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**ADVERTISING  
OPPORTUNITIES  
WITH **STTI****

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Sigma Theta Tau International  
Honor Society of Nursing®

# TABLE OF CONTENTS

- About Sigma Theta Tau International (STTI) ..... 3
- Why Advertise With STTI? ..... 4
- STTI Family of Websites ..... 5
- Other Advertising Opportunities ..... 6
- Job Board ..... 7
- STTI Digital Advertising Opportunities ..... 8
- Event Opportunities ..... 10
- Nursing Knowledge International (NKI) Digital Advertising Opportunities ..... 11
- Reflections on Nursing Leadership (RNL)* Digital Advertising Opportunities ..... 13
- Virginia Henderson Global e-Repository (VHeR) Digital Advertising Opportunities ... 14
- Digital Advertising Rates ..... 15





# WE ARE THE HONOR SOCIETY OF NURSING

## *Sigma Theta Tau International*



The Honor Society of Nursing, Sigma Theta Tau International (STTI) is the largest global nursing organization. With a mission dedicated to advancing world health and celebrating nursing excellence in scholarship, leadership, and service, STTI members are leaders at all levels of the healthcare industry. Because STTI extends membership only to students in baccalaureate or graduate level programs who have demonstrated excellence in scholarship and to nurse leaders exhibiting exceptional achievements in nursing, our membership includes top-notch nursing executives, clinicians, educators, researchers, policymakers, entrepreneurs, and others.



**135,000+**  
ACTIVE MEMBERS



**500+**  
CHAPTERS



MEMBERS IN MORE THAN  
**90**  
COUNTRIES



FOUNDED  
**1922**  
INDIANAPOLIS  
INDIANA, USA

# WHY ADVERTISE WITH STTI?

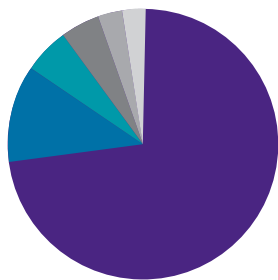
As the only global honor society for nurses, STTI connects advertisers to top-tier nursing professionals across the world. Today's STTI members are leaders at all levels in the healthcare industry and are active in advancing world health. Membership in our organization stands for excellence, and advertising with STTI gives you an unmatched opportunity to connect with the best and brightest health professionals.

## ABOUT OUR MEMBERSHIP

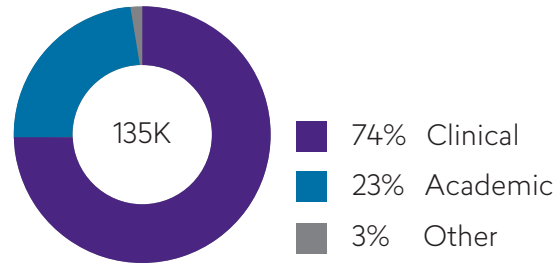
We are clinicians, researchers, faculty members, and more.

19% Doctorate 54% Masters

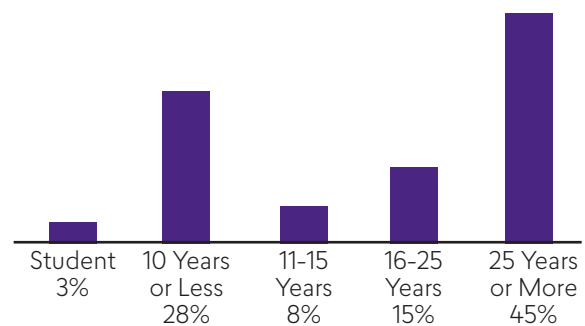
### Experienced



- 73% Employed Full Time in Nursing
- 12% Employed Part Time in Nursing
- 6% Retired
- 5% Student
- 3% Employed Outside of Nursing
- 1% Unemployed



### Well-educated



### Active

Our members represent a variety of nursing specialties and areas of interest, including but not limited to:

Ambulatory Care  
 Cardiovascular  
 Community/Public Health  
 Critical Care  
 Emergency/Disaster Nursing

Endocrine/Diabetes  
 Geriatrics  
 Health Promotion/Wellness  
 Informatics  
 Medical/Surgical

Mental Health/Psych  
 Pediatrics  
 Rehabilitation  
 Surgical/Peri-operative  
 Women's Health

# STTI FAMILY OF WEBSITES



## Sigma Theta Tau International

As the most widely utilized member benefit reaching more than 43,825 people monthly, STTI's award-winning website creates a community where our members from around the world come to connect, engage, and learn. Here, nurses across the globe can get information about our career development services, continuing education, leadership academies, faculty development programs, educational and research funding, global networking, health promotion, speaking and authorship opportunities, and other nursing professional organizations.

