



## NEW 2021 ADVERTISING OPPORTUNITIES

### New Advertising Opportunities from NANN

In recent years, NANN has added many new events and offerings to their lineup, which means new opportunities for industry sponsors to support the work of neonatal nurses and APRNs and share how their brands make a difference in the lives of neonatal nurses, patients, and their families. Take these opportunities to get your brand in front of the NANN audience!

#### NANNcast: NANN’s Official Podcast

NANN’s podcasts provide advice, tips, and expertise to better inform neonatal nurses, industry partners, and families of NICU patients. New topics are being added to the editorial calendar regularly, and new episodes publish twice per month. Industry vendors can submit company or product specific advertorial content for a 20-second advertisement per episode. Two companies per episode will be allowed to advertise.

- Select your Podcast preference(s) and episode(s) by submitting the form below.
- Interested in a particular topic not currently listed? Let us know via the contact information below.

#### NANNcast: Editorial Lineup

NANNcast is an accessible and free podcast that introduces listeners from around the world to some of the most popular topics in neonatology. Each episode highlights a specialist in areas across the neonatology spectrum. NANNcast is the perfect way for nurses and APRNs to continue their education and professional development on the go at any place and any time. Each podcast ranges from 30 to 40 minutes.

**Price: \$1,000 per episode. 5 or more episodes = 10% off Exclusive Sponsorship pricing available upon request.**

Month	Launch Date	Materials Due	Topic Description
<input type="checkbox"/> July	July 12	June 28	OT/PT in the NICU
<input type="checkbox"/> July	July 26	July 12	Nurse Scientists – Interdisciplinary Collaboration
<input type="checkbox"/> August	August 2	July 19	Respiratory Therapist
<input type="checkbox"/> September	September 6	August 23	2021 NANN Conference Spotlight
<input type="checkbox"/> September	September 20	September 6	Nurse Scientist - From the Bedside to PhD
<input type="checkbox"/> October	October 4	September 20	The NNP Shortage
<input type="checkbox"/> November	November 1	October 18	Lactation Consultant
<input type="checkbox"/> November	November 15	November 1	Nurse Scientists NANN Research Spotlight
<input type="checkbox"/> December	December 6	November 22	TBD

\*Episode topics and dates are subjects to change. Sponsors will be made aware of any changes.

**Contact NANN Sales Manager Jim Cavanaugh at [jcavanaugh@connect2amc.com](mailto:jcavanaugh@connect2amc.com) to discuss the best options for your organization!**



## NEW 2021 ADVERTISING OPPORTUNITIES

### 2021 NANNcast Statistics

January	Nurse Scientists: Turn Your Burning Question into Research	1.6k Downloads
February	Surgical Anomalies in Neonates	1.7k Downloads
February	Nurse Scientists: Bedside Nurses – A Catalyst for Change	1.5k Downloads
March	Incivility and Bullying in the NICU	2.3k Downloads
April	Safe Sleep in the NICU and Beyond	1.4k Downloads
May	Nurse Scientists: Showcasing Your Research	1.2k Downloads
May	NEC Prevention	1.3k Downloads

\*As of 06/03/2021

Five Countries with the most NANNcast streams:

1. United States
2. Canada
3. Australia
4. United Kingdom
5. Norway

### NANNcast: Research Miniseries

Through their new NANNcast Nurse Scientist series of episodes, NANN strives to provide avenues for members to become more active in accessing, understanding, conducting, and practicing research and evidence-based neonatal care. While NANN offers opportunities for nurses to get more involved in research, there is still a level of apprehension that many nurses feel when thinking about conducting their own research or evidence-based practice project. How can we encourage and support nurses, especially those at the bedside, to be more involved and confident in research? NANNcast Nurse Scientists aim to make research more accessible by giving nurses the tools and confidence to start their research journey.

