

# NAPNAP Media Kit



*We care for and about your children®*



**National Association of Pediatric Nurse Practitioners**  
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[www.napnap.org](http://www.napnap.org)

# About NAPNAP

The National Association of Pediatric Nurse Practitioners (NAPNAP), [www.napnap.org](http://www.napnap.org), advocates for the health and well-being of children. With nearly 7,500 members, NAPNAP is the professional association for PNs and other advanced practice nurses who care for children. Established in 1973, NAPNAP has been actively advocating for children's health by: providing funding, education, and research opportunities to PNs; influencing legislation that affects maternal/child health care; and producing and distributing educational materials to parents and families. NAPNAP prides itself in the caliber of its members, which includes national child health care experts, respected authors, distinguished faculty, and practicing professionals.

## **Mission Statement:**

Promoting optimal health for children through leadership, practice, advocacy, education and research.

## **Membership:**

Nearly 7,500 members and 48 chapters across the United States. Our members represent many facets of pediatric health care delivery including but not limited to: Pediatric Nurse Practitioners, Acute Care Nurse Practitioners, School Nurse Practitioners, Neonatal Nurse Practitioners, Family Nurse Practitioners, Clinical Nurse Specialists, Pediatric Nurse Consultants, Pediatric Nurses and Pediatric Nurse Practitioner Students.

## **Publications:**

*The Journal of Pediatric Health Care*, a bimonthly pediatric journal containing articles about research and current developments in pediatric care.

*The Pediatric Nurse Practitioner*, a bimonthly electronic newsletter, which reports on NAPNAP's activities, pediatric clinical and nurse practitioner news.

*Ready, Set, Grow: Raising Healthy Kids*, a bi-annual consumer publication for parents and distributed to 1 million families.

# About PNs

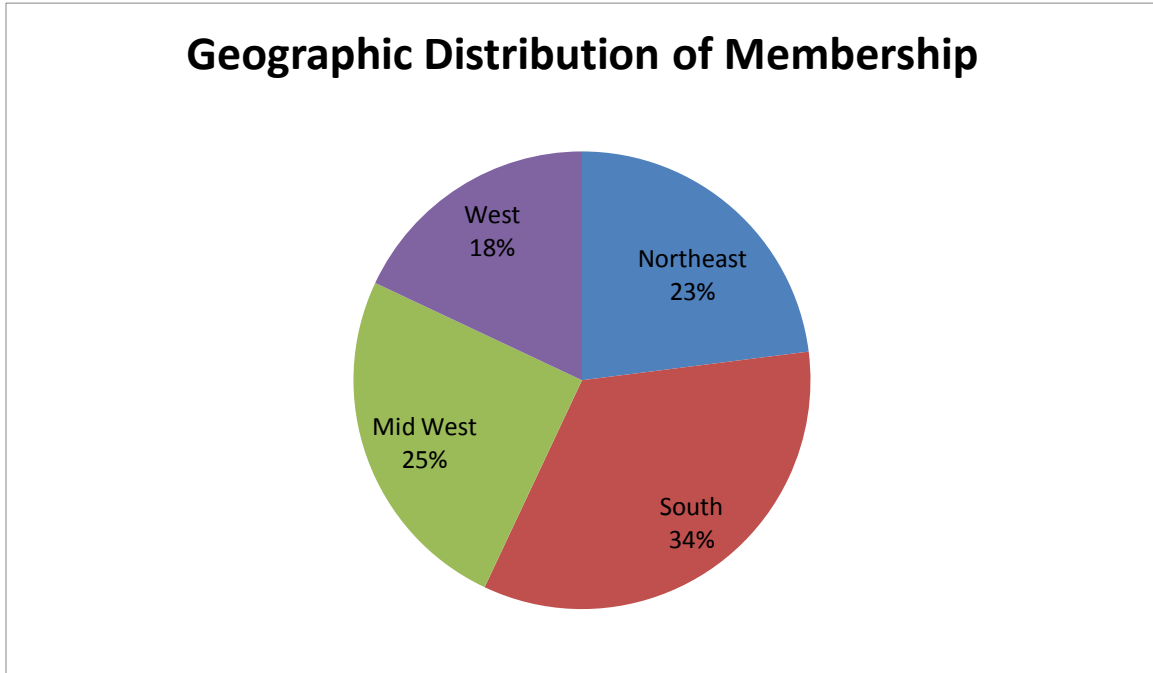
For more than 40 years, PNs have improved children's health by increasing families' access to quality healthcare. PNs are primary healthcare providers who diagnose and treat, perform routine developmental screenings, provide maintenance care and well-child examinations, administer immunizations, have prescriptive authority and offer guidance to parents regarding common healthcare concerns.

PNs serve as pediatric health care providers for well and ill children of all ages. Many parents choose a PNP as their child's health care provider knowing they will receive individualized quality health care. PNs may practice in a variety of settings that include but are not limited to primary care settings, such as pediatric offices or clinics, as well as acute care settings, such as hospitals, surgical centers or specialty clinics.

There are approximately 12,000 practicing PNs in the U.S.

# NAPNAP Membership Distribution

NAPNAP members reside in all 50 states throughout the United States. The following chart displays the percentage of NAPNAP members by Region.



