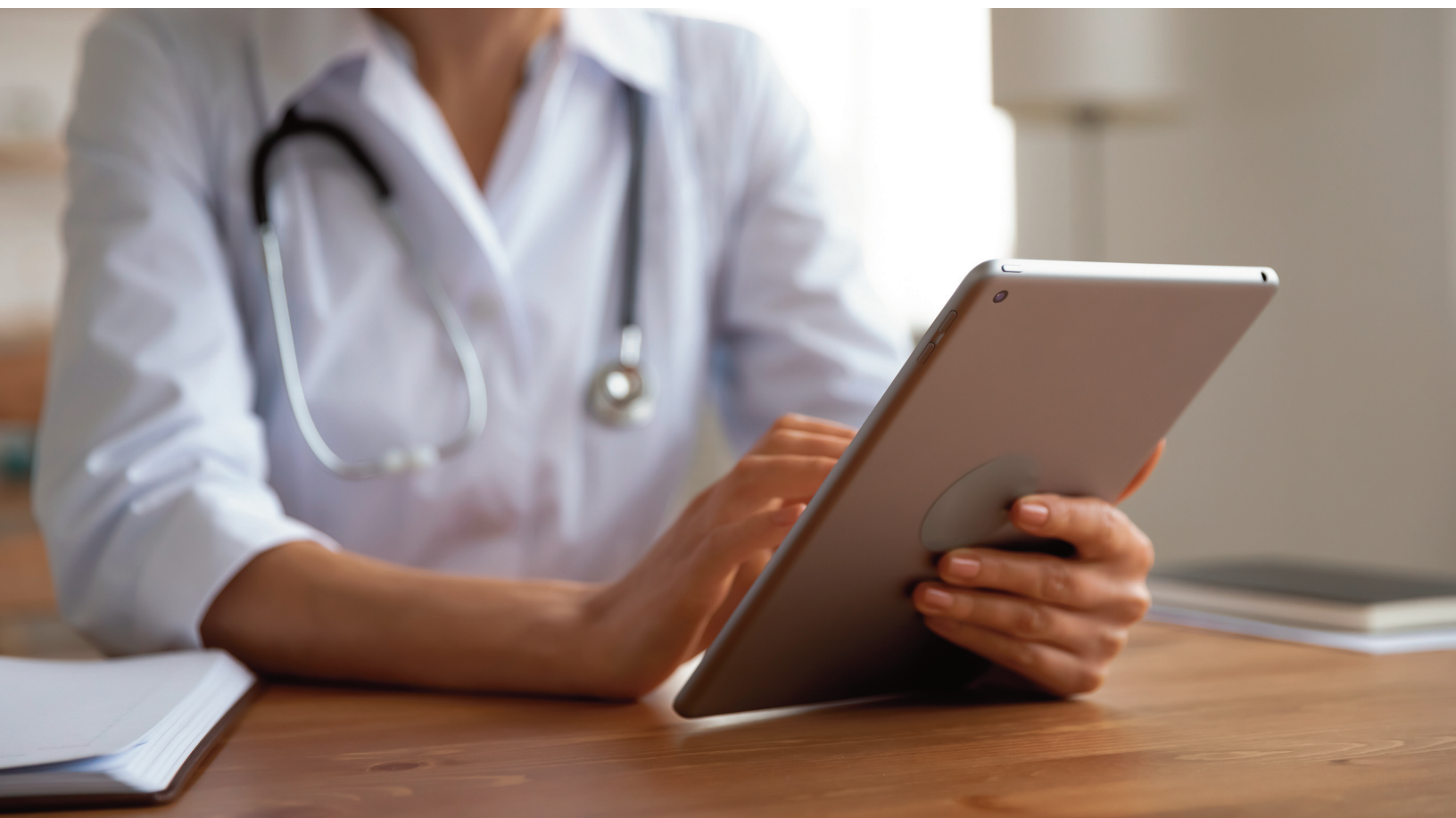


# Sponsorship & Educational Support Opportunities