**\$900 per episode. 5 or more episodes = 10% off Exclusive sponsorship pricing available upon request**

Month	Launch Date	Materials Due	Topic Description
<input type="checkbox"/> July	July 26	July 12	Interdisciplinary Collaboration
<input type="checkbox"/> September	September 20	September 6	From the bedside to PhD
<input type="checkbox"/> November	November 15	November 1	NANN Research Spotlight

Contact NANN Sales Manager Jim Cavanaugh at [jcavanaugh@connect2amc.com](mailto:jcavanaugh@connect2amc.com) to discuss the best options for your organization!



## NEW 2021 ADVERTISING OPPORTUNITIES

### NANN Connections: Live Virtual Networking for the Neonatal Nursing Community

NANN Connections is a series of 60-minute virtual social networking events for the neonatal nursing community held every other month. These events are free and open to both member and non-member neonatal nurses and APRNs. All events focus on self-care and typically also offer an instructor-led exercise session. No education or CE offered. Sponsors are welcome to suggest self-care topics for consideration as content is planned two months in advance.

**Cost \$900 per episode. 5 or more episodes = 10% discount Exclusive sponsorship available upon request.**

Month	Topic Description
<input type="checkbox"/> August	Dealing with Loss
<input type="checkbox"/> October	TBD
<input type="checkbox"/> December	TBD

### NANN Professional Development Webinar Series

The NANN Professional Development Committee is developing a series of pre-recorded educational webinars for continuing education credit that support the professional development of neonatal nurses. The series will begin with the following topics in 2021 and expand in 2022. This series supports neonatal nurses and APRNs interested in growing their professional skillsets. Sponsors are welcome to suggest additional topics.

1. Conducting Literature Reviews/Introduction to Research
2. Identifying and Implementing Best Practice
3. Affecting Change – Making a Difference
4. Process Improvement – Driving Quality Care

Benefits for all series include:

- Verbal acknowledgement at the beginning of the session. 15-20 second spoken “advertisement”, written by sponsor and read by the webinar moderator
- Verbal “thank you” at the end of session read by the webinar moderator
- Sponsor logo at bottom of registration page
- Sponsor logo on email(s) to members and non-members promoting the sessions
- Social media shout out where and when applicable

Contact NANN Sales Manager Jim Cavanaugh at [jcavanaugh@connect2amc.com](mailto:jcavanaugh@connect2amc.com) to discuss the best options for your organization!



# NEW 2021 ADVERTISING OPPORTUNITIES

## Placing Your NANN Advertising Opportunity Order

Ready to move forward with a NANN advertising opportunity? Please submit all ad materials\*, completed order form, and payment to Jim Cavanaugh at [jcavanaugh@connect2amc.com](mailto:jcavanaugh@connect2amc.com) for review and approval.

**Payment terms: Payment must be made prior to episode release.**

*\*When preparing ad materials, we request that our advertisers write out copy in a Word document to be used during your preferred NANNcast episode. Please include a current version of your preferred logo. When proofing copy, we recommend you read aloud while timing to ensure it is readable in 20 seconds or less. If you would like to ensure certain words are emphasized, please add production notes for our staff: [PRODUCTION NOTE: emphasis on "this"]. All content must be approved by NANN staff.*

### Company Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### Payment: Select w/option, quantity, & amount

<u>NANNcast</u>	<u>Research Series</u>	<u>Connections</u>	<u>Professional Development Series</u>
Quantity:	Quantity:	Quantity:	Quantity:
Total:	Total:	Total:	Total:

Check Number \_\_\_\_\_ (checks payable to the National Association of Neonatal Nurses (NANN))

Mail payment to: **PO Box 3781, Oak Brook, IL 60522**

Credit Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

*If paying by credit card, please notify [Jim Cavanaugh](mailto:jcavanaugh@connect2amc.com) via email by sending completed form **without** payment. NANN will call you for payment information.*

**Contact NANN Sales Manager Jim Cavanaugh at [jcavanaugh@connect2amc.com](mailto:jcavanaugh@connect2amc.com) to discuss the best options for your organization!**