

NURSE BLAKE MAGAZINE

ADVERTISING OPPORTUNITIES 2024



EDITORIAL GOAL

Nurse Blake Magazine is a quarterly publication on a mission to create awareness, inspiration, and humor for the global nursing community. Each issue features articles from the Nurse Blake brand and stories from influential nurses in the field. The magazine also includes Q&As, nursing conference highlights and continuing nursing education (CNE) opportunities, news from the profession, and nursing student tips. To keep things fun, we've also included lighthearted sections, such as nurse fashion and trends, life outside of work, and much more. With its diverse range of topics, Nurse Blake Magazine caters to those who want to stay informed, entertained, and inspired.

WELCOME!

A big hello and welcome to the Nurse Blake Magazine – a fun and lighthearted read for nurses, nursing students, or anyone who wants to kick back, relax, learn, and laugh. So join our mission to provide real-life and inspiring nursing stories, helpful tips, nursing news, and more!

Nurse Blake

ABOUT NURSE BLAKE

Nurse Blake is a nurse, creator, advocate, and touring comedian. From an early age, he knew he wanted to be a nurse and started working as a patient transporter at 17.

An advocate from the beginning, he was the president of the Florida Nursing Student Association while in nursing school. In 2013, Nurse Blake started Banned4Life to end the permanent FDA gay blood ban, which ultimately contributed to the lifetime ban being lifted in 2015. He graduated with a Bachelor of Science in Nursing (BSN) degree in 2014 from the University of Central Florida in Orlando, Florida, and worked in level 1 trauma centers around the country in a variety of nursing roles.

While working as a nurse in the intensive care unit (ICU), Nurse Blake began creating Facebook videos as a means of relieving stress and sharing his nursing experience in a comedic way. His videos went viral and connected nurses and nursing students from around the world. Nurse Blake now takes his comedy to stages worldwide, bringing nurses together through his humor and inspiration. With over 120,000 tickets sold for his 2021-2022 PTO Comedy Tour, Nurse Blake hit the stage again in 2023 with a whole new show in over 100 cities.



READERSHIP

28,000 NURSING PROFESSIONALS

Nurse Blake Magazine is mailed to 28,000+ bedside nurses, nursing students, and ancillary healthcare professionals, including physical therapists and respiratory therapists. A digital publication is also available at NurseBlake.com, attracting a diverse readership, including pass-along readers and healthcare professionals beyond registered nurses.

SOCIAL FOLLOWING

1.7 MILLION FOLLOWERS & COUNTING

FACEBOOK

▶ 1.7 million followers / 7 million reach per month

TIKTOK

▶ 900,000 / 5.5 million reach per month

INSTAGRAM

▶ 970,000 / 3 million reach per month

ON TOUR

125,000 SEATS IN 2023

PTO TOUR (2022)

▶ 105 shows and over 100,000 seats

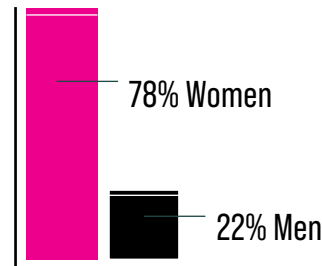
SHOCK ADVISED (2023)

▶ 100 shows and over 125,000 seats

NURSECON

Continuing to bring the nursing community together, Nurse Blake founded NurseCon at Sea - The Ultimate Nursing Conference that offers continuing nursing education (CNE) courses, events, activities, parties, and more. NurseCon at Sea is now one of the largest nursing conferences in the country. NEW in 2024 - NurseCon Orlando!

READER DEMOGRAPHICS



PRIMARY AREAS OF PRACTICE

Advanced Practice	Obstetrical/Pediatric
Cardiac	Oncology
Critical Care/Emergency	Psychiatric
Geriatric	Rehabilitation
Surgical	Travel Nurse



5,000+ NURSING PROFESSIONALS

Nurse Blake Magazine is available to the over 5,000 nurse attendees of these multi-day CNE events.



PUBLICATION SPECIFICATIONS & RATES

Nurse Blake Magazine is an 8.25" by 10.75", four-color publication and is published four times per year.

Nurse Blake Magazine offers six ad sizes. All rates are per insertion. Guaranteed special placement is an additional 10% of the advertising rate per insertion.

