



Society of Gastroenterology Nurses and Associates, Inc.

# *Advertising & Marketing Opportunities*

# Your Expertise + SGNA = Excellence in Patient Care

## Why Partner With SGNA?

SGNA members represent the upper echelon of GI nursing professionals, and they look to you for your expertise for tools, techniques and advancements that will help them deliver the best possible patient care. Whether it is education, advocacy, research or collaboration, SGNA members are devoted to the highest standard of excellence for gastroenterology and endoscopy nursing.

For over 40 years, SGNA has established influence by continually bringing together the best and the brightest gastroenterology nursing professionals. Our global membership of over 6,000 spans the United States and 16 other countries, with a full range of members from registered nurses, advanced practice nurses, licensed nurses and nursing assistive personnel.

Consider partnering with the leading provider of educational products and resources for the gastroenterology nursing profession — consider partnering with SGNA.

*“As the primary purchaser for my ASC, staying informed about all product options available in the marketplace is incredibly important. I look to SGNA vendors as my way of remaining updated on the latest offerings that I should consider for my facility.”*

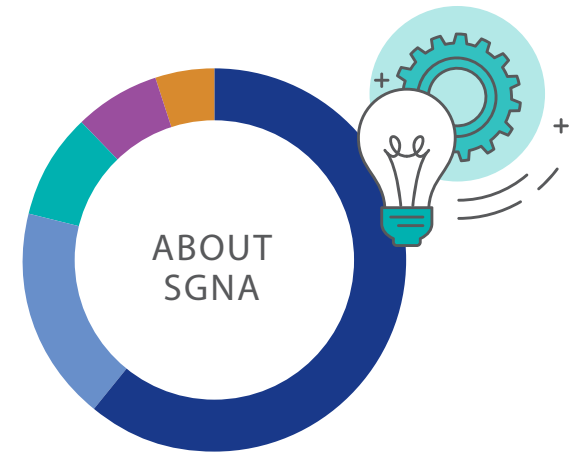
**Lisa Fonkalsrud**, BSN RN CGRN, Center Director, Tulsa Endoscopy Center SGNA Immediate Past President

*“The purchases I make and the recommendations I provide have a direct impact on the quality of care we give our patients. When I am researching products and service options, my first stop is to those companies that are partnering with SGNA.”*

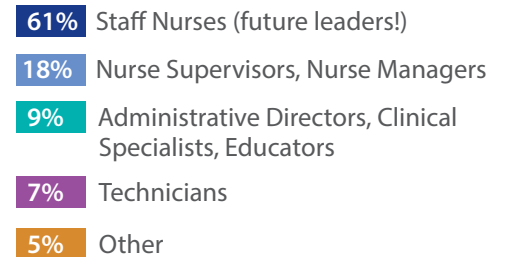
**Betty McGinty**, MS HSA BS RN CGRN, Director of GI Services, Northside Hospital, SGNA Past President

*“I am always searching for the best products and services to make sure my staff and our patients are receiving the best care possible. I appreciate being notified of new offerings from partners of SGNA.”*

**Colleen Keith**, MSN RN CGRN, Director of Surgical Services, King's Daughters' Health SGNA Past President



### SGNA Member Job Categories



# Connect with SGNA — Content Newsletter Ads

## The Inside Tract Electronic Newsletter

Hit your target audience monthly through the *The Inside Tract* newsletter, the go-to resource for the latest industry and articles from the SGNA content hub.

