Sponsorship & Educational Support Opportunities

Simple, cost-effective ways to connect
MEMBERSHIP DEMOGRAPHICS

Media Engagement

Access through desktop or tablet: 73%
Access through mobile device: 27%

Reach
• Monthly page views: 32,300
• Monthly unique page views: 26,200
• Email subscribers: 20,000

Social Media
• Facebook Fans: 8,500
• Twitter Followers: 1,800
• LinkedIn Followers: 6,000

Audience Demographics
• Returning visitors: 27%
• New Visitors: 73%

Member Practice Setting

Hospital/ Acute Care: 34%
Home Care: 23%
Outpatient Care Center: 14%
Other: 8%
Industry: 6%
Academic: 4%
Long Term Care: 4%
Oncology: 3%
Pharmaceutical: 2%
Physician’s Office: 2%

Member Position

Staff Nurse: 26%
Infusion Staff Nurse: 24%
Director of Nursing: 19%
Educator: 10%
Other: 9%
Clinical Nurse Specialist: 7%
Consultant: 3%
Sales/Marketing: 2%

Area of Specialty

Infusion Therapy: 67%
Oncology: 9%
Other: 7%
Education: 4%
Medical/Surgical: 3%
Neonatal/Pediatrics: 3%
Critical Care: 3%
Older Adult: 2%
Emergency Nursing: 1%
Infection Control/Prevention: 1%
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. 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 salesinqueries@multiview.com or visit https://www.multiview.com/associations/advertising/

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

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

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.

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

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
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

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, or view list details online at 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.
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

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

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

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

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