ADVERTISING RATES	FOUR-COLOR		
	1 Issue	2 Issues	4 Issues
Frequency			
Full Page	\$2,800	\$2,380	\$1,904
2/3 Page	\$2,100	\$1,785	\$1,428
1/2 Page	\$1,400	\$1,190	\$952
1/3 Page	\$950	\$808	\$646
1/4 Page	\$700	\$595	\$476
1/6 Page	\$475	\$404	\$323

ADVERTISING SALES CONTACT

Call on us! We'd like to understand your marketing goals and help you reach Nurse Blake's more than 17,000 nurse readers.

CHELLIE THOMPSON

Monarch Media & Consulting, Inc.
chellie@monarchmediainc.com

TERMS & CONDITIONS

Billing terms are "Net 30 Days." A 15% discount is granted to agencies on invoices paid within 30 days. All advertising matters shall be subject to approval by Monarch Media and Nurse Blake prior to consent for advertising space. Monarch Media and Nurse Blake reserves the right to refuse copy at their sole discretion. No political advertising of any kind will be accepted. Advertiser warrants Nurse Blake is authorized to publish the contents and subject matter of the advertisements, and that Advertiser possesses all necessary releases, consents, licenses, copyrights or trademarks regarding the content of the ad. Additions and corrections to advertisements that are received less than 15 days prior to the date of issue are not guaranteed.



PRODUCING YOUR AD

COLOR

Use CMYK, four-color process for all color images and graphics.

FONTS

Embed all fonts. To avoid font issues with EPS files, convert all fonts to outlines.

BLEED/LIVE SPACE

Full-page ads may bleed. Use bleed specs which allow an 1/8" (0.125") beyond trim. Omit crop marks or offset crop marks by at least 1/4" (0.25"). Live matter (anything important or necessary to the reader) must be 1/4" (.25") from the trim.

IMAGE RESOLUTION

All images should be 300 dpi.

FILE TYPE

Provide a print-resolution (300 dpi) PDF with live or vector type. Embed all fonts or convert to outlines. Files received in any other format are subject to standard production rates of \$80 per hour with a minimum of 1 hour.

SUBMITTING YOUR AD

EMAIL & FILE SHARE

E-mail your ad directly to Chellie Thompson at Monarch Media, chellie@monarchmediainc.com. You may share large files through Dropbox or other safe file-sharing platforms.

MATERIALS DEADLINE

See the schedule below. A signed ad agreement must be received to reserve space by the close of business on the reservation deadline.

QUESTIONS?

If you have questions regarding the production or submission of your advertisement, please contact:

CHELLIE THOMPSON

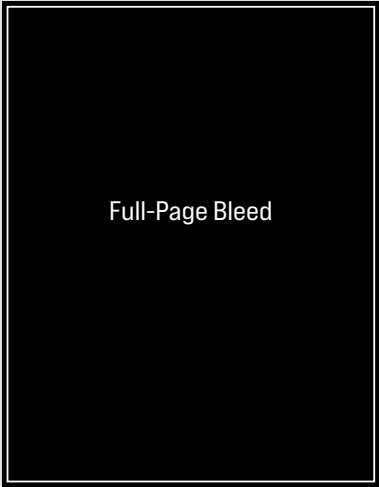
Monarch Media & Consulting, Inc.
chellie@monarchmediainc.com

ADVERTISING DEADLINES

2024 ISSUES	AD RESERVATION DEADLINE	AD MATERIALS DEADLINE	PUBLICATION DATE
Issue 1 - 2024	01/15/24	01/19/24	3/01/24
Issue 2 - 2024	04/15/24	04/19/24	6/01/24
Issue 3 - 2024	07/15/24	07/19/24	9/01/24
Issue 4 - 2024	10/14/24	10/18/24	12/01/24