Visit our site at [www.nursingsociety.org](http://www.nursingsociety.org). See page 10 for more information.



## Nursing Knowledge International

A wholly-owned, 501(c)3 not-for-profit subsidiary of STTI, Nursing Knowledge International (NKI) provides evidence-based knowledge solutions developed for nurses by nurses. NKI offers free and fee-based content developed by leading organizations around the globe.

Visit NKI at [www.nursingknowledge.org](http://www.nursingknowledge.org). See page 12 for more information.



## Reflections on Nursing Leadership (RNL)

*Reflections on Nursing Leadership (RNL)* is the official online magazine for STTI's 135,000 active members. The magazine is published daily and includes articles and blogs on a myriad of topics and interests.

Visit *RNL* at [www.reflectionsonnursingleadership.org](http://www.reflectionsonnursingleadership.org). See page 13 for more information.



## Virginia Henderson Global Nursing e-Repository (VHeR)

The Virginia Henderson Global Nursing e-Repository (VHeR) is an online resource for nurses, nursing students, nursing organizations, schools of nursing, and hospital/healthcare systems. It is a free venue for submission and dissemination of research, research-related, educational, and evidence-based practice materials.

Visit the VHeR at [www.nursingrepository.org](http://www.nursingrepository.org). See page 14 for more information.

Ads on any of the above websites are rotating, with a guaranteed minimum 25% placement.

# OTHER ADVERTISING OPPORTUNITIES

## Events and Sponsorships

At one of our many STTI events, you can reach top-notch, global nurse leaders. The foundation of our leadership and influence is STTI's unique role as an inspirational, driving force for global healthcare. Our annual research congresses and conferences, leadership academies, and biennial conventions provide direct and indispensable marketing opportunities. To be invited as an exhibitor, sponsor, or advertiser in our program materials, contact [advertising@stti.org](mailto:advertising@stti.org). See page 11 for more information.

## E-newsletters

**STTIconnect:** Reach the best and brightest in the nursing profession by advertising in *STTIconnect*, STTI's monthly e-newsletter sent to all active members. See page 10 for more information.

**NKI Specialty E-newsletters:** More than 6,000 emails are sent out each month as a part of NKI's specialty e-newsletters. Use these emails for targeted ads in 11 different specialty areas. See page 12 for more information.

## Journals

Our publications educate and motivate nursing practice and policymakers with our peer-reviewed, front-line content. Published by Wiley Publishing, these journals are cited by researchers worldwide, which positions your ad to reach an even larger audience than our membership base.



**Journal of Nursing Scholarship:** This journal is the official journal of STTI and one of the most widely read and respected healthcare journals. Each bimonthly issue contains peer-reviewed, thought-provoking articles representing research by some of the world's leading nurse researchers.



**Worldviews on Evidence-Based Nursing:** This peer-reviewed, evidence-based nursing journal is a primary source of information to improve patient care. Each bimonthly issue contains knowledge synthesis and original articles with best practice applications, recommendations for clinical practice, nursing education, and public healthcare policy.

For information about advertising in the *Journal of Nursing Scholarship* and *Worldviews on Evidence-Based Nursing*, please contact our publisher:

Wiley Publishing

Inez Herrero | P: 781-808-8267 | E: [iherrero@wiley.com](mailto:iherrero@wiley.com)

# JOB BOARD

Post your jobs on STTI's Job Board to get your open positions in front of more than 135,000 of the best nurses in the world. Whether you're looking for a clinical specialty nurse, an academic researcher, or an administrative leader, you'll reach the best candidates with STTI. Job Board will provide the exposure you need to fill that vacancy.

## Six Top Reasons to Advertise on Job Board

1. It's an excellent value for your recruitment dollars.
2. Resume posting and search options are available.
3. Featured ads will appear on STTI's website.
4. We have members at more than 700 academic and clinical institutions worldwide.
5. Our exclusive membership requires a minimum of a BSN for invitation to join.
6. Our members have demonstrated academic and leadership excellence.

