit is 65 KB.
- White Paper/Infographic PDF must be supplied by client. Includes logo and 100-word description.
- Video Ad is a 4:3 aspect ratio. Video length can be a maximum of 3 minutes.
- In-Video Overlay/Video Banner is 480 x 70 pixels. Max length is 10 seconds. Size limit is 100 KB.
- Text Only limit is 75 words.

WEB CONTENT/MULTIMEDIA SPONSORSHIPS - CLIENT PROVIDED

- All Content/Multi media can be posted ‘behind the sign in’ for lead generation. Advance does not guarantee leads. Content must be highly relevant to the audience. Extra charges will apply for landing page/form creation.
- Frequency discounts and package rates are available. Ask your sales rep for details.

All rates are subject to change.

CALL: 484.300.4940   EMAIL: contact@advanceweb.com
VISIT: www.advanceweb.com
TOTAL VALUE $34,995

What’s Included:

- 4 ADVANCE articles on the topic(s) of your choice (existing or new)
- 1 Custom content piece written about your company with 3 images, up to 1500 words
- 1 Full Page company advertisement
- 2 Custom emails to your select audience (assumes 25,000 names) each email includes one retarget to opens, unopens or entire list
- 2 ADVANCE E-newsletter Promotions (text ad with logo)
- 2 ADVANCE Social Media Posts (Facebook, LinkedIn, Twitter, G+)

E-Book will be hosted on an ADVANCE Website indefinitely. A link to the file will be provided to the client for promotional use.

ADD ONS - Call for pricing and details

- Print run for marketing or conference distribution - minimum of 200 copies (8.5 x 11, Saddle Stitch, 100 lb gloss) - Plus shipping
- Print/Mail magazine to ADVANCE Readers or Client Customer Database (rates vary based on total quantity and volume price breaks)
- Sponsored Category Content Page/Microsite featuring the book, related content and a dedicated 1/2 page web ad
- Additional Email Distribution (# of emails or total reach)
- Behind the sign in lead generation available (ADVANCE does not guarantee # of leads)
- Press release posted on ADVANCE Website
- Digital Book file released to the client after the designated promotional period
- 16/24/32 page options are also available

BENEFITS

- Digital magazine and content are completely customized to your brand and message, positioning you as an industry thought leader and content authority
- E-books can include multiple live web links with trackable statistics
- E-book link can be shared for distribution in your own marketing or on your own website
- E-book comes in an easy to read online format that can be downloaded as a PDF and printed by readers on demand
- Long ‘shelf’ life means long term impact and continuous ROI

JUST THE FACTS

According to MPA’s Magazine Media Fact Book 2017/18, readers of a magazine’s digital edition spent 49.2 minutes with the issue while they spent 51.7 minutes with the print issue. Compare that to the 1 or 2 minutes they spend on your web portal, and you can see why you should consider adding a premium web edition to your product mix.

According to Mequoda.com the thing the user likes most about a digital edition is that there’s a package of content with a beginning and an end that can be consumed in a single sitting, allowing the reader to experience a zen of completeness.
CUSTOM MARKETING & BRANDING OPPORTUNITIES:

EXCEED INDUSTRY EXPECTATIONS! ADVANCE HAS WHAT YOU NEED TO SET YOUR ORGANIZATION APART IN A HIGHLY COMPETITIVE HEALTHCARE MARKET.

NATIVE CONTENT - DIGITAL ONLY:
Get the look and feel of an ADVANCE written article tailored to achieve your company's marketing objectives. Written in collaboration with our custom content team, native content is perfect for sharing product or service testimonials or incorporating patient tips and other helpful information geared toward healthcare influencers and decision makers.

Your native content piece will include 1000-1500 words, images and will appear on the homepage of 1 ADVANCE website for 30 days. Promotional opportunities via email and e-newsletter advertising are available for an additional charge.

$2500 per page

Discounts available for native content prepared exclusively by the client (no additional writing or editing required)

CLIENT PROVIDED DIGITAL ONLY CONTENT:
(Downloadable content in the form of an eBook, Digital Presentation, White Paper, Case Study, Brochure and/or Literature, etc.) Lead generation opportunity where you supply the downloadable content and we post it on our website for 30 days. Opportunity includes a live link in one e-newsletter to drive additional traffic to your content.

$1500 per item

INFOGRAPHIC:
Let our custom content and art teams create an attention-grabbing infographic to promote your company’s message, increase brand awareness or highlight a trending healthcare topic. We can develop the concept, write the content and create an innovative design unique to your organization.

Digital:
Prices start $5,000

RESOURCE CENTER/MICROSITE:
We can create a custom resource center for your company focused on a specific topic relevant to your business or industry. You identify the category of content and we will aggregate the content and surround it with your dedicated advertising.

$4500 per month

TOPIC SPONSORED E-NEWSLETTER:
Send a topical, co-branded e-newsletter to your target market. We include links to relevant articles from our website and will include links to your own content, case studies, etc. Email includes up to 10,000 email addresses and the cost of production. (click to see sample)

$3500 per email

EXCLUSIVE CUSTOM WEBINAR:
Present your marketing message directly to your prospects, automatically collect leads, get instant feedback from the audience and connect with interested attendees during and after the event.

