

# PCNA SmartBrief

Preventive Cardiovascular Nurses Association

**2023 MEDIA KIT**

# 8,430

## SUBSCRIBERS

Subscription-only News Service

Published Weekly

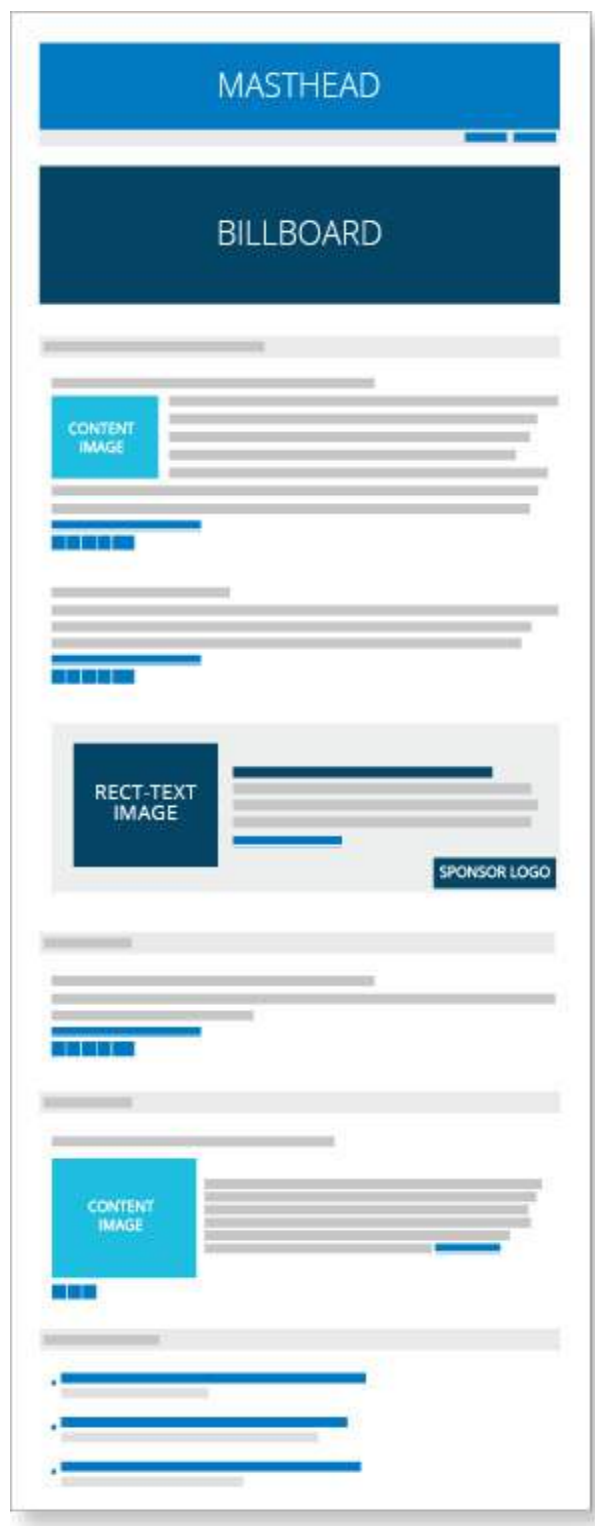
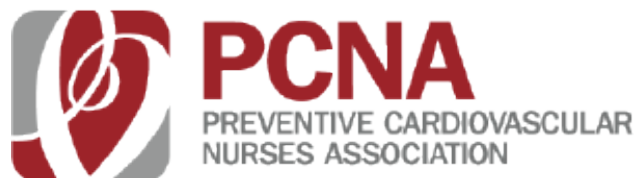
### The Smarter Way to Reach Preventive Cardiovascular Nurses

PCNA SmartBrief is a subscription-only news service dedicated to informing preventive cardiovascular nurses of the news shaping their industry. Developed in exclusive partnership with PCNA, it provides a weekly summary of essential industry news.