### Single Job Postings:

- 30-Day Web Posting | \$395
- 30-Day Enhanced Posting | \$485
- 30-Day Premium Posting | \$520
- 60-Day Web Posting | \$775
- 90-Day Web Posting | \$1,005
- 90-Day Premium Posting | \$1,200
- Single Resume Purchase | \$30

SUBMIT YOUR POSTINGS AT  
[JOBS.NURSINGSOCIETY.ORG](https://jobs.nursingsociety.org)

### Packages:

- 3 Pack of 30-Day Job Postings | \$1,005
- 5 Pack of 30-Day Job Postings | \$1,680
- 1 Year Unlimited Job Listing Subscription | \$6,000



**JOBBOARD**  
SIGMA THETA TAU INTERNATIONAL  
HONOR SOCIETY OF NURSING

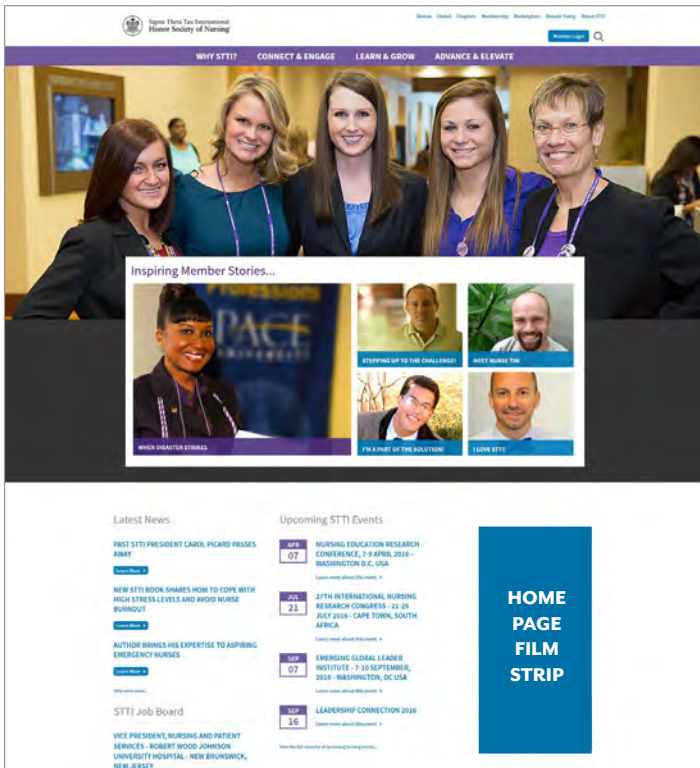
IT'S EASY. CREATE YOUR ONLINE ACCOUNT, UPLOAD YOUR RESUME, AND GET PERSONAL JOB ALERTS FOR PROFESSIONAL NURSING JOBS.

50,000   
visits per year

If you are looking for **impressive candidates**, let our **Job Board** do the work for you!

# STTI DIGITAL ADVERTISING OPPORTUNITIES

As the most widely utilized member benefit reaching more than 43,000 people monthly, STTI's award-winning website ([www.nursingsociety.org](http://www.nursingsociety.org)) creates a community where our members from around the world come to connect, engage, and learn. *STTIconnect*, a component of our website, is an e-newsletter delivered each month to all our active members.



**STTI HOME PAGE - TOP SECTION**

## Homepage Filmstrip\*

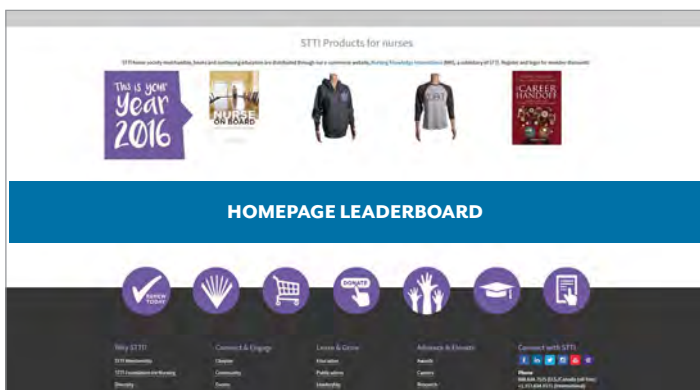
With this package optimized for mobile devices, take advantage of the largest advertising space on STTI's international website. Your ad will occupy a prominent location next to our most important content leading to impressions to visitors from all over the world.

*Desktop specs: 300 x 600 px*

*Mobile specs: 300 x 250 px*

*Preferred format: JPEG, GIF, PNG*

*Max file size: 200 KB*



**STTI HOME PAGE - BOTTOM SECTION**

## Homepage Leaderboard\*

Placed just above STTI's popular navigation buttons, this ad is also optimized for both desktop and mobile, ensuring your ad is seen by a wide audience of our engaged members.