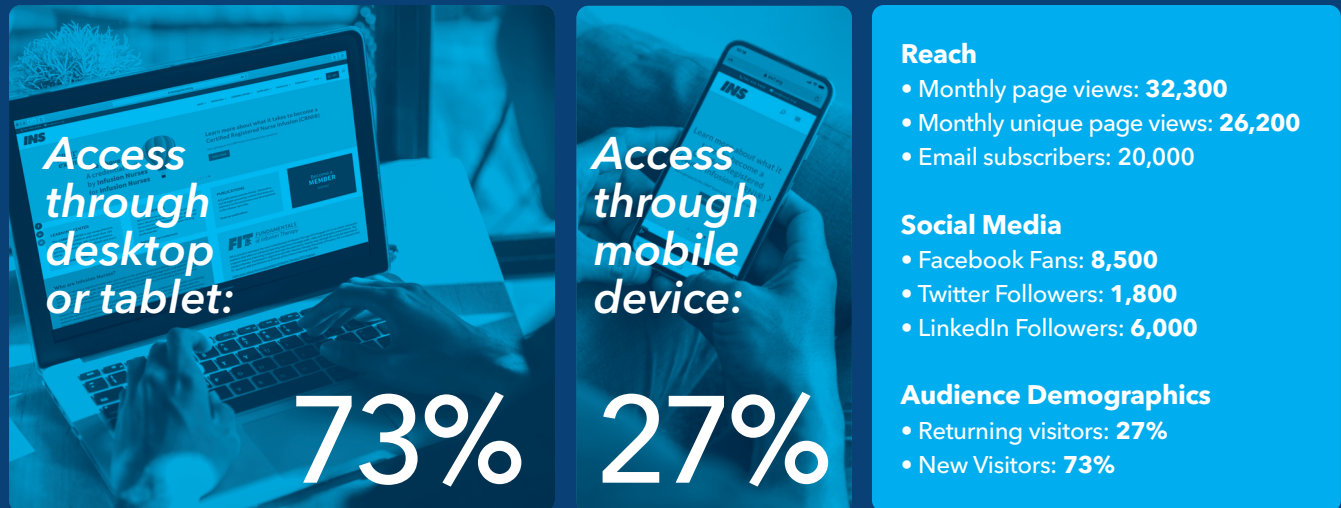
*Simple, cost-effective ways to connect*