Northeast: ME, VT, NH, MA, RI, NY, CT, NJ, PA, DE

South: MD, DC, WV, VA, NC, SC, GA, TN, KY, MS, AL, LA, FL, TX, OK, AR

Mid West: ND, MN, WI, MI, OH, IN, IL, MO, KS, NE, SD, IA

West: WA, OR, CA, ID, UT, NV, AZ, NM, CO, WY, HI, AK, MT

## Universe of PNP's

NAPNAP has compiled a breakdown of Registered Nurses and the Nurse Practitioner populations by state. The following **MAP** shows the total state population, an estimate of total children in each state age range 0-19 years, total RNs, total NPs, total certified PNP's by PNCB, and NAPNAP National members.

# Member Profile

|                            |   |
|----------------------------|---|
| <b>Gender</b>              | Predominantly female, < 1% male   |
| <b>Employment Settings</b> | Hospitals (includes Acute Care, Hospital-Based Clinics and Emergency Dept) – 41%<br>Pediatric Offices – (Employee) – 29%<br>Faculty (Colleges/Universities) – 9%<br>Community/Public Health – 5%<br>School-Based (K-12) – 4%<br>Pediatric Offices – (Self-Employed) – 2%<br>Other( Urgent Care, Walk in Clinics, Rehab) – 10% |
| <b>Employment Status</b>   | Full Time – 70%<br>Part Time – 25%<br>Unemployed or Retired – 5%  |
| <b>Patient Population</b>  | General Pediatrics – 78%<br>Neonatal – 6%<br>Adolescents & Young Adults – 13%<br>Adults – 3%  |
| <b>Education</b>           | DNP/PhD – 8%<br>MS/MSN – 69%<br>BS/BSN – 15%<br>Certificate Program or Other – 8%   |
| <b>Salary</b>              | The <a href="#">NAPNAP Salary by state report</a> is produced annually and is available online.   |



# Advertising Opportunities & Rates

| The following channels are used to disseminate information to NAPNAP members: |   |  |  |
|---|---|--|--|
|   | <u>Activity</u>   | <u>Price</u>                           | <u>Deadline</u>  |
|   | <b>Direct Mail – Mailing list purchase</b>                                | <a href="#">Click here for details</a> | None   |
|   | <b>Annual Conference Sponsorship</b>                                      | <a href="#">Click here for details</a> | Varies   |
|   | <b>Career Connection</b>  |  |  |
|   | 30 day job posting  | \$385                                  | None   |
|   | 60 day job posting  | \$465                                  |  |
|   | Resume purchase   | \$35                                   |  |
|   | 3 month banner ad   | \$500                                  |  |
|   | 6 month banner ad   | \$1,000                                |  |
|   | 1 year banner ad  | \$2,000                                |  |
|   | Bundle packages   | <a href="#">Click here for details</a> |  |
|   | <b>Journal of Pediatric Health Care (JPHC) (Set by Elsevier annually)</b> |  | <a href="#">Click here for details</a>                   |
|   | 1/4 page ad   | \$840                                  |  |
|   | 1/2 price ad  | \$1,155                                |  |
|   | Full Page   | \$1,630                                |  |
|   | <b>Blast Email (For profit)</b>   |  |  |
|   | Single  | \$1,300                                | None   |
|   | Two or three  | \$1500- \$2000                         | None   |
|   | <b>Blast Email (Non-profit)</b>   |  |  |
|   | Single  | \$850                                  | None   |
|   | Two or three  | \$1000- \$1200                         | None   |
|   | <b>*Bi-weekly News Flash (For profit)</b>                                 |  |  |
|   | Priority (1st item listed)  | \$1,200                                | Friday prior to distribution (call for more information) |
|   | Entry (2nd item listed)   | \$1,000                                |  |
|   | Side bar w/link   | \$600                                  |  |
|   | <b>*Bi-weekly News Flash (Non-profit)</b>                                 |  | Friday prior to distribution(call for more information)  |
|   | Priority (1st item listed)  | \$800                                  |  |
|   | Entry (2nd item listed)   | \$650                                  |  |
|   | Side bar w/link   | \$400                                  |  |

|   |         |   |
|---|---------|---|
| <b>TPNP Electronic Version</b>                      |         | Dec 10, Feb 10, April 10,<br>June 10, August<br>10, October, 10 |
| Banner ad (468 X 80)                                | \$1,000 |   |
| Side bar ad (150 X 60)                              | \$600   |   |
| Employment line ads**                               | \$465   |   |
| Research, book and CE line ads**                    | \$500   |   |
| ** Limited to 100 words                             |         |   |
| <b>Link from NAPNAP Site</b>                        |         | None  |
| Homepage (6-months)                                 | \$1,000 |   |
| CE Page (6-months)                                  | \$800   |   |
| Resource Page (6-months)                            | \$500   |   |
| <b>Posting on NAPNAP Website</b>                    |         | None  |
| Brochure Link (6-month)                             | \$250   |   |
| PDF posted on NAPNAP site (6-month)                 | \$500   |   |
| <b>Continuing Education</b>                         |         | None  |
| Logo on PNPSourCE (sustaining member) (6-months)    | \$300   |   |
| Logo on PNPSourCE (non-sustaining member)(6-months) | \$500   |   |

All emails, postings or advertisements are subject to the approval of NAPNAP. Prices are subject to change.

\*The NAPNAP NewsFlash contains association news, pediatric clinical information and other items of interest to members. NAPNAP facilitates the distribution of all email blasts. News Flash items must be text and no longer than 100 words. Hyperlinks are permitted. Email lists are not sold to third parties.

NAPNAP reserves the right to reject any advertising that it deems inappropriate, or that is contrary to business policies.

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