



Supporter Guide

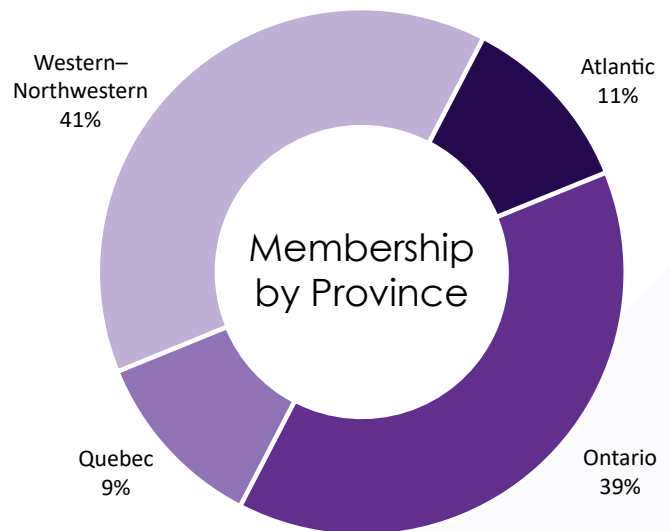
The Canadian Association of Schools of Nursing (CASN) has been the national voice for nursing education, research, and scholarship for over 80 years and currently represents [93 member schools](#) across Canada. As a participant in multiple national and international networks, CASN speaks for Canadian nursing education and scholarship, establishes national standards of excellence for nursing education, and promotes the advancement of nursing knowledge through research.

Your support of CASN helps us advocate for high-quality nursing education, influence public policy, build capacity among nurse educators, and foster connections that strengthen and sustain schools of nursing in Canada.

National Voice for an Exclusive Audience

CASN is a national, voluntary, bilingual organization that provides services and essential resources to Canadian member schools of nursing, faculty, academic administrators, and researchers in the field.

Our member network reaches an active audience of 200,000, which includes deans, directors, chairs, faculty, administrators, students, nurses, physicians, and scientists, as well as policy makers and government officials in health care.



Supporting Nursing Education

Supporting CASN and our work on behalf of Canadian nursing education is an investment that ultimately benefits all Canadians. Sponsorship and advertising through CASN are excellent ways to make a positive impact on society while helping raise your organization's profile among decision makers in Canadian nursing education.



Supporter Products

1. CASN Council (Annual)

Join CASN's annual Council Meeting in November. The meeting, which includes our annual general meeting, provides an opportunity for academic nursing leaders and faculty from member schools across Canada to meet and discuss nursing education challenges, impacts, and innovative solutions.

As a sponsor or exhibitor at Council, you will be able to reach deans, directors, chairs, and faculty members directly and showcase your brand, messages, products, and/or services to a national audience.¹

Contact [Roxanne Nizio](#) for more details.

Rates start at \$500. See [Advertising Rates](#) for more information.²

Quick facts

100+ avg. delegates/year

80+ years

Running annually since 1942

Next Council: **November 2025** in Ottawa, Ontario

2,500 page views/year

Supporter Visibility Opportunities

- Council webpage (logo/contact info)
- Event program (ad)
- Break slides (logo)
- Social media (logo)
- Sponsorship opportunity



2. CASN Conference (Biennial)

At the biennial CASN Conference, held in the spring, members of national and international nurse educator communities gather to share innovative and creative research on teaching and learning.

As a sponsor or exhibitor at this event, you will be able to interact directly with a wide range of nurse educators, curriculum decision makers, researchers, and students and showcase your brand, messages, products, and/or services.¹

Contact [Roxanne Nizio](#) for more details.