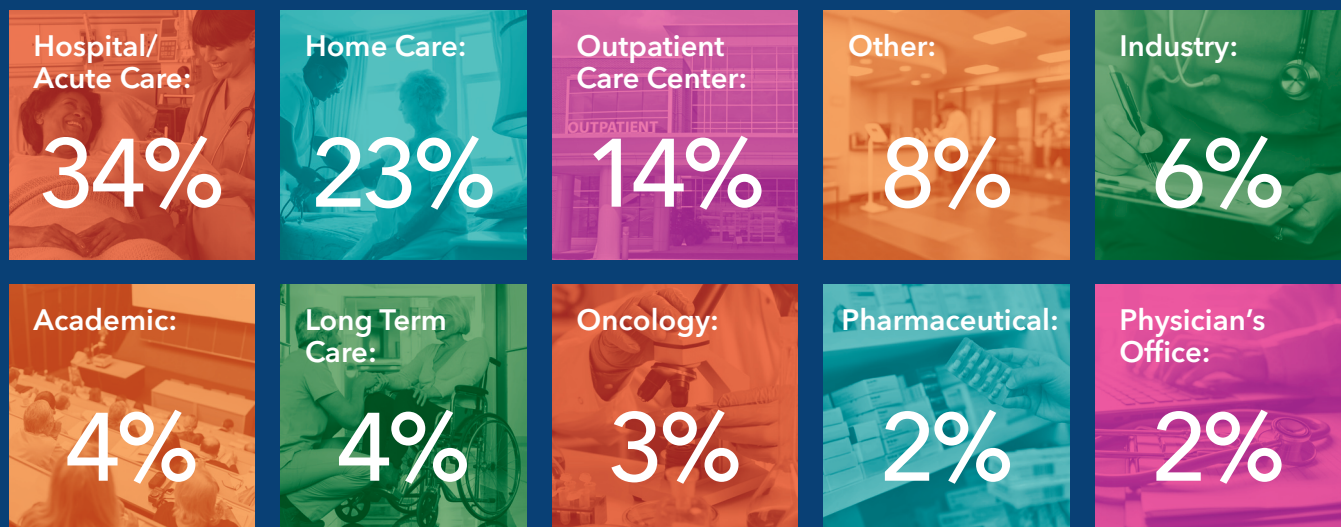
INFUSION NURSES SOCIETY

**2021 Media and Promotional Guide**

## Media Engagement



## Member Practice Setting



## Member Position



## Area of Specialty





### Website Banner Advertising

Place your banner on INS' homepage to catch the eye of infusion nurses from across the globe. Discounts are available based on the duration of your banner advertisement.

[Download the Website Banner Advertising Agreement](#) to get started.

- One Month: **\$995**
- Two Months: **\$1,990**
- Three Months (*savings of \$300*): **\$2,685**
- Six Months (*savings of \$800*): **\$5,170**

### Website Retargeting

INS has partnered with North America's largest B2B publisher, MultiView, to offer exclusive website retargeting advertising opportunities on [www.ins1.org](http://www.ins1.org). The *INS Website Retargeting Program* helps you make the most of your ad spend by retargeting visitors to the INS website after they have clicked away from the site. This keeps your brand top-of-mind and ensures that you will consistently connect with visitors across their buying journey. For more information, review MultiView's retargeting information brochure or contact MultiView by phone at 972-402-7070, email at [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com) or visit <https://www.multiview.com/associations/advertising/>



### Newsfeed Advertising

Newsfeed is a fully automated service that aggregates news daily from INS exhibitors and other infusion therapy-related sources. Advertising opportunities are available to showcase your company. For more information about advertising, please contact James Debois at [jd@associationrevenuepartners.com](mailto:jd@associationrevenuepartners.com)

### Exclusive Email Blast - \$2,500 for a one time send

INS will distribute your exclusive, targeted message via email to approximately 25,000 recipients.

Setting up a broadcast email is simple:

- Complete the [Email Blast Agreement](#)
- Complete the [Content Submission Form](#) that will include all texts, graphics, and links
- INS will facilitate the design and layout
- INS will send you a copy for approval prior to deployment

### Email Blast Advertising - NEW

Provide advertising in INS emails, which are sent to our members and prospects. INS deploys around 220 emails a year, with a 22% open rate. An advertisement in one INS email communication will reach 25,000 people. INS can provide monthly metrics that include open rates, click rates, and impressions. Ads can be purchased monthly or yearly.

[Download the Email Advertising Agreement](#) to get started.

- 1 month of email blast advertising (20 emails): **\$5,000**
- 1 year of email blast advertising: **\$15,000** (over 50% savings!)

### INSider - Digital Membership Newsletter

INS' bimonthly digital membership newsletter reaches thousands of infusion therapy professionals in a variety of practice settings. Each issue covers national INS membership activities, developing infusion news, and pertinent clinical issues. [Download the INSider Advertising Agreement](#) to reserve ad space.

- Back Cover: **\$1,200**
- Inside Front or Back Cover: **\$1,000**
- Full Page: **\$800**
- Half Page: **\$500**



## PRINT ADVERTISING

### ***Journal of Infusion Nursing***

The *Journal of Infusion Nursing* is the premier publication of Infusion Nurses Society. Published bimonthly, the Journal provides up-to-the-minute clinical information on new practices, techniques and policies that affect the infusion nursing profession. Download the *Journal of Infusion Nursing* [Rate Sheet](#) or contact account manager Kelle Ramsay directly at (800) 457-9076 or email [Kelle.Ramsay@wolterskluwer.com](mailto:Kelle.Ramsay@wolterskluwer.com)

### **Membership Mailing List Rental \$200/M**

The INS list offers direct access to thousands of engaged industry professionals. For more information, list counts, or to place an order for your next direct mail campaign, contact INFOCUS Marketing at (800) 708-5478, [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com), or view list details online at [www.infocusmarketing.com/datacard/ins](http://www.infocusmarketing.com/datacard/ins). The mailing list includes physical mailing addresses only (no phone or email addresses are included). A sample piece from your mailing must accompany the request.