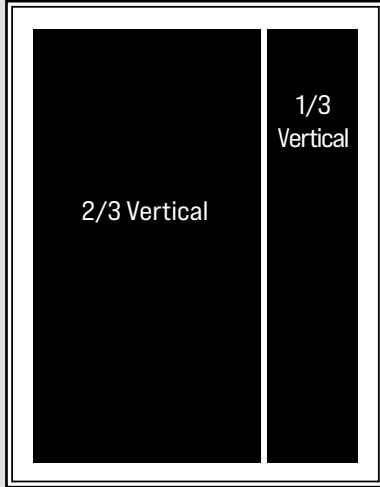
MECHANICAL REQUIREMENTS



Full-Page Bleed

FULL-PAGE
TRIM: 8.25" W x 10.75" H

BLEED
8.5" W x 11" H

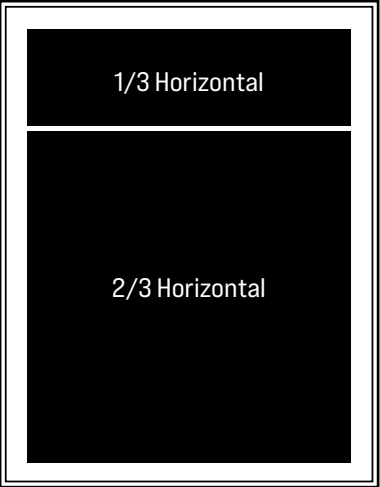


2/3 Vertical

1/3 Vertical

2/3 VERTICAL
5.25" W x 9.25" H

1/3 VERTICAL
1.75" W x 9.25" H

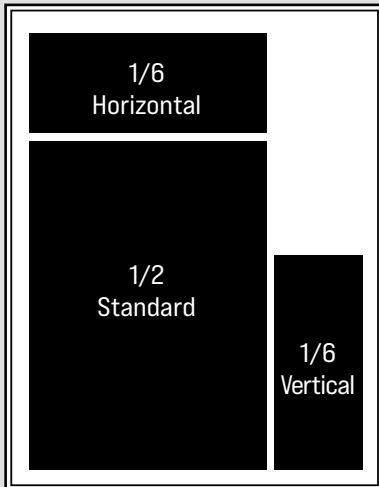


1/3 Horizontal

2/3 Horizontal

1/3 HORIZONTAL
7.25" W x 2.25" H

2/3 HORIZONTAL
7.25" W x 6.75" H



1/6 Horizontal

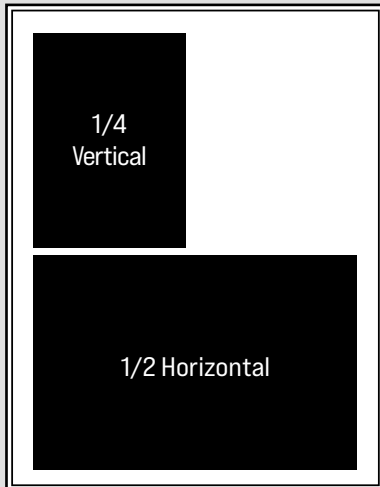
1/2 Standard

1/6 Vertical

1/6 HORIZONTAL
5.25" W x 2.25" H

1/2 STANDARD
5.25" W x 6.75" H

1/6 VERTICAL
1.75" W x 4.5" H



1/4 Vertical

1/2 Horizontal

1/4 VERTICAL
3.5" W x 4.5" H

1/2 HORIZONTAL
7.25" W x 4.5" H

BONUS!

Need a hand with design?

We are here to help! Let us know what you have in mind, and we'll help you economically design your ad. We never let design create a barrier, and we love collaborating and problem-solving with our advertisers!

Sizes and dimensions are shown at 15% of actual print size.



Digital Advertising

E-NEWSLETTER SPECS / ADVERTISING RATES

The Nurse Blake e-newsletter is sent in between each printed issue for a total of 16 times annually to 50,000+ nurses. Space is limited and subject to availability. The e-newsletter will highlight articles from the most recent issue and include sneak previews into upcoming issues and events. Ad packages consist of 4, 8 or 16 ads. You will receive one ad per e-newsletter. The prices are per package.

FREQUENCY	16 ADS	8 ADS	4 ADS
Banner Ad	\$2800	\$1600	\$900

AD SIZES / SPECS



Banner Ad Dimensions
1080 pixels wide x 175 pixels tall at 72dpi

Acceptable file types include:
GIF, JPG, PDF or PNG.

File size should be under 50k.

ADVERTISING DEADLINES / PURCHASING AN AD

To reserve digital ad space, contact Chellie Thompson at chellie@monarchmediainc.com. Digital ads can be purchased at anytime throughout the year. A signed ad agreement will be emailed and must be signed and received to reserve space. Ads will be placed, as space allows, in the next available e-newsletter.

ADVERTISING BUNDLES

Take full advantage of all Nurse Blake Magazine & Digital advertising opportunities through custom advertising bundles. Contact Chellie Thompson at chellie@monarchmediainc.com for details.