*Desktop specs: 728 x 90 px*

*Mobile specs: 300 x 250 px*

*Preferred format: JPEG, GIF, PNG*

*Max file size: 200 KB*

63,935   
visits per month

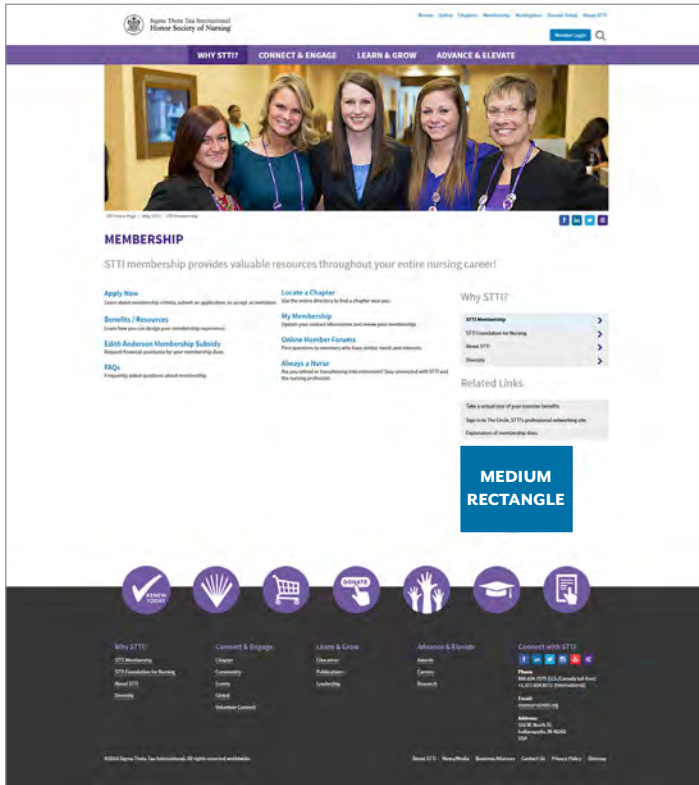
196,342   
average monthly pageviews



Users spend an average of 2 minutes, 36 seconds on the website, visiting an average of 3 pages.

\*Denotes responsive package.





## Interior Medium Rectangle

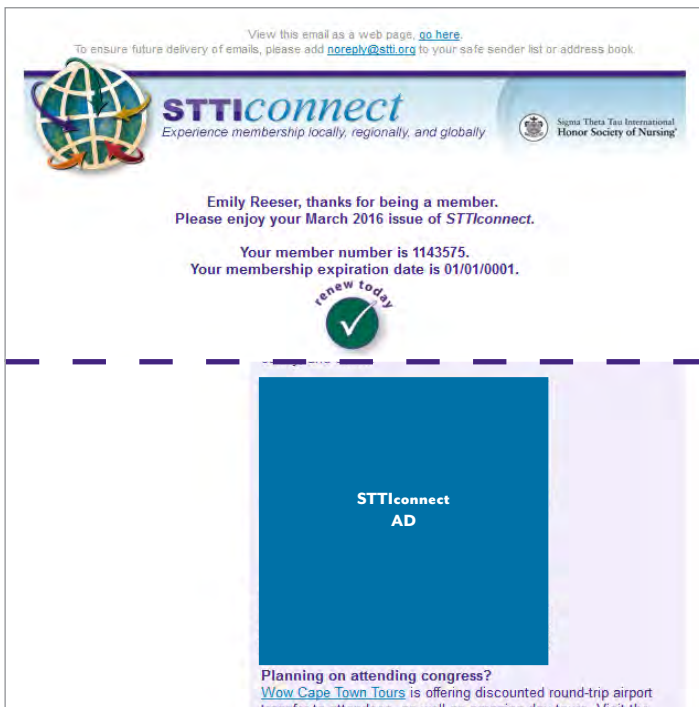
When our members come to STTI's website, they do so to learn and connect. We know they dive deep into our site, which makes this interior spot a valuable advertising option for placement on relevant pages. It will render on mobile devices.

Specs: 300 x 250 px

Preferred format: JPEG, GIF, PNG

Max file size: 200 KB

## STTI INTERIOR PAGE



## STTIconnect Ad

Over the past year, *STTIconnect*, our monthly e-newsletter to all members, has an average open rate of 22.8 percent and click rate of 7.25 percent. We know our members are reading our newsletter, and with this option, your advertisement is timely and relevant for this newsletter's already engaged audience.