Published bimonthly,  
providing up-to-the-minute  
clinical information on new  
practices, techniques and  
policies that affect the  
infusion nursing profession.



## EDUCATIONAL PROGRAMMING SUPPORT

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### INS Digital Library

With the INS Digital Library, infusion solutions are only a click away. Designed to meet the “need-it now” demands of today’s infusion professional, the INS Digital Library lets clinicians take control of how educational solutions are delivered to them. Several INS resources are currently available for sale from the digital library site, including Infusion Therapy Standards of Practice and Policies and Procedures for Infusion Therapy. Sponsor recognition is given through a hyperlinked logo appearing on the INS Digital Library login page. For additional information or to request a personalized proposal, contact Chris Hunt: [chris.hunt@ins1.org](mailto:chris.hunt@ins1.org)

### Podcasting Program

INS Infusion Room podcasts are a one-stop learning experience for infusion professionals who are looking for the latest infusion therapy information. They are searchable by topic and category and cover a wide range of subject matter. Initially designed to reside on the INS LEARNING CENTER, INS podcasts can now reach a much broader audience through platforms such as Libsyn, Apple Podcasts (iTunes), Spotify, and Google Podcasts.

As the sponsor, you will receive recognition through a hyperlinked logo that will appear on the INS LEARNING CENTER and several other platforms. In addition, each podcast will begin with an announcement highlighting your organizations’ support. We also have the option to support a single podcast on a topic of your choice. For more information or to request a personalized proposal, contact Chris Hunt: [chris.hunt@ins1.org](mailto:chris.hunt@ins1.org)

### CRNI® Academy

Becoming a Certified Registered Nurse Infusion (CRNI®) demonstrates a commitment to excellence. This prestigious credential warrants the recognition and respect of patients, peers, and employers as it is proof of dedication to the pursuit of lifelong learning and the delivery of quality infusion care. At the heart of this credential is the nationally recognized and accredited CRNI® Exam. One of the major study tools used by many exam candidates is CRNI® Academy, which combines information from several resources into one comprehensive, online study tool. It also includes sample exam questions, hundreds of “flashcards,” a personalized study plan, and intelligent gamification tools to help the candidate prepare for the CRNI® Exam. Sponsor recognition is given through a hyperlinked logo appearing on the CRNI® Academy home page. For additional information or to request a personalized proposal, contact Chris Hunt: [chris.hunt@ins1.org](mailto:chris.hunt@ins1.org)



### Webinar Programming

INS is committed to continuing nursing education. We believe it is one of the most effective ways to ensure that evidence-based information is presented and used in the clinical setting. In an effort to deliver critical information to as many clinicians as possible, INS developed the INS LEARNING CENTER as a central source for all our learning assets, including webinars. Each webinar is presented in a live 60-minute format and then made available for 3 years on an on-demand basis. Your organization can support a webinar and work with INS’ education department to develop a program that meets the educational needs of our membership and constituents. For additional information or to request a personalized proposal, contact Chris Hunt: [chris.hunt@ins1.org](mailto:chris.hunt@ins1.org)



### Virtual Infusion Education

The impact that COVID-19 has had on educational programs has been dramatic. While face-to-face programs have come to a grinding halt, the need for the information provided in these programs has not. INS is well positioned to provide this information through our Virtual Infusion Education Program. Initially developed in 2016, it has provided learning opportunities for clinicians unable to attend a face-to-face meeting. INS is now expanding this program with plans to offer multiple programs each year. Each program will be led by subject matter experts and will be available for commercial support. For additional information or to request a personalized proposal, contact Chris Hunt: [chris.hunt@ins1.org](mailto:chris.hunt@ins1.org)



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