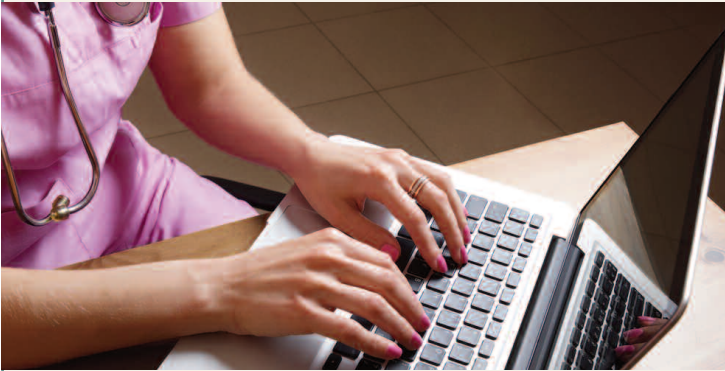


Webinars on www.AmericanNurseToday.com

Webinars can be used in diverse ways to cut marketing and sales costs and drive top-line growth. A great web collaboration and Webinar strategy can even create competitive or strategic advantage. By partnering with **American Nurse Today**, the official journal of the American Nurses Association, we can help you develop a program that sets you apart from the competition.



Though many companies are using a marketing webinar model, it is not the only option. Other effective ways of using webinars include:

Positioning webinars – Positions or repositions (promotes) a company, product or service to potential buyers in the marketplace. These webinars should be informative and/or educational, and are mostly good quality content with a small portion of sales at the end. A positioning webinar, since educational in nature, can draw attendees through possible CE accreditation!

Web focus groups – Leverage the features of leading Web collaboration platforms by delivering the insights of multiple conference room-style focus groups, with higher quality data and at a fraction of the cost. Span the globe; eliminate geographical biases. Participants can volunteer their thoughts and ideas from the comfort and convenience of their home, office, or anywhere else they choose to go online. And instead of having to start at a

fixed time, they can participate whenever they wish—before work, during the day, over lunch, or in the evening

Database-building webinars – Events geared toward building the list of target individuals at the “top of the marketing funnel”. Consider topics that are current and newsworthy, and leverage your company’s expertise in engaging new potential customers.

Training Webinars – A timely education/marketing option to help you gain access to new sales opportunities, connecting with customers and potential customers to fuel sales growth.

American Nurse Today can help you develop a webinar that meets your marketing initiatives.

Our webinar program includes pre- and post-event marketing, archival options and is a turn-key program where you supply content and speakers... we will do the rest.

Webinar pricing is based on variables including your budget. Our custom programs maximize exposure of the event through print and electronic platforms.

Example pricing — \$25,000 includes:

- Premium electronic promotion for 1 month on www.AmericanNurseToday.com
- Electronic promotion activities (e-newsletter sponsorships, banner ads and exclusive e-blasts to prospective attendees)
- Turn key event services provided by third party vendor including one rehearsal
- Exclusive registration page—you will have access to registration information before and after your event
- Up to 500 attendees

Talk to your Account Manager about how you can incorporate **American Nurse Today** Webinars in your marketing and/or educational programs.

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