Specs: 200 x 200 px

Preferred format: JPEG, GIF, PNG

Max file size: 200 KB

## STTIconnect E-NEWSLETTER

# EVENT OPPORTUNITIES

For exhibits, sponsorships, website, and print program advertising opportunities at these events, please contact +1.317.634.8171 (International) or [advertising@stti.org](mailto:advertising@stti.org).



## International Nursing Research Congress | 21 - 25 July 2016

*Leading Global Research: Advancing Practice, Advocacy, and Policy*

Location: Cape Town, South Africa

Audience: More than 800 nurse researchers representing more than 40 countries.

[VIEW PROSPECTUS](#)

[COMPLETE APPLICATION](#)



## Leadership Connection | 17 - 20 September 2016

*Influencing Change Through Leadership*

Location: Indianapolis, Ind., USA

Audience: This event, held each even-numbered year, combines chapter and nursing leadership presentations on a variety of topics relevant to today's nursing workforce.

[VIEW PROSPECTUS](#)

[COMPLETE APPLICATION](#)



## Creating Healthy Work Environments | 17 - 19 March 2017

Location: Indianapolis, Ind., USA

Audience: Nursing ambassadors from clinical practice, academia, and business organizations join together as valued and committed partners in making policy, directing and evaluating clinical care, and leading organizational operations to improve work environments and improve patient safety at our 2017 event.

[VIEW PROSPECTUS](#)

[COMPLETE APPLICATION](#)



## Biennial Convention | 28 October - 1 November 2017

Location: Indianapolis, Ind., USA

Audience: More than 2,200 nurses from around the world gather to collaborate, explore innovative strategies for excellence in global nursing, and transform nursing practice through clinical patient and educational outcomes.

[VIEW PROSPECTUS\\*](#)

[COMPLETE APPLICATION\\*](#)

\*Available in August 2016

### Who should exhibit at STTI events?

- Publishers
- Hardware and software technology providers
- Schools of Nursing
- Simulation technology providers
- Healthcare furniture suppliers
- Hospital/school equipment suppliers
- Nursing organizations

Sponsorship opportunities exist for nursing faculty, leadership, research, and practice.

- Table top exhibits
- Sponsorships
- Print program advertising
- Website homepage leaderboard

# NURSING KNOWLEDGE INTERNATIONAL (NKI) DIGITAL ADVERTISING OPPORTUNITIES

As an STTI subsidiary, NKI ([www.nursingknowledge.org](http://www.nursingknowledge.org)) is the retailer for all STTI books, online education, and merchandise. NKI provides products and services that serve the global community of nurses in pursuit of healthcare knowledge, career advancement, research, and continued development of the nursing profession to meet its mission to *help nurses help others*.



**NKI HOMEPAGE**

## Homepage Promotion

Take advantage of this coveted advertising space on NKI's website with this above-the-fold ad! Visitors will see your promotion prominently each time they visit the NKI site. Each ad spot will have three rotating images at any time.

Specs: 230 x 250 px

Preferred format: JPEG, GIF, PNG

Max file size: 200 KB

## Homepage Button Ad

This ad is placed towards the bottom of the NKI homepage. Visitors to our site will see your promotion each time they visit the NKI site. Each ad spot will have three rotating images at any time.