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*"The SmartBrief publications have been a valuable investment for us. From an audience, engagement and cost per lead perspective — these programs are driving a positive impact on our demand generation initiatives." — Marketing Manager, Salesforce ExactTarget Marketing Cloud*

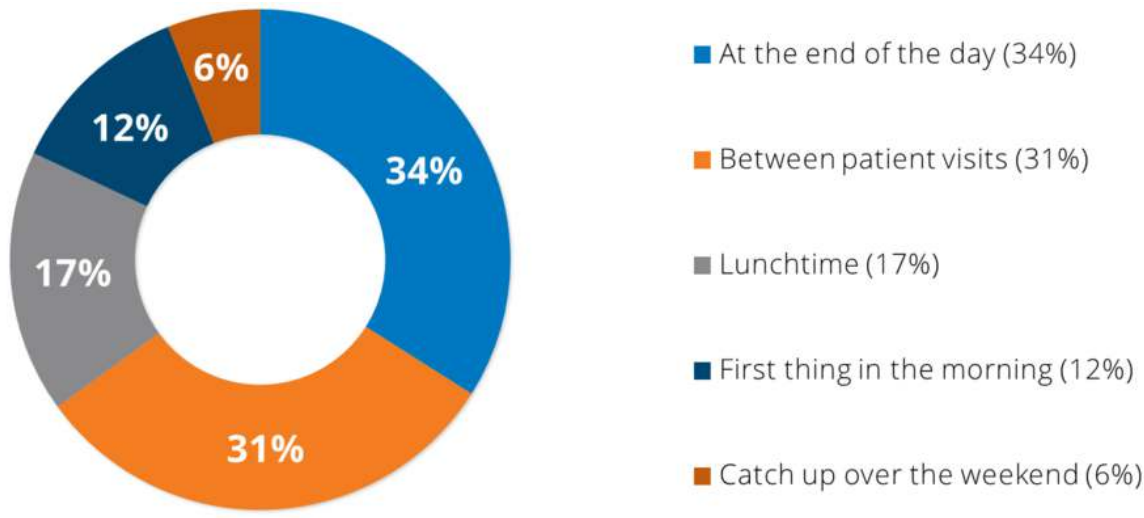
*"I find SmartBrief to be an invaluable resource in keeping pace with research into areas of special interest to me- and often use features to inform my treatment of patients." — Emergency Medicine Consultant and Trauma Surgeon, Northwestern Medical Services*



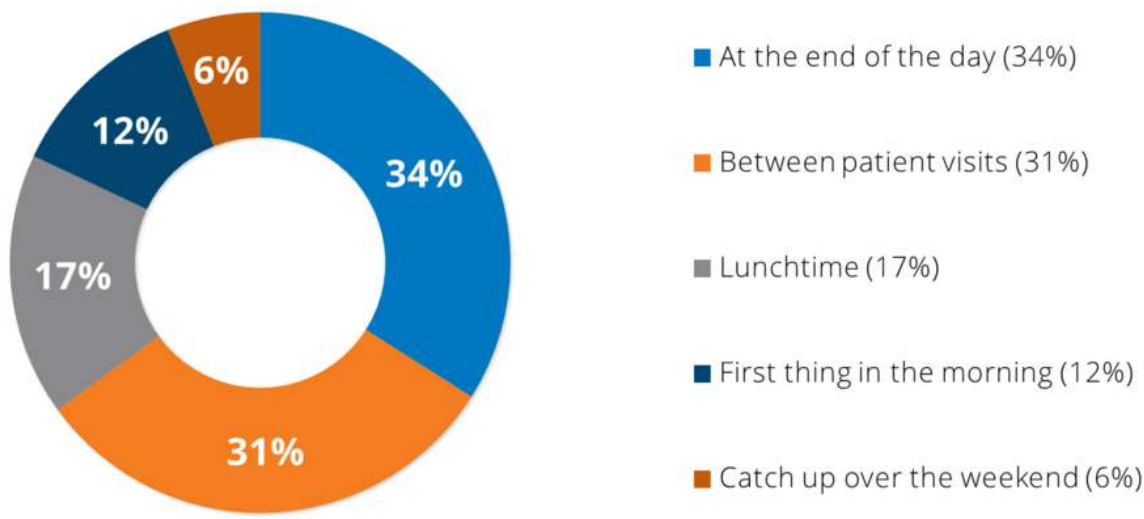
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Noah Strassberg, Account Director at or [noah.strassberg@futurenet.com](mailto:noah.strassberg@futurenet.com)