Rates start at \$1,650. See [Advertising Rates](#) for more information.²

Quick facts

400+ avg. delegates

300–500 delegates every 2 years

39 years

Running since 1986

Next Council: **May 2026** in Mississauga, Ontario

250+ avg. abstracts

20+ exhibitors

2,800 page views/year

Supporter Visibility Opportunities

- Conference webpage (logo/contact info)
- Event program (ad)
- Break slides (logo)
- Social media (logo)
- Exhibitor opportunity



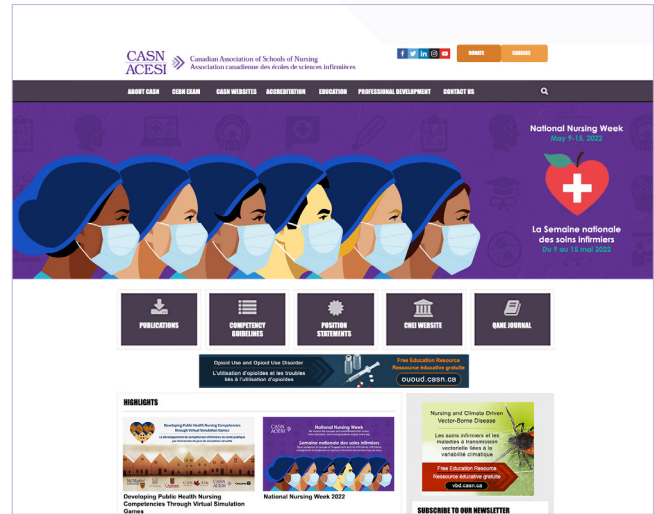
3. CASN Website

CASN’s website provides key information, updates, and resources on nursing education to 70,000+ visitors annually.

Advertising space is available on the home page, where you can share your brand, messages, products, and/or services that are relevant to nursing education, nursing faculty, and/or schools of nursing.¹

Rates start at \$520.² Use of this ad space is free to [CASN Member Schools](#).³ See [Advertising Rates](#) for more information.

Quick facts
180,000 views/year
15,000 avg. monthly page views
70,000 unique users/year
6,000 avg. monthly users



4. CASN News – E-newsletter

CASN News is a bilingual e-news bulletin that is distributed electronically to a highly engaged audience of over 5,000 subscribers. It provides monthly updates and key information related to nursing education in English and French.

By placing an ad or article in the newsletter, you can instantly share your brand, messages, products, and/or services that are relevant to nursing education¹ with CASN’s subscribers.

Rates start at \$520.² Use of this ad space is free to [CASN Member Schools](#).³ See [Advertising Rates](#) for more information.



Quick facts
5,000+ subscribers
12 emails/year
46% open rate
High open rate. Industry average email open rate is around 21.5%.

5. CASN Webinars

CASN hosts webinars that foster learning and networking for over 300 nurse educators. Sponsoring a webinar offers outstanding exposure for your brand, with your logo featured prominently on the event page, in presentations, and across our social media promotions.

Quick facts

2,000 participants/year
300 avg. participants per webinar
10+ webinars/year

Don't miss this opportunity to connect with top nurse educators and enhance your visibility!

Contact [Roxanne Nizio](#) for more details.

Rates start at \$1,650. See [Advertising Rates](#) for more information.²

Supporter Visibility Opportunities

- Webinar webpage (logo/link/contact info)
- Presentation slides (logo)
- Social media (logo)



6. QANE-AFI Journal

CASN's [Quality Advancement in Nursing Education - Avancées en formation infirmière \(QANE-AFI\)](#) is a bilingual double-anonymized peer-reviewed journal with an international editorial board of highly respected scholars, and Co-Editors-in-Chief who are widely recognized for their research in the field of nursing education. *QANE-AFI* publishes cutting-edge research in nursing education and is a valuable resource for nursing education professionals nationally and internationally.

Recognized sponsorship of this nursing research journal supports the publication of leading practices in clinical and classroom teaching to over 2,000 nurse educators and multiple nursing education institutions worldwide.

Sponsorship rates start at \$5,150. Contact [Jessica Pearce Lamothe](#) for more details.

Quick facts

55,000 downloads/year
Thousands of downloads per issue by 2,000+ readers from 200+ countries
3 issues/year
Published three times per year with a biennial special edition
11 years
First issue published in 2014

QANE-AFI welcomes work that advances the quality of nursing education in Canada and internationally. **Submit your nursing education research to CASN's online journal!**



¹ Acceptance of any ad content is at the sole discretion of CASN, and acceptance does not constitute endorsement of any products or organizations by CASN.

² 2025 event pricing. Contact [Roxanne Nizio](#) for event pricing and options.