Specs: 200 x 125 px

Preferred format: JPEG, GIF, PNG

Max file size: 200 KB

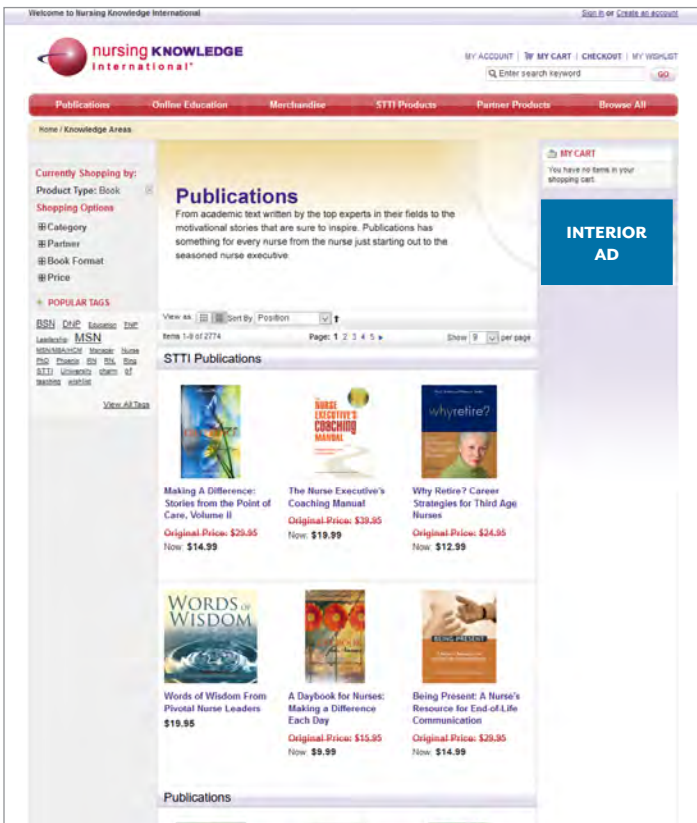
18,040   
visits per month

\$61.10\*   
average spend per person



Top 5 countries: United States, Canada, United Kingdom, Australia, India

\*U.S. dollars



## Interior Ad

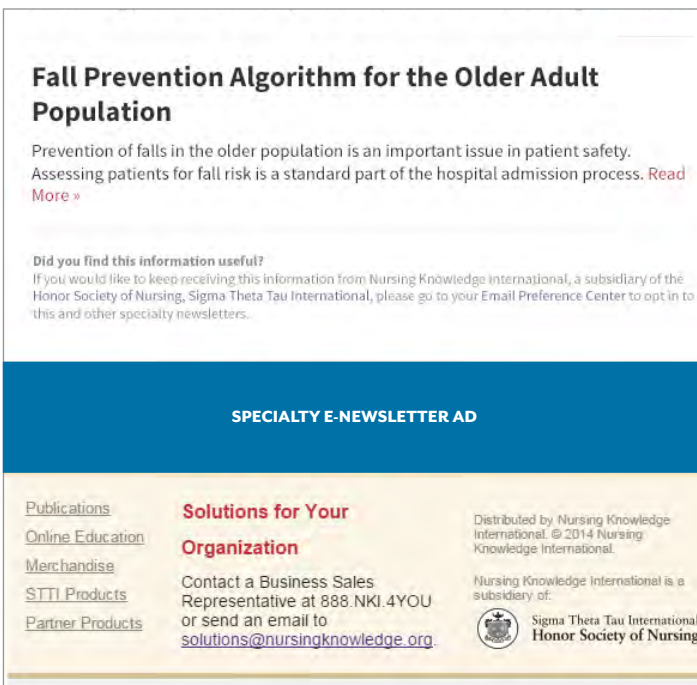
Reach the right customers on NKI with the interior ad option. The interior ad will be displayed within the NKI site. The ad will appear on a specific landing page.

Specs: 195 x 125 px

Preferred format: JPEG, GIF, PNG

Max file size: 200 KB

### NKI INTERIOR PAGE



## Specialty E-newsletter Ad

Use these emails for targeted ads in the following areas: Adult Health, Cardiology, Critical Care, Education, ER/Trauma, Gerontology, Maternal Health, Mental Health, Oncology, Pediatrics/Neonatal, and Women's Health.

Specs: 580 x 140 px

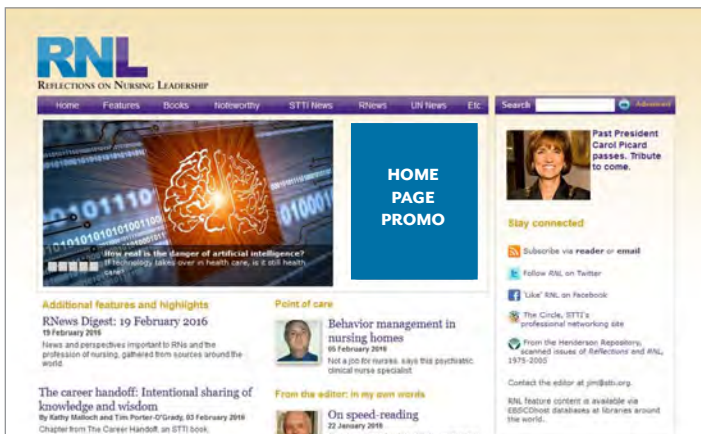
Preferred format: JPEG, GIF, PNG

Max file size: 200 KB

### NKI SPECIALTY E-NEWSLETTER

# REFLECTIONS ON NURSING LEADERSHIP (RNL) DIGITAL ADVERTISING OPPORTUNITIES

RNL, the online magazine published by STTI ([www.reflectionsonnursingleadership.org](http://www.reflectionsonnursingleadership.org)), communicates nurses' contributions and relevance to the health of people worldwide. RNL provides relevant content to the 135,000 STTI members and other nurses worldwide through informative articles, biographic profiles, and personal narratives about the vitally important contributions nurses make.