$10,000 (standard rate) prices may be adjusted based on scope of target market and/or lead generation expectations.

EDITORIAL WEBINAR SPONSORSHIP:
Sponsor any of our topical webinars that educate our communities. Each event is presented by an ADVANCE editor, key industry opinion leader or expert vendor.

$3,000 (sponsorship with logo recognition only)
$5,000 (includes lead generation details provided in excel format)

MARKET RESEARCH STUDY:
Advance will create and conduct a survey on your behalf, tailored to your target audience with questions and topics that are important to your business. Survey includes branding, result tabulation and a full color custom report with your logo that will be hosted on our website for 30 days.

$6,550

PATIENT OR CAREGIVER HANDOUT:
Give patients and caregivers concise, detailed information on a disease or condition that is relevant to your industry or company. Advance will write and design the handout with your feedback and feedback from industry leaders. Handouts will feature your logo, are archived on our site indefinitely after the initial 30 day promotion and include an email promotion to your applicable audience up to 15,000 emails.

$3,550

CALL: 484.300.4940  EMAIL: contact@advanceweb.com
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HAVE ANOTHER IDEA? TALK TO OUR EXPERIENCED SALES CONSULTANTS AND WE WILL HELP YOU COME UP WITH A MARKETING CONCEPT OR PLAN THAT SUITS YOUR NEEDS AND BUDGET.
E-blast Pricing includes 1 retarget to reinforce your message, a test email for approval, tracking links and analytics reporting. Emails can be targeted by Profession, State, Zip Code and Title/Specialty where available.

E-MAIL CAMPAIGN PRICING:
- .55 per email for under 5,000 addresses
- .45 per email 5000-10,000 email addresses
- .35 per email 10,001-50,000 email addresses
- .25 per email 50,001-150,000 email addresses
- .15 per email 150,001-250,000 email addresses
- .05 per email over 250,000-500,000 email addresses
- Over 500,000 - Call for pricing

Minimum charge for a targeted custom email is $350 for .html ready to send artwork.

THE FOLLOWING SERVICES ARE ALSO AVAILABLE:
(additional charges may apply)
- Email design & production
- Conversion to .html
- A/B split testing by subject line or email design
- Customized forms & landing pages
- Email Drip Campaigns
- Match/omit services

*address list pricing available upon request.

CONTACT YOUR ADVANCE REPRESENTATIVE TODAY TO ADVERTISE

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HEALTHCARE JOBS ADVERTISING
2019 RATES

ADVANCE HEALTHCARE JOB BOARD
Reach targeted, qualified candidates and fill your open positions faster. Jobs can be posted the same day that we receive them (if received before 3pm EST)

30 Day Posting $449

Every open position post includes:
- A very robust job description area
- A link directly to your website or an email address for resume collection
- An automatic renewal feature
- A live feed directly into the applicable Advance Website to optimize exposure
- Geo-targeting for prime candidate reach.

Lots of openings? Purchase more and save:

<table>
<thead>
<tr>
<th>Number of Postings</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-9</td>
<td>SAVE 20%</td>
</tr>
<tr>
<td>10-19</td>
<td>SAVE 25%</td>
</tr>
<tr>
<td>20-49</td>
<td>SAVE 30%</td>
</tr>
<tr>
<td>50 PACK</td>
<td>50% SAVINGS (used in 12 months)</td>
</tr>
</tbody>
</table>

More than 20 open positions? Consider an EZ Post:
- XML Feed of all your corporate open positions $1500 per month
- Add Branding to all Jobs $500 per month

Want your brand to stand out?
- Branding Templates $199 per post
  (include your logo, company description & an image)
  (art must be provided by the client)
- Premium Job Placement $99
  (guaranteed top of page search ranking)
- Universal Geography (national exposure) $99

Hard-to-fill positions? Expand your marketing message:
- Tob Jobs Eblast $199
- Social Media Upgrade $299
- Job Board Ad - Medium Rectangle $499
- E-newsletter Ad - Medium Rectangle $1250
- Targeted Email prices start at $350

Special
Job Posting 5 pack add on with purchase of any other advertising opportunity. $1122 (50% Savings)

CONTACT YOUR ADVANCE REPRESENTATIVE TODAY TO ADVERTISE.

CALL: 484.300.4940 EMAIL: contact@advanceweb.com
VISIT: www.advancehealthcarejobs.com

SPECs

SILVER UPGRADE TEMPLATE:
Logo size: Width: 420px, Height: 90px
Main image: Width: 490px, Height: 319px
Image types supported: JPEG, GIF or PNG
Image size: 450KB
Employer summary text: 130-150 words max

BRANDING TEMPLATE:
Logo size: Width: 420px, Height: 90px
Main image: Width: 490px, Height: 319px
Image types supported: JPEG, GIF or PNG
Image size: 450KB max
Employer summary text: 130-150 words max
10 gallery images max

GEOTARGETED AD SPECS:
Image size: 65KB max

*Upgrade options can be combined