



Nurse Practitioners Association of Canada

Advertising Guideline

NPAC-AIIPC offers five types of advertising as well as advertising during the annual conference. Advertising guidelines for the conference can be found in the Annual Conference section of the NPAC-AIIPC website.

Advertising with NPAC-AIIPC must:

- Be inclusive of Nurse Practitioners (ie. language that is inclusive of NPs)
 - Suggestions for wording: clinicians, health care providers, prescribers
- Be pertinent and applicable to health and medical providers
- Support the values and ethics of NPAC-AIIPC

1. Employment Opportunity \$300 +tax (90 days)

<https://npac-aiipc.org/product/npac-job-posting/>

Submit an NP employment opportunity to our job board. It will remain live on our website for up to 3 months or until a specific earlier end date.

Employment ads must include:

- Position title
- Salary range
- Location of position (if work-from-home or remotely is an option this should be indicated, which province the NP will need to hold licensure)
- Company name and location
- Time commitment (ie. full-time, part-time, casual, contract, etc)
- Job description
- Job requirements and qualifications
- How to apply
- Position closing date
- Contact information for the employer or contact person

Once the job posting is received, it will be reviewed for inclusion of all required content. If content requirements are missing, the job posting will be rejected and a request for the required information will need to be received for the job ad will be posted.

Once all job ad requirements have been met, the job will be posted within 3 business days.

Postings where payment has not been received will be removed. The initiation of an order is taken as an acceptance of all the conditions under which advertising is at the time sold.



2. Website Banner Ad - \$600 +tax (90 days)

<https://npac-aiipc.org/product/npac-website-banner-posting/>

Website advertising is for a banner ad at the top of the NPAC and AIIPC websites (English and French) for a 90 day period. Your advertisement will be seen by all who visit our English and French home pages.

Requirements:

- jpeg or png format
- The banner can be in two standards sizes 720 x 90 pixels or 970 x 90 pixels.
- Website address to link to the ad
- Submission of an English version and French version is preferred, but if not available, one language version can be used for both sites

Advertising will be reviewed for content to ensure compliance with the NPAC-AIIPC policy on 3rd party content. We reserve the right to edit advertisements to ensure compliance of the content with privacy laws, and to ensure that the standards noted in the terms and conditions are met. Once reviewed, the banner ad will be posted within 3 business days.

At this time we cannot guarantee feedback on “click” rates for website banner ads (we are working on this).

Postings where payment has not been received will be removed. The initiation of an order is taken as an acceptance of all the conditions under which advertising is at the time sold.

3. Newsletter Advertising - \$1000 (90 days – or 6 newsletters)

<https://npac-aiipc.org/product/npac-aiipc-newsletter-advertisement/>

Your advertisement will be included in six editions of our English and French bi-monthly newsletters. This newsletter is sent to all NPAC-AIIPC Members unless they have opted out/unsubscribed from the newsletters. Newsletters are distributed electronically about twice a month.

Requirements:

- jpeg or png format
- The banner can be in two standards sizes 720 x 90 pixels or 970 x 90 pixels (max 200-300kbs)
- Website address to link to the ad



At this time we can provide feedback on “click” rates for the newsletter advertisements 2 weeks after the newsletter has been sent. Please let us know if you would like this information and who this information should be directed to.

All advertising will be reviewed for content to ensure compliance with the NPAC-AIIPC policy on 3rd party content. We reserve the right to edit advertisements to ensure compliance of the content with privacy laws, and to ensure that the standards noted in the terms and conditions are met.

You will receive an invoice electronically once we have your request. This is payable on receipt. Once payment is received the ad will be placed in the upcoming newsletters (for 90 days or 6 newsletters).

4. Event calendar advertising - \$50* (per event date)

<https://npac-aiipc.org/product/event-posting/>

Events must comply with the **NPAC-AIIPC Policy for Advertising Education Events and Conferences**

Your event (ie. education session, conference, lecture, etc) will be added to the NPAC-AIIPC website Events Calendar in the specified date and until the specified end date. It will also be highlighted in the membership newsletters “Events” section.

Requirements:

- Name of the event and sponsor
- Date of the event
- Description of the event
- Website address to link to the event and or event registration information

All content will be reviewed to ensure compliance with the NPAC-AIIPC policy on 3rd party content and policy for advertising education events and conferences. We reserve the right to edit advertisements to ensure compliance of the content with privacy laws, and to ensure that the standards noted in the terms and conditions are met. Once the content is approved and payment is received, the event will be added to the calendar within 3 business days.

The initiation of an order is taken as an acceptance of all the conditions under which advertising is at the time sold.

Postings where payment has not been received will be removed. The initiation of an order is taken as an acceptance of all the conditions under which advertising is at the time sold.

**Provincial NP Association event calendar advertising is no charge.*



5. Custom E-Newsletter Advertising - \$3000 (one dedicated email newsletter)

<https://npac-aiipc.org/product/npac-aiipc-custom-e-newsletter/>

A Custom E-Newsletter will directly connect your company with NPAC-AIIPC members. This advertising opportunity includes one dedicated email newsletter (we use Mailerlite) sent to NPAC-AIIPC members. This custom e-newsletter includes your content and direct link to your website.

Requirements:

- jpeg or png format
- Content for the newsletter
- Website address where you would like to direct clicks on the ad

At this time we can provide feedback on “click” rates for the newsletter advertisements if it is sent out using our newsletter mailing service (Mailerlite). If it is emailed directly using our email list-serve we cannot accommodate requests for “click” rates or statistics.

Once content is received and approved, a date will be negotiated for sending of the custom e-newsletter. All advertising will be reviewed for content to ensure compliance with the NPAC-AIIPC policy on 3rd party content. We reserve the right to edit advertisements to ensure compliance of the content with privacy laws, and to ensure that the standards noted in the terms and conditions are met.

Custom e-newsletters will be delivered only once payment in full is received. The initiation of an order is taken as an acceptance of all the conditions under which advertising is at the time sold.