### Opportunities

#### Headline Banner Ad: Premium Placement

**Placement:** Centered at the top of *The Inside Tract* electronic newsletter

**Cost of Ad:** \$1,500; limited to one (1) advertiser per issue

#### Secondary Placement Available

**Placement:** Ad within the body of *The Inside Tract* electronic newsletter

**Cost of Ad:** \$750; limited to one (1) advertiser per issue

### Ad Details & Requirements

**Availability:** First come, first served

**Audience:** Members

**Size:** 590 x 70 pixels

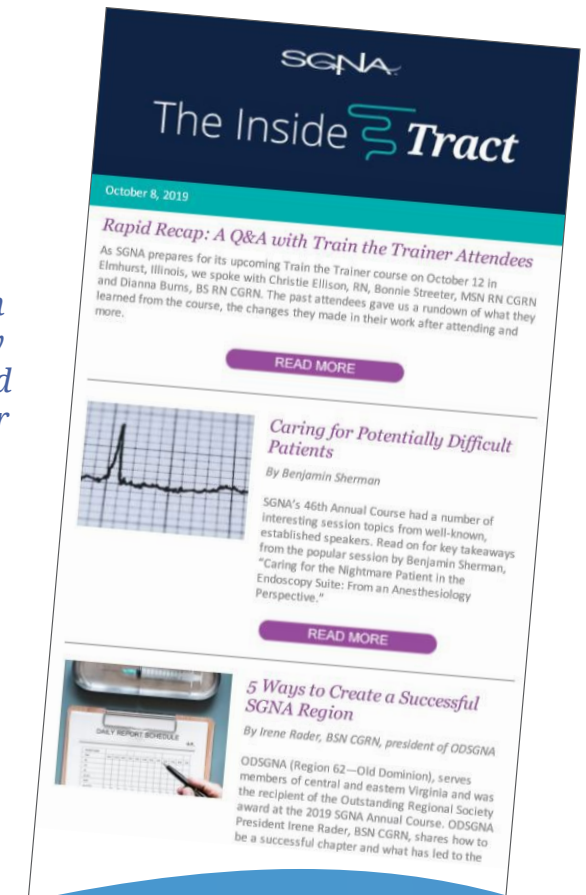
**Deadline:** 25th of the month prior to the ad run date

**Tracking:** Email opens and banner clicks will be provided. Advertisers encouraged to add unique URLs that they can track on their own site

**Editable:** Advertisers purchasing multiple weeks can provide new ads month to month

**Ad subject to SGNA approval:** 5-day turnaround

*Display ads tell key decision-makers with purchasing authority about the product and service solutions your company provides.*



# Connect with SGNA — Content Hub

## Sponsored Content

*The Inside Tract* is the official content source of SGNA and is delivered as a dynamic online intelligence hub at [theinsidetract.sgna.org](http://theinsidetract.sgna.org).

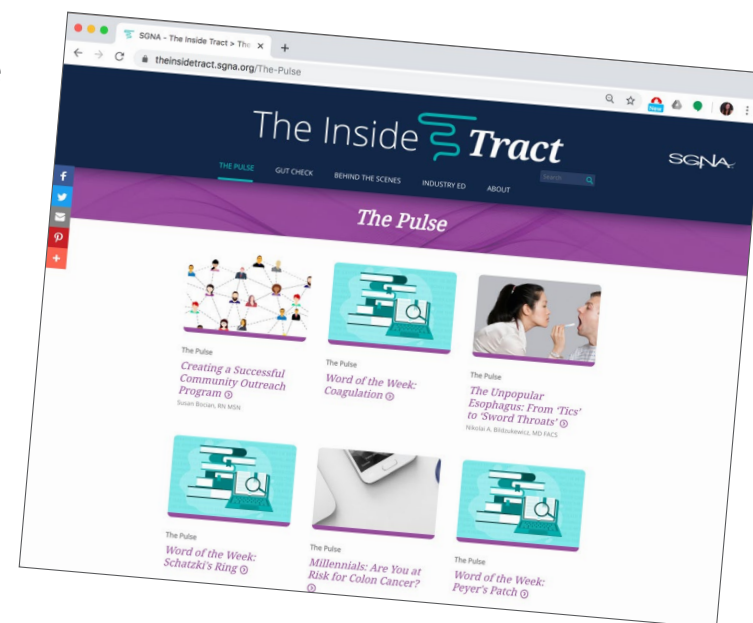
With new content posted weekly, timely and relevant news for gastroenterology is always front and center. Here is your chance to put your message in front of our members in the form of sponsored content!

- Articles should be between 500 and 700 words
- Cost per article is \$1,500
- All content must be submitted at least one month before the intended publication month

Sponsored content must adhere to a strict set of guidelines that uphold the editorial integrity of the publication. They are as follows:

- Avoid the pitch
- Provide informative, actionable information
- Speak in broad terms
- Be a compelling storyteller

*The Inside Tract* editor has the right to revise all articles to fit SGNA style and voice.



# Connect with SGNA — Email Newsletters

## This Week @ SGNA

Get your brand in front of SGNA's entire membership with This Week @ SGNA, the electronic digest that is distributed every Monday to more than 6,000 current members who have provided a valid email address. This digest covers all upcoming SGNA happenings and industry news that are relevant for the week ahead.