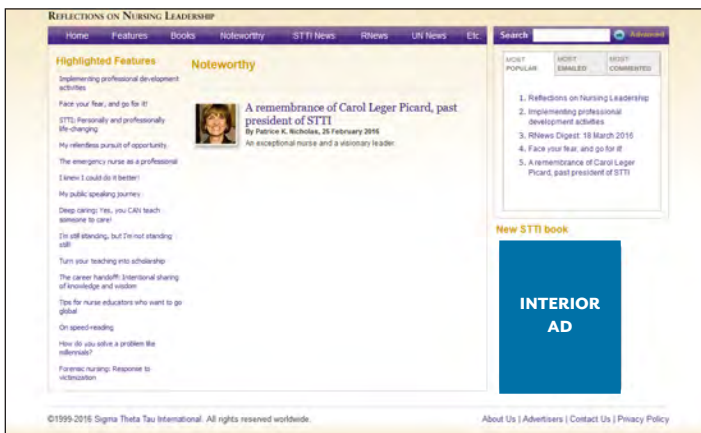


## Homepage Promotion

Take advantage of this premium location next to the featured rotating articles on the RNL homepage. Visitors will see your ad front and center each time they visit RNL, which is a popular website for STTI members and other nurses worldwide.

Specs: 195 x 245 px  
Preferred format: JPEG  
Max file size: 50 KB

## RNL HOMEPAGE



## Interior Ad

Located on the right side of interior RNL webpages, this ad space will help you reach STTI members and nurses worldwide who are interesting in learning about the heartwarming stories of STTI and the nursing community.

Specs: 260 x 350 px  
Preferred format: JPEG  
Max file size: 100 KB

## RNL INTERIOR PAGE

11,718  
visits per month



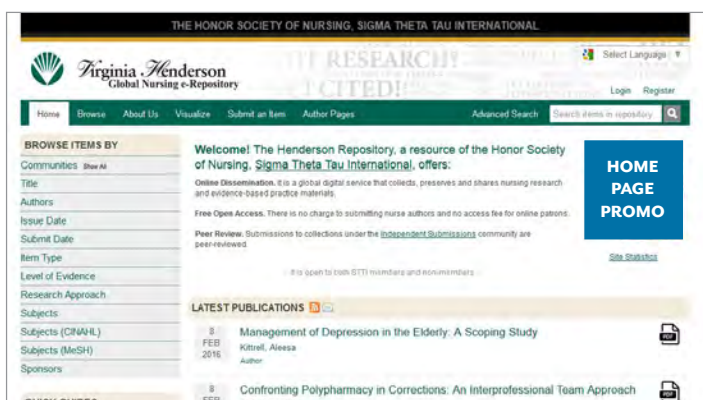
24,421  
average monthly pageviews



74% of visitors  
are new to the site

# VIRGINIA HENDERSON GLOBAL NURSING E-REPOSITORY (VHeR) DIGITAL ADVERTISING OPPORTUNITIES

The VHeR ([www.nursingrepository.org](http://www.nursingrepository.org)) is the only global digital repository solely devoted to freely and openly disseminating nursing research, research-related, educational, and evidence-based practice materials authored by nurses and current nursing students. The VHeR is full-text search capable and indexed in all major search engines, ensuring increased visibility and consistently high traffic patterns. There are participation opportunities for individual nurses, current nursing students, schools of nursing, national and international nursing organizations, and nursing staff at hospitals/healthcare systems, guaranteeing that an extensive yet discerning audience will view your ads.