³ Do you represent baccalaureate and graduate nursing programs in Canada and want to become a member school? [Contact us!](#)

7. CASN Social Network



CASN has a dedicated social media network following that includes CASN member schools, project partners, deans, directors, chairs, faculty members of nursing programs, and government policy makers from across Canada and internationally.

Through a promotional post of information¹ relevant to nursing education and/or schools of nursing on CASN’s X/Twitter, Facebook, Instagram, and/or LinkedIn networks, you will be able to reach 4,000+ followers.

Rates start at \$110. See [Advertising Rates](#) for more information.

Quick facts

2,400+ X/Twitter followers

2,300+ Facebook followers

1,180+ LinkedIn followers

680+ YouTube followers

570+ Instagram followers

Advertising Rates (1/2)*

CASN Supporter Product	Audience	Investment*	Dimensions & Details
1. CASN Council Sponsorship (annual) <ul style="list-style-type: none"> Quarter-, half-, and full-page program ad & weblink¹ Logo & weblink on website Break slides ads & logo More options² 	100+ attendees per event 2,500 page views per year	Sponsorship levels (2025 event pricing) <ul style="list-style-type: none"> Awards and Recognition: \$5,000 Prestige: \$4,000 Platinum: \$3,000 Gold: \$2,500 Silver: \$500 	Quarter-page ad and larger <ul style="list-style-type: none"> 300 dpi resolution
2. CASN Conference Sponsorship (biennial) <ul style="list-style-type: none"> Quarter-, half-, and full-page program ads & weblink¹ Logo & weblink on website Break slides ads & logo More options² Exhibitor – single- or double-space options	400+ attendees per event 2,800 page views per year 20+ exhibitors per event	Sponsorship levels (2026 event pricing) <ul style="list-style-type: none"> Diamond: \$8,760 Prestige: \$7,210 Platinum: \$6,180 Gold: \$4,120 Silver: \$2,580 Exhibitor pricing <ul style="list-style-type: none"> Single-space: \$1,650 Double-space: \$2,680 	Quarter-page ad and larger <ul style="list-style-type: none"> 300 dpi resolution
3. CASN website ad & weblink or article with image & weblink¹ <ul style="list-style-type: none"> 500 words Free to member schools³ 	180,000 page views per year 70,000 users per year	<ul style="list-style-type: none"> 1 month: \$520 2 months: \$930 3 months: \$1,340 	728x90-pixel ad or 300x250-pixel ad or 350x180-pixel ad and 500 words <ul style="list-style-type: none"> 72 dpi Limit 1 per customer

Advertising Rates (2/2)*

CASN Supporter Product	Audience	Investment*	Dimensions & Details
<p>4. CASN e-newsletter ad & article with image & weblink¹</p> <ul style="list-style-type: none"> Maximum 250 words Free to member schools³ 	<p>5,000 regular subscribers</p> <p>46% average open rate</p>	<ul style="list-style-type: none"> 1 month: \$520 2 months: \$930 3 months: \$1,340 <p>Limit 6 months per customer per year</p>	<p>700×200-pixel ad</p> <ul style="list-style-type: none"> 72 dpi 250 words
<p>5. CASN webinar sponsorship</p> <ul style="list-style-type: none"> Logo/link on event page Logo on event slides Logo/tag in event promotion 	<p>300 participants per webinar</p> <p>10 webinars annually</p>	<ul style="list-style-type: none"> 1 webinar: \$520 2 webinars: \$930 3 webinars: \$1,340 	<p>700×400-pixel logo</p> <ul style="list-style-type: none"> 72 dpi
<p>6. QANE-AFI journal sponsorship (seasonal)</p> <ul style="list-style-type: none"> Logo/link on journal website Logo/link in CASN Council and Conference programs More options² 	<p>55,000 downloads annually</p>	<p>Sponsorship levels</p> <ul style="list-style-type: none"> Exclusive: \$15,450 Presenting: \$10,300 Site: \$7,730 Promotional: \$5,150 	<p>700×400-pixel logo</p> <ul style="list-style-type: none"> 72 dpi
<p>7. CASN social network ad & weblink with image¹</p> <ul style="list-style-type: none"> Square ad 72 dpi 280-2,200 characters 	<p>6,000+ followers</p>	<ul style="list-style-type: none"> \$110 per social network per round \$420 for all networks per round 	<p>1080×1080-pixel ad</p> <ul style="list-style-type: none"> 72 dpi 280-2,200 characters

*All rates are in Canadian dollars, subject to applicable taxes, and subject to change. Rates listed are gross and are effective as of July 2025. Acceptance of any content is at the sole discretion of CASN.