### Opportunity

#### Headline Banner Ad: Executive Placement

**Placement:** Centered at the top of This Week @ SGNA.

**Cost of Ad:** \$3,200 includes four (4) weeks; weeks do not need to be consecutive

#### Ad Details & Requirements

**Availability:** Limited to one (1) advertiser per issue

**Audience:** Members

**Size:** 590 x 70 pixels

**Deadline:** 20th of the month prior to the ad run date

**Tracking:** Email opens and banner clicks will be provided. Advertisers encouraged to add unique URLs that they can track on their own site

**Editable:** Advertisers purchasing multiple weeks can provide new ads month to month

**Ad subject to SGNA approval:** 5-day turnaround



# Connect with SGNA — Email Newsletters

## eScope

Gain maximum exposure of your company and products by hitting over 10,000 SGNA prospective members all for a convenient price. Sent out the third Wednesday of every month, this SGNA newsletter averages an open rate of 26% among its readership.

### Opportunities

#### Headline Banner Ad: Premium Placement

**Placement:** Centered at the top of the SGNA Electronic Newsletter

**Cost of Ad:** \$1,650; limited to one (1) advertiser per issue

#### Secondary Placement Available

**Placement:** Ad within the body of the SGNA Electronic Newsletter

**Cost of Ad:** \$900; limited to one (1) advertiser per issue

#### Ad Details & Requirements

**Availability:** First come, first served

**Audience:** Members

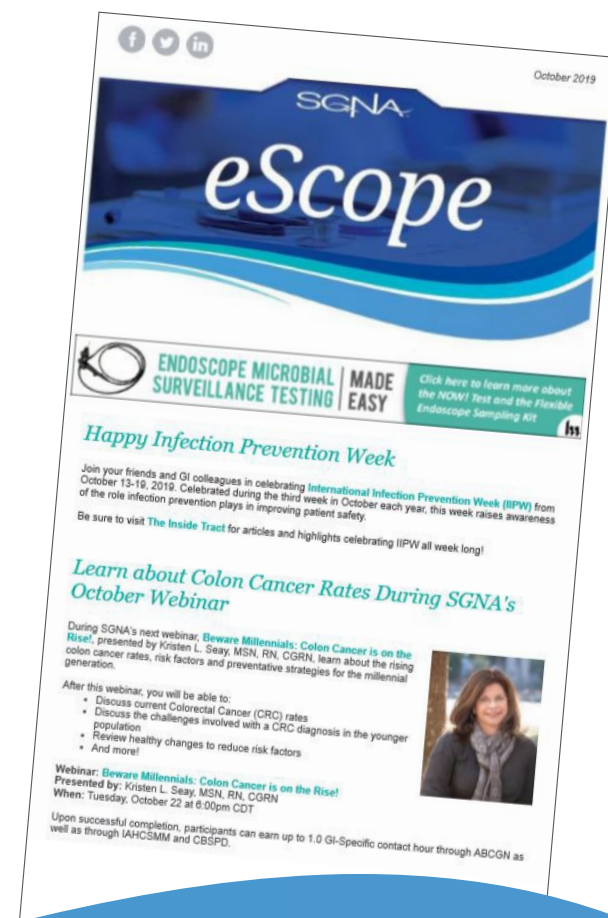
**Size:** 590 x 70 pixels

**Deadline:** 20th of the month prior to the ad run date

**Tracking:** Email opens and banner clicks will be provided. Advertisers encouraged to add unique URLs that they can track on their own site

**Editable:** Advertisers purchasing multiple weeks can provide new ads month to month

**Ad subject to SGNA approval:** 5-day turnaround



# Direct Communication

## SGNA Mailing List Rental

Purchase a targeted mailing list distributed to Annual Course attendees or the entire SGNA membership; send a targeted message to an audience of gastroenterology professionals. SGNA's membership database includes distribution to current SGNA members worldwide who have provided a valid mailing address. Please note that your company is responsible for printing, postage and handling.

### SGNA Annual Course Pre-conference Registration Mailing List Rental: \$500

(Available to exhibiting companies only)

### SGNA Member Mailing List Rental:

**Regular Rate:** \$0.50 per contact, available by full membership list or specified demographics

**Corporate Member Rate:** \$0.35 per contact, available by specified demographics

*Please note: A \$100 set up fee will apply for any order less than 1,000 contacts. All mailing pieces are subject to review and approval by SGNA. Payment must be received in full before being able to receive the list.*

### SGNA Membership Email Blast Monthly Exclusive: \$5,000

Reach all members in SGNA's opt-in membership database with a sponsored email blast.

