media kit

www.napnap.org
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With more than 9,000 members, the National Association of Pediatric Nurse Practitioners (NAPNAP) has been the professional organization for pediatric-focused advanced practice registered nurses (APRNs), including pediatric nurse practitioners (PNPs), who care for children since its founding in 1973. Our mission is to empower pediatric-focused APRNs and their interprofessional partners to enhance child and family health through leadership, advocacy, professional practice, education and research.

Who We Are

Pediatric-focused APRNs are advanced practice healthcare providers dedicated to improving children’s health in primary care, as well as specialty and acute care settings. We have been providing quality health care to children and families for more than 45 years in an extensive range of practice settings, such as pediatric offices, specialty clinics, school-based health centers and hospitals, reaching millions of patients across the country each year. We spend significant one-on-one time with patients, birth through 21 years old, and families. Fifty-five percent of our members report spending 11-20 minutes with patients and 23 percent report spending more than 20 minutes.
What We Do

• Manage acute, chronic and critical pediatric diseases, including asthma, diabetes and cancer
• Provide pediatric health care maintenance, including well child exams
• Diagnose and treat common childhood illnesses such as allergies, otitis and acne
• Screen and manage mental health illnesses in children and adolescents
• Perform in-depth physical assessments, including vision, hearing and dental
• Perform therapeutic procedures in a variety of settings
• Prescribe medication, therapies and medical equipment
• Order and interpret results of laboratory and diagnostic tests
• Provide anticipatory guidance regarding common child health concerns such as nutrition, obesity and weight management
• Provide behavioral counseling in areas such as school failure, ADHD and risk taking behaviors
• Coordinate and lead pediatric healthcare homes
• Develop and evaluate therapeutic management plans
• Perform developmental screenings
• Perform school physicals and provide childhood immunizations
• Provide anticipatory guidance on in-home safety, unintentional injuries, sports injuries, motor vehicle and bike safety
Our more than 9,000 members, comprising of 53 chapters across the United States and 18 special interest groups, represent many facets of pediatric healthcare delivery, including primary and acute care pediatric nurse practitioners, family nurse practitioners, school nurse practitioners, neonatal nurse practitioners, clinical nurse specialists, pediatric nurse consultants, pediatric nurses and pediatric nurse practitioner students.

### By The Numbers

**Education - Highest Level**
- BS/BN 7.2%
- Other 8.3%
- Doctoral 14.3%
- Masters 70.2%
- NP Cert 2.2%

**Professional Certification**
- Primary Care PNP 65.7%
- Other 4.7%
- NNP <1%
- CNS <1%

**Setting**
- Hospital 35.7%
- Pediatric Office 32.4%
- Public Health 4%
- Urgent/convenient care 4.6%
- School-based 10.7%
- Other 12.4%

**Patient Population**
- General Peds (0-21) 82%
- Newborn-Toddler 5.8%
- Adolescents - Young Adults 7%
- School-aged 3.2%
- Adults 1.8%
Opportunities

**Why partner with NAPNAP?**

We will provide your organization access to influential and powerful members in the pediatric healthcare community. Through our unique online, print and direct access, your organization has the opportunity to reach key decision makers untapped in other markets. With more patients entering the healthcare system than ever before, partnering with NAPNAP means that your organization can connect with a growing market of expert child healthcare providers – PNP's and other pediatric-focused APRNs.

We offer many opportunities for your organization to associate with pediatric healthcare leaders. We will work with you to develop a package that best meets your needs throughout the year.

To become a partner, contact us at: marketing@napnap.org.
Opportunities - cont.

Online

1. **NAPNAP Daily News** - Market your products and services in our high-quality daily pediatric healthcare news coverage

2. **NAPNAP Newsflash e-newsletter** - Connect with our membership in our biweekly communication highlighting key association news and resources

3. **Website** - Promote your company or organization on www.napnap.org accessed by members and visitors throughout the U.S.

4. **PedsCESM** - Increase your visibility with advanced practice nurses who earn CE and pharmacology course credits online

5. **NAPNAP Career Connection** - Showcase employment opportunities or educational resources to reach thousands of pediatric-focused APRNS and students looking for new career opportunities

Publications

6. **Journal of Pediatric Health Care** - Promote your products and services in our leading pediatric health care journal read and cited by advanced practice nurses, physicians and other healthcare providers

Direct Access

7. **NAPNAP National Conference** - Reach more than 1,800 nurse practitioners and other pediatric healthcare providers at our premier event in pediatric health care

8. **Corporate Circle membership** - Become a partner to enjoy special advertising and sponsorship benefits

9. **Member Communications** - Connect your branded message with our full membership or specific segments
**Key Facts**

**Circulation:** 7,400

**Daily open rate:** 31%

**Percent opens on mobile devices:** 63%

NAPNAP Daily News is our official daily e-news briefing delivered to our members each week day morning. Members repeatedly tell us that NAPNAP Daily News is a vital, easy access resource delivered to them as they start their busy days.