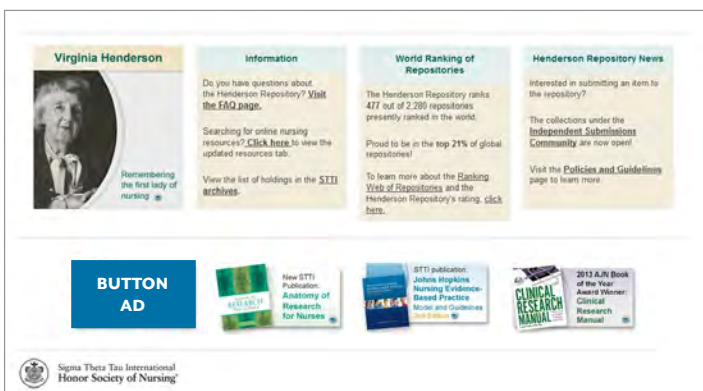


**VHeR HOMEPAGE - TOP SECTION**

## Homepage Promotion

The VHeR homepage is a popular website in the STTI family of sites, second only to the main website homepage. Placing your ad here will ensure that it is highly visible to nurses who are actively engaged in research, scholarship, leadership, clinical innovations, and knowledge dissemination!

Specs: 230 x 250 px  
Preferred format: JPEG, GIF, PNG  
Max file size: 200 KB



**VHeR HOMEPAGE - BOTTOM SECTION**

## Homepage Button Ad

Reach nurses who are actively engaged in research, leadership, clinical innovations, and knowledge dissemination by advertising on the homepage of the VHeR.

Specs: 200 x 125 px  
Preferred format: JPEG, GIF, PNG  
Max file size: 200 KB

34,337  
visits per month



45,561  
average monthly pageviews



+8.5 MIL  
Since Jan. 1 2012, the site has had more than 8,548,913 item views.

# DIGITAL ADVERTISING RATES

All of the website ad listings below are rotating, with a guaranteed minimum 25% placement.

			FOR 1 MONTH	FOR 3 MONTHS (PER MONTH)	FOR 6 MONTHS (PER MONTH)	FOR 12 MONTHS (PER MONTH)
<b>STTI</b>	Homepage Filmstrip	300 x 600 px	\$1,100	\$990	\$935	\$880
	Homepage Leaderboard	728 x 90 px	\$1,100	\$990	\$935	\$880
	Events Page	300 x 250 px	\$1,100	\$990	\$935	\$880
	Conventions Page	300 x 250 px	\$850	\$765	\$723	\$680
	Call for Abstracts Page	300 x 250 px	\$850	\$765	\$723	\$680
	Interior Ad	300 x 250 px	\$600	\$540	\$510	\$480
	All Non-Sponsored Pages	Varies	\$2,900	\$2,610	\$2,465	\$2,320
	STTIconnect E-newsletter Ad	195 x 125 px	\$1,500	\$1,350	\$1,275	\$1,200
<b>NKI</b>	Homepage Promotion	230 x 250 px	\$850	\$765	\$723	\$680
	Button Ad	200 x 125 px	\$450	\$405	\$383	\$360
	Interior Ad	195 x 125 px	\$400	\$360	\$340	\$320
	Specialty E-newsletter Ad	580 x 140 px	\$350	\$315	\$298	\$280
<b>VHeR</b>	Homepage Promotion	300 x 250 px	\$600	\$540	\$510	\$480
	Homepage Button	200 x 125 px	\$500	\$450	\$425	\$400
<b>RNL</b>	Homepage Promotion	195 x 225 px	\$1,000	\$900	\$850	\$800
	Interior Ad	260 x 350 px	\$800	\$720	\$680	\$640

## Discounted Packages *(cost per month)*

	FOR 1 MONTH	FOR 3 MONTHS	FOR 6 MONTHS	FOR 12 MONTHS
STTI Homepage/Equivalent + STTIconnect E-newsletter	\$2,340	\$2,106	\$1,989	\$1,872
STTI Homepage/Equivalent + Interior Page + RNL Page	\$2,430	\$2,187	\$2,066	\$1,944
STTI Homepage + Interior Page + STTIconnect E-newsletter	\$2,880	\$2,592	\$2,448	\$2,304
Convention + STTI Homepage + STTIconnect E-newsletter	\$3,105	\$2,795	\$2,639	\$2,484
STTI Homepage + NKI Homepage + VHeR Homepage	\$2,295	\$2,066	\$1,951	\$1,836
STTI Homepage + NKI Homepage + STTIconnect E-newsletter	\$3,105	\$2,795	\$2,639	\$2,484
NKI Homepage + RNL Homepage	\$1,665	\$1,499	\$1,415	\$1,332

To submit an ad, visit [nursingsociety.org/adrequest](https://nursingsociety.org/adrequest).

\* Prices shown in U.S. dollars.