- Only one sponsored email blast per month
- E-blasts will be sent the second Thursday of each month
- All copy must be approved by SGNA. Copy must be submitted for approval by the 20th of the month prior to E-blast date.



# Additional Opportunities



## Focus Group at the SGNA Leadership Conference

SGNA will work with you to convene a group of 8 to 12 participants targeting your demographic to help your company gauge interest in products or services or understand thoughts and opinions of SGNA members. The SGNA Leadership Conference, planned for November in the Chicago area, welcomes leaders from all Regional Societies for brainstorming and coaching to take back to their local area. SGNA will provide hosts a list of participants prior to the focus group, a meeting room in which to hold the 90-minute focus group, food and beverage, and a stipend for participants.

**Price: \$6,000**



## Surveys

SGNA will survey the membership of our Vendor Advisory Group (or a section of members) on your behalf. Take advantage of this opportunity to gain insight from thousands of gastroenterology nursing professionals. Your company will provide survey questions (subject to approval by SGNA). The survey should be developed to be completed in 15 to 20 minutes. SGNA will send all aggregate responses to surveyor in electronic format.

*Please note: Surveys are limited to two per month.*

**Price: \$3,750**



# SGNA Advertising Opportunities Application

## Instructions

Complete all sections of this application. Sign and return the application PDF via email to Sarah Appleton at [sappleton@sgna.org](mailto:sappleton@sgna.org).

## Company Information

COMPANY NAME _____		
CONTACT NAME _____	TITLE _____	
COMPANY ADDRESS _____		
CITY _____	STATE/PROV _____	ZIP _____
PHONE NUMBER _____	FAX NUMBER _____	
EMAIL ADDRESS _____	WEBSITE _____	

## SGNA Advertising Opportunities

### The Inside Tract Electronic Newsletter

- Headline Banner Ad**  
Materials Deadline: 20th of month prior to ad run date  
One (1) month for \$1,500  
**Month you are advertising:** \_\_\_\_\_
- Secondary Banner Ad**  
Materials Deadline: 20th of month prior to ad run date  
\$750; limited to one (1) advertiser per issue  
**Month you are advertising:** \_\_\_\_\_

### eScope Electronic Newsletter

- Headline Banner Ad**  
Materials Deadline: 20th of month prior to ad run date  
One (1) month for \$1,650  
**Month you are advertising:** \_\_\_\_\_
- Secondary Banner Ad**  
Materials Deadline: 20th of month prior to ad run date  
\$900; limited to one (1) advertiser per issue  
**Month you are advertising:** \_\_\_\_\_

## This Week @ SGNA

### Headline Banner Ad

Materials Deadline: 20th of month prior to ad run date

\$3,200; choice of any four (4) weeks, based on availability, limited to one (1) advertiser per issue

### Check the weeks/dates you are advertising:

- |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                                 |                                 |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> 6-Jan  | <input type="checkbox"/> 3-Feb  | <input type="checkbox"/> 2-Mar  | <input type="checkbox"/> 6-Apr  | <input type="checkbox"/> 4-May  | <input type="checkbox"/> 1-Jun  | <input type="checkbox"/> 6-Jul  | <input type="checkbox"/> 3-Aug  | <input type="checkbox"/> 7-Sep  | <input type="checkbox"/> 5-Oct  | <input type="checkbox"/> 2-Nov  | <input type="checkbox"/> 7-Dec  |
| <input type="checkbox"/> 13-Jan | <input type="checkbox"/> 10-Feb | <input type="checkbox"/> 9-Mar  | <input type="checkbox"/> 13-Apr | <input type="checkbox"/> 11-May | <input type="checkbox"/> 8-Jun  | <input type="checkbox"/> 13-Jul | <input type="checkbox"/> 10-Aug | <input type="checkbox"/> 14-Sep | <input type="checkbox"/> 12-Oct | <input type="checkbox"/> 9-Nov  | <input type="checkbox"/> 14-Dec |
| <input type="checkbox"/> 20-Jan | <input type="checkbox"/> 17-Feb | <input type="checkbox"/> 16-Mar | <input type="checkbox"/> 20-Apr | <input type="checkbox"/> 18-May | <input type="checkbox"/> 15-Jun | <input type="checkbox"/> 20-Jul | <input type="checkbox"/> 24-Aug | <input type="checkbox"/> 21-Sep | <input type="checkbox"/> 19-Oct | <input type="checkbox"/> 16-Nov | <input type="checkbox"/> 21-Dec |
| <input type="checkbox"/> 27-Jan | <input type="checkbox"/> 24-Feb | <input type="checkbox"/> 23-Mar | <input type="checkbox"/> 27-Apr | <input type="checkbox"/> 25-May | <input type="checkbox"/> 22-Jun | <input type="checkbox"/> 27-Jul | <input type="checkbox"/> 31-Aug | <input type="checkbox"/> 28-Sep | <input type="checkbox"/> 26-Oct | <input type="checkbox"/> 23-Nov | <input type="checkbox"/> 28-Dec |
|                                 |                                 | <input type="checkbox"/> 30-Mar |                                 |                                 | <input type="checkbox"/> 29-Jun |                                 |                                 |                                 |                                 | <input type="checkbox"/> 30-Nov |                                 |