**Contact:** [pnp@bulletinhealthcare.com](mailto:pnp@bulletinhealthcare.com) to advertise in NAPNAP Daily News.
Key Facts

**Frequency:** biweekly  
**Circulation:** 8,600  
**Open rate:** 28%

Our Newsflash e-newsletters are sent to our membership and highlight timely information, including association news and member opportunities and benefits. Past Newsflash editions are now searchable and accessible on our website.

**Contact:** arasor@associationrevenuepartners.com to advertise in Newsflash.
Key Facts

Monthly impressions: 80,000
Average time per visit: 4.0 minutes per visit

Our website allows members and guests to access a variety of key information ranging from association news and perspectives to practitioner information to family-friendly healthcare resources. The website features responsive web design to allow users to quickly find information whether on a desktop, tablet or mobile device.

Contact: arasor@associationrevenuepartners.com to have your ad posted on www.napnap.org.
PedsCE™

Key Facts

More than 50 accredited courses at any given time
More than 7,000 certificates awarded per year

ce.napnap.org

NAPNAP’s PedsCE™ offers pediatric-focused APRNs and other pediatric healthcare professionals an online community to earn CE contact hours to meet their licensure and certification requirements.

Contact: ce@napnap.org to advertise on PedsCE™.

RATE CARD

Logo w/ link $500 per month
NAPNAP Career Connection

Key Facts

Job seekers: more than 15,000
Unique page views: more than 5,000 per month
Average searchable jobs: more than 200 per year

careerconnection.napnap.org

The NAPNAP Career Connection is a web-based tool that connects pediatric-focused APRNs with prospective employers in private practice or institutions.

Contact: Amanda Butremovic at amanda.butremovic@communitybrands.com or 727-497-6565 x 3147 to be a Career Connection advertiser.
The Journal of Pediatric Health Care (JPHC) is the leading nurse practitioner journal for the care of infants, children, adolescents and young adults. JPHC is currently ranked 40th out of 118 ranked nursing journals and 76th out of 124 medical pediatric journals. As the official journal of NAPNAP, JPHC publishes original, peer-reviewed articles on clinical topics, health policies and critical issues relevant to the expanded role of pediatric nurses and nurse practitioners in primary care. As the number of PNP and other pediatric-focused APRNs grows, so does the scope and reach of our journal.

Contact: media@elsevier.com for JPHC advertising.
Direct Access

Sponsorship Opportunities at NAPNAP Conference

Key Facts

- **Attendees:** 1,800+
- **Exhibitors:** 120+
- **Sessions/events:** 100+

Becoming a conference sponsor provides you with the opportunity to connect with more than 1,800 pediatric nurse practitioners, family nurse practitioners and other healthcare providers who care for children. Our conference attendees are a valuable part of the healthcare team, interacting with parents, patients, physicians and other healthcare professionals on a daily basis. Don’t miss this opportunity to speak directly to pediatric healthcare leaders.

You can choose a single marketing opportunity or work with us to develop a package of options that serve your needs, including food and beverage sponsorships, program book ads, hotel room drops, pre- and post-conference attendee communications and a wide variety promotional items visible in the conference space or given away to attendees. You can also choose to host an ancillary event, product theater or focus group during our multi-day conference.

**Contact:** Lisa Denton at exhibits@napnap.org or 607-674-2666, ext. 203 to discuss opportunities.
Corporate Circle Levels

**Platinum Circle**: $20,000

**Gold Circle**: $10,000

**Silver Circle**: $5,000

Each of our Corporate Circle membership levels offer year-long benefits tailored to meet the diverse needs of our partners. Our available opportunities fit a variety of budgets; yet all Corporate Circle members enjoy enhanced member services and increased visibility among our membership. Please consider your needs and determine the level of membership that’s right for your company. Visit our Corporate Circle webpage at: www.napnap.org/corporate-circle-members to learn more about specific benefits available at each level.

**Contact**: memberservices@napnap.org to join.
Direct Access

Member Communications

Key Facts

**Database:** 9,000+  •  **Email or direct mail options**

We are pleased to offer organizations and individuals the opportunity to connect directly with our members to promote products and services or conduct approved research. You can communicate with our full membership or a segment based on specialty, practice setting, geographic area or student/member status.

For direct mail requests, we provide you with the requested population’s mailing data. If you prefer electronic communication, you simply supply the draft message, and we will distribute the email blast.

Visit [napnap.org/direct-access-members](http://napnap.org/direct-access-members) to get prices and learn more.

**Contact:** marketing@napnap.org to schedule.