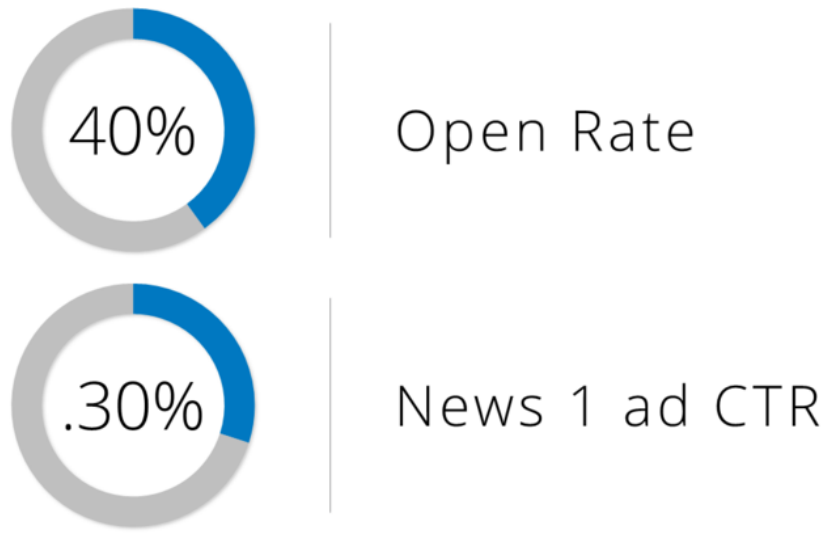
When do Subscribers Read?



When do Subscribers Read?



About PCNA SmartBrief



# SmartBrief Solutions

**Whether you're launching a new product, driving traffic to an event or building your sales pipeline, your dedicated SmartBrief account team can help you create the right mix of advertising and content solutions to achieve your goals.**



## BRAND AWARENESS

Keep your organization top of mind with your industry's top business leaders. SmartBrief allows you to get your messaging directly in front of these industry professionals in order to maximize brand awareness.



## THOUGHT LEADERSHIP

Establish your reputation and create a meaningful connection with your target audience by leveraging our subject-matter experts to create white papers, webinars and blog posts that will resonate with the business leaders within your industry.



## LEAD GENERATION

Combine targeted advertising with creative landing pages to generate demand and drive qualified leads. Our in-depth reporting provides the information you need to qualify conversions and continue the conversation.



## PRODUCT PROMOTION

Build a campaign to generate buzz around a new product. Our advertising platform can promote demos, case studies and other product information to drive purchases.



## EVENT PRESENCE

Drive booth traffic or build thought leadership before, during and after a show with advertising that targets conference attendees. You can sponsor a conference report that offers 100% share of voice alongside the show's memorable highlights and keynotes.



## CONTENT CREATION

Work with our writers and designers to create customer white papers, blog posts, infographics and webinars that will leverage your expertise and establish your organization as an industry thought leader.

# Why Advertise with SmartBrief

**With our production of premium editorial content and access to highly engaged audiences, SmartBrief can serve up customized ads that will be seen by your industry's top business leaders. We have some of the highest click-through rates in our newsletters' respective industries and can drive results for your business.**

## FIRST PARTY DATA

Unlike other platforms that rely on purchased third party data sources, Smartbrief only leverages data that it's collected from users directly. This means we won't make incorrect assumptions about user characteristics, and you're guaranteed to reach the demographics you wish to target.