**Membership Email Blast \$5,000** \_\_\_\_\_

**Sponsored Content in The Inside Tract \$1,500** \_\_\_\_\_

**Total Due:** \_\_\_\_\_

*An invoice containing payment instructions will be provided once contract is approved*

## Advertising Policy

SGNA respects the rights, including intellectual property rights, of others and expects its advertisers to do the same. SGNA reserves the right to disapprove and/or remove any advertisement from any of its publications for any reason or for no reason. However, SGNA undertakes no obligation to review and/or approve any advertisement submitted for publication. By submitting an advertisement to SGNA for use in its publications, you represent and warrant to SGNA that neither the advertisement itself nor any portion of the advertisement is illegal or violates any intellectual property rights of another. If your advertisement violates the law or the intellectual property rights of another, you agree to defend, indemnify, and hold harmless SGNA from any and all claims and disputes that arise from your advertisement.

## Signature

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

# SGNA Focus Groups and Surveys Application

## Instructions

Complete all sections of this application. Sign and return the application PDF via email to Sarah Appleton at [sappleton@sgna.org](mailto:sappleton@sgna.org).

## Company Information

COMPANY NAME		
CONTACT NAME	TITLE	
COMPANY ADDRESS		
CITY	STATE/PROV	ZIP
PHONE NUMBER	FAX NUMBER	
EMAIL ADDRESS	WEBSITE	

## Focus Group at the SGNA Leadership Conference

\$6,000 each; limited to two (2)

## Surveys

\$3,750 each; limited to two (2) per month

**Total Due:** \_\_\_\_\_

## Advertising Policy

SGNA respects the rights, including intellectual property rights, of others and expects its advertisers to do the same. SGNA reserves the right to disapprove and/or remove any advertisement from any of its publications for any reason or for no reason. However, SGNA undertakes no obligation to review and/or approve any advertisement submitted for publication. By submitting an advertisement to SGNA for use in its publications, you represent and warrant to SGNA that neither the advertisement itself nor any portion of the advertisement is illegal or violates any intellectual property rights of another. If your advertisement violates the law or the intellectual property rights of another, you agree to defend, indemnify, and hold harmless SGNA from any and all claims and disputes that arise from your advertisement.

## Signature

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

# Vendor Mailing List Order Form and Rental Contract

## Instructions

Complete all sections of this application. Sign and return the application PDF via email to Sarah Appleton at [sappleton@sgna.org](mailto:sappleton@sgna.org).

## Company Information

COMPANY NAME		
CONTACT NAME		
TITLE		
COMPANY ADDRESS		
CITY	STATE/PROV	ZIP
PHONE NUMBER	FAX NUMBER	
EMAIL ADDRESS	WEBSITE	

Orders will be invoiced and payment is due upon receipt. I am an authorized company representative (named above) with the full power and authority to sign this agreement. The company listed on this application agrees to comply with all of the policies, rules, terms, and regulations contained in the Agreement.

