February 4, 2015

TO: Members & Friends of the Connecticut League for Nursing (CLN)

FROM: Marcia B. Proto, M.Ed., CAS, Executive Director

RE: Opportunity to Promote Your Organization in The 2015 CLN Online Interactive Guide to Nursing Education & Professional Development

The Connecticut League for Nursing's (CLN) Online Interactive Guide to Nursing Education & Professional Development in Connecticut (GUIDE) is built upon the 10-year success that CLN had by creating and distributing the hardcopy GUIDE publication.

CLN’s online GUIDE will offer expanded access and visibility not only among Connecticut’s high schools, schools and programs of nursing, healthcare facilities, trade and professional associations, state agencies, statewide workforce groups, and the like, but will have a national and international reach and exposure.

CLN is currently seeking organizations that support the development of nurses to advertise and sponsor the GUIDE. This is a wonderful marketing opportunity for your organization to share with those interested in the field of nursing what types of employment, advanced educational opportunities, services and products that are available to support them throughout their professional nursing and healthcare career.

The cost for advertising range from $200.00 (CLN Member) or $500.00 (non-CLN Member) for an organizational listing to $2,500.00 (CLN Member) or $3,000.00 (non-CLN Member). Full Vertical Advertisement. The GUIDE will be available 24/7/365 on the CLN website. (www.ctleaguefornursing.org). Please review attached Sponsorship & Advertising- Confirmation Form.

This is the only comprehensive nursing education guide published in the state of Connecticut. Should you have and questions, or would like additional information about the Guide, please contact me at marcia@ctleaguefornursing.org or 203-494-1121, and I would be happy to discuss this marketing opportunity with you.
CLN’s 2015 Online Interactive Guide to Nursing Education & Professional Development in Connecticut - Sponsorship & Advertising Opportunities

The Connecticut League for Nursing (CLN) will launch its 2015 Online Interactive Guide to Nursing Education & Professional Development in CT in March 2015.

At this time, CLN is seeking Sponsors & Advertisers for the GUIDE; opportunities include:

- **(40) Lead Sponsorships** for the online GUIDE:
  - **Home page** - Be the lead sponsor of the guide with a full vertical advertisement on the landing page of the guide. This is the most visited page of the guide. All guide and informational searches start on this page. $3000.00
  - **Program Pages** - Be a lead sponsor for one of the eight (8) main sections of the GUIDE @ $2,000.00. These pages are the second most visited pages on the guide. The full vertical ads will be placed on one of the landing pages:
    - Licensed Practical Nurse - LPN
    - Diploma in Nursing - RN
    - Associate Degree in Nursing - ADN
    - Baccalaureate of Science in Nursing - BS/BSN
    - Accelerated Pre-Licensure Programs
    - RN to BS in Nursing/BSN Degree
    - BS in Nursing/BSN to DNP Degree
    - Master’s Degree
    - Doctoral Degree
  - **Six "Qualifier" Pages** - Be a lead sponsor for one of the six (6) main sections of the GUIDE @ $1,500.00. These are the third most visited pages on the online guide. The full vertical ads will be placed on one of the landing pages:
    - New Student
    - LPN
    - RN
    - Baccalaureate of Science in Nursing – BS/BSN MS in Nursing/MSN
    - Nurse Educator
    - Already have a 4-year non-nursing college degree
  - **25 School Home Pages** - Be a lead sponsor for one of the twenty-five (25) school home pages of the GUIDE @ $1,000.00. The full vertical ads will be placed on one of the school landing pages.

- **(75+) Track Pages** - a full vertical or half vertical advertisement opportunities available for the individual track pages of 24 nursing schools. These programs or track pages include information about the program, and the school that offers the program. Approximately 75 pages are available. A full vertical advertisement is $750.00 and half vertical advertisement is $600.00

- **Resource Listing** - Additional opportunities include our Resource section. Have your organization information & logo hotlinked to your website $500.00

All advertisements are hot linked to a URL of your choice. Full Vertical ads are 200 pixels wide x 900 pixels tall; Half Vertical ads are 200 pixels wide by 450 pixels tall. Rates above are for non-member and are for full year placement.

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<tr>
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<th>Member Pricing</th>
<th>Non-Member Pricing</th>
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<tbody>
<tr>
<td>Home Page - Full Vertical</td>
<td>$2,500</td>
<td>$3,000</td>
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<tr>
<td>Program Pages- Full Vertical</td>
<td>$1,500</td>
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<tr>
<td>Qualifier Pages- Full Vertical</td>
<td>$1,000</td>
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<td>School Home Pages- Full Vertical</td>
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<td>Track Pages - Full Vertical</td>
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<td>Track Pages - Half Vertical</td>
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<td>$600</td>
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<tr>
<td>Resource Listing</td>
<td>$200</td>
<td>$500</td>
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Please call Marcia Proto, Executive Director of CLN at (203) 494-1121 TODAY to discuss the opportunity that is right for you and secure your space. Space is limited and first come, first serve.