## HIGHLY ENGAGED AUDIENCES

Through partnering with associations, we have access to the most ambitious professionals within their chosen fields. A person who joins an association, pays their member dues and attends conferences is someone focused on professional development and more likely to be engaged.

## PREMIUM EDITORIAL CONTENT

SmartBrief boasts some of the highest open and click rates in the industry. That's because we employ human editors to create and curate each day's news. For many of our users, the SmartBrief newsletter is the first email they open every morning and is their go-to source for industry developments.

## PERSONALIZED SUPPORT

With SmartBrief, you're not going onto a self-service ad buying portal and hoping for the best. You're working with a dedicated individual who's helping you achieve the goals of your campaign. Our team members will work with you directly to optimize your ad content so that it's likely to appeal to our readers.

## PROVEN ROI

Moving past impressions and clicks, SmartBrief's reporting and dedicated account support provides in-depth data on companies and titles to show you how the audience engages with your content. We are committed to providing you with optimal performance and campaign insight.

# Advertising Opportunities

## DISPLAY & NATIVE ADVERTISING

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### Display & Native Advertising: Above-the-Fold Takeover

With a high-impact display ad unit atop the brief and a native text ad placement in the first content section, your sponsorship will deliver the best of both worlds: impact and engagement.

[View Sample](#)

[View Specs](#)

### Billboard Banner

As the top banner immediately below the SmartBrief publication masthead, the billboard is the first thing our readers see when they open the newsletter

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### Rectangle-Text Ad

SmartBrief's news section sponsorships allow you to seamlessly align your brand message with our editorial content, positioning you as an industry resource. Make use of both images and text to provide useful resources, case studies or information about the features and benefits of a product using our high-performing advertising unit.

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### Video-Text Ad

Stand out from the crowd as one of the first to present video in the inbox. Supercharge engagement by using a combination of video and text to drive video views and website traffic.

[View Sample](#)

[View Specs](#)

### Featured Content

The Featured Content section gives you exclusive ownership of an entire newsletter section. Featured Content is ideal for promoting branded content. Through a Featured Content news section sponsorship, you can showcase your thought leadership in the context of a trusted news resource.

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# Advertising Opportunities

## EXCLUSIVE OPPORTUNITIES

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### Special Report

The Special Report is an excellent way to align your brand with critical industry topics. SmartBrief editors supplement the daily newsletter with a one- or two-part send on a topic you choose related to trending news and industry developments.

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[View Specs](#)

### Conference Report

As the exclusive sponsor of the official Conference Report, your organization can reach attendees before and after the event with customized, relevant content. The two-part series offers readers a pre-show overview of conference themes and events, and a post-conference look back at key takeaways and highlights.

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### Spotlight

The Spotlight allows you to engage your target audience with useful, relevant information on a topic of your choice. Your branded content runs in a stand-alone send to a SmartBrief newsletter audience, supported by relevant news and information summarized by the SmartBrief Content Services team.

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### Dedicated Send

The Dedicated Send is an opportunity to send a stand-alone promotional e-blast to the audience of one of our SmartBriefs, with 100% of the message content coming from the advertiser. You provide the HTML for the send so you control the look of the message, including images and layout.

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## AUDIENCE EXTENSION

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### SmartSocial

Extend your campaign and reach SmartBrief's highly-engaged audience across the largest social media channels. SmartSocial gives our advertisers access to multiple touch points to reach our readers throughout their day.

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## 2023 PRICING

Display & Native Advertising	
Above-the-Fold Takeover (Billboard + News 1)	\$325/issue
Billboard	\$200/issue
News 1	\$250/issue
News 2	\$225/issue
News 3	\$200/issue
Featured Content	\$200/issue
SmartSocial	By Segment Only

5x minimum on Display & Native Advertising

News Section ads include the Rectangle-Text Ad or Video-Text Ad

Upgrade any news section placement to a Video-Text ad for a premium

Exclusive Opportunities	
Special Report Single Issue	\$1,500
Dedicated Send	\$4,200
Spotlight	\$4,200
Best Of	\$4,200