*\*Please contact HQ should you require another format. There may be an additional charge based on the request and HQ capabilities*

Email to: \_\_\_\_\_

## Selection and Pricing

### SGNA Annual Course pre-conference list

- \$500 \*Available to exhibiting companies only
- \$0.50 per contact, regular rate, total number or contacts

*A \$100 set up fee will apply for any order less than 1,000 contacts.*

**Total Due:** \_\_\_\_\_

## SGNA Annual Course Pre-conference List

Number of Contacts Requested \_\_\_\_\_

### Practice Setting

- Hospital
- Ambulatory Surgical Center
- GI Clinic
- IBD Clinic
- Manufacturer
- Physician Office
- Sales

### Position

- Staff Nurse
- Nurse Manager
- Nurse Practitioner
- Technician
- Clinical Specialist
- Medical Assistant
- Researcher
- Administrator/Director
- Supervisor/Coordinator
- Educator
- Business Manager
- Sales
- Consultant

### Geographic Area

- All locations
- United States and Canada
- United States only
- Canada only
- Outside United States and Canada
- The following states only:
- Other:

## Delivery

Within three business days upon receiving the receipt of payment and proof, pending SGNA approval. A rush fee of \$60\* applies to any order requested to be filled within three business days. Please give SGNA as much advance notice as possible, as we need to make sure your information is processed in a timely manner.

# Vendor Direct Mail Service List Rental Agreement and Usage Policy

**The List Renter acknowledges that the SGNA Membership Mailing Lists, and any portion thereof, are in exclusive property of the Society of Gastroenterology Nurses and Associates, Inc. hereafter known as the List Owner.**

The List Renter shall rent the SGNA Membership Mailing List for fee and terms stated in the invoice of this Agreement. The List Renter acknowledges and agrees that the SGNA Mailing List, and any portions thereof, is the exclusive property of the List Owner, and the rental and payment gives no ownership rights to List Renter.

**The List Renter shall provide the List Owner a complete sample of the mailing piece for approval prior to release of the mailing.**

The List Renter agrees that all names and addresses furnished are provided on a rental basis for one-time use only. The List Renter guarantees the names and addresses shall not be copied, reused, sold, electronically reproduced, or used by any party except as specified in the written order to the List Owner. The List Renter shall mail only the sample mailing piece that has been approved by List Owner. The List Renter or its agents shall not transfer names or information to its own customer files or re-contact names derived from the mailing list, or provide the names for another to make such contact, without prior written approval of List Owner.

Upon completion of each one-time mailing, the List Renter shall immediately destroy all unused mailing labels, letters, envelopes and other typed or printed matter that contain names and addresses supplied by the List Owner.

The List Renter shall make a full payment for the mailing list in the amount specified in the List Owner's invoice for each order within **30 days of date of invoice**.

The List Renter agrees that the rental conditions herein shall apply to any present and future rentals of the SGNA Membership Mailing List.

The List Renter understands that there is NO-RETURN POLICY on all orders. If List Renter has any doubts of how the order will be perceived when processed, then the SGNA Headquarters must be contacted by List Renter for clarification before placing the order. No refunds or credits will be made after an order has been processed.

All label counts received by the List Owner prior to completion of the actual mailing list are approximate and subject to change daily. List Owner shall not be responsible for shortages or overruns of materials based on estimates.

**List Owner reserves the right to "seed" their lists using decoy names to protect against unauthorized use.**

This agreement represents the entire agreement and understanding between the parties with respect to the subject matter. It may not be amended, modified or terminated except by the written consent of both parties.

SGNA **does not authorize the use** of its membership names and addresses for the following purposes:

1. Copying and entering names and addresses into a client's database, for any purpose.
2. Announcements of openings or positions at companies/institutions.
3. Announcements of education programs, equipment, or other products and services not relating to the field of Gastroenterology.

4. Use of member names and addresses for on-site visits to members' homes/offices for any reason.

5. Surveys or questionnaires.

In addition:

1. Providers may not share contact information related to members without written permission from the members.
2. SGNA shall not act as a broker, through providing its membership addresses for any products or service not manufactured or provided directly by the buyer of the list.
3. Direct mailing list brokers soliciting the SGNA membership mailing list on behalf of a client assume total responsibility for on-time payment to the SGNA, regardless of the client's payment standing with the broker.

The authorized use of the SGNA membership names and address shall be cause for, at the minimum, permanent disqualification of the buyer from the use of the SGNA membership set. It shall also be grounds for breach of contract and legal action.

Rental of SGNA mailing lists to outside vendors and/or entities does not constitute an endorsement or guarantee of the product or service being marketed.