¹ Acceptance of any information, promotional content, or advertisement is at the sole discretion of CASN and must be aligned with our mission to advance high-quality nursing education. Acceptance does not constitute endorsement of the information, event, service, and/or product being promoted or endorsement of the promoting organization.

² 2025–2026 event pricing. Contact Roxanne Nizio (rnizio@casn.ca) for future event pricing and options. Contact Jessica Pearce Lamothe (jpearce@casn.ca) for a detailed breakdown of QANE/AFI journal sponsorship.

³ Do you represent a nursing program in Canada and want to become a member school? [Contact us!](#)

Terms and Conditions

Acceptance of information and advertising content is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval, and the Canadian Association of Schools of Nursing reserves the right to decline any advertising or promotional materials not in keeping with the Association's mandate, mission, or standards. Placement, unless expressly agreed upon in the contract, is at the discretion of the publisher. CASN reserves the right to determine when messages are sent.

Supporter opportunities are granted on a first-come, first-served basis. The supporter is responsible for production costs and supplying all files as required.

All advertising, sponsorship, and exhibitor opportunities have limited availability. Informational and advertising material is due 10 business days prior to posting.

File requirements:

- Accepted file types: EPS, SVG, TIF, JPEG, PNG
- Print files minimum resolution: 300 ppi/dpi at full size, in CMYK
- Digital files resolution: 72 dpi (maximum file size 500 KB) images, video MP4 files (30 seconds, 3GB max)

Third-party ad serving is not permitted.

8. Dr. Pat L. Griffin Fund of CASN

The Dr. Pat L. Griffin Fund of CASN acknowledges the leadership contribution of Dr. Pat Griffin to nursing education and nursing scholarship. This fund supports research in nursing education, including the annual Pat Griffin Nursing Education Research Grants and the publication of the *QANE-AFI* journal.

A donor supporter may elect to provide one of the annual Research Grants of a minimum of \$15,000 in their name.

As a donor supporter, you may be eligible to showcase your donation on the Donor Wall, where CASN recognizes individuals whose contributions exceed \$1,000 and organizations that have generously contributed \$5,000. We are profoundly grateful for this dedicated support and the contributions of those donors who choose to remain anonymous.

CASN welcomes donations to this fund. A charitable tax receipt will be issued for donations totalling over \$10 in a calendar year. [Donate now!](#)

Visit the [Dr. Pat L. Griffin Fund of CASN webpage](#) for more details. For more information, please contact Nilda Belisle at nbelisle@casn.ca.



How to donate

- [Donate online](#); or
- Complete and return the [Donation Card](#)

9. Career Centre

Hundreds of potential applicants for positions in nursing education can be reached through CASN's Career Centre.

Rates start at \$520 for non-members. [CASN Member Schools](#)³ qualify for discounted rates. See Career Centre Fees below and visit the [Career Centre](#) page for more information.

Quick facts

6,800 page views/year

350+ unique visitors per month on average

Career Centre Fees

Job posting duration	Member school pricing	Recruiting agency for member school pricing	Non-member school pricing
Up to 1 month	\$310	\$420	\$520
2 months	\$420	\$520	\$670
3 months	\$570	\$670	\$880
4+ months	\$730	\$830	\$1,090

Notes:

- Rates include all applicable taxes and are subject to change.
- Recruiting agencies representing non-member schools of nursing or external nursing organizations will be charged the non-member rate.

Job postings should contain approximately 250 words of text and/or be one page in length. An additional charge of \$120 is applicable for each additional page.

CASN welcomes job postings in French and/or English and will post opportunities in the language(s) in which they are submitted.

Job postings are added each Friday. Please submit your advertisement 3 business days prior to posting. All submissions must be sent electronically in Microsoft Word or PDF format to the following email address: inquire@casn.ca. Please include your logo should you wish to have it posted with your job posting advertisement.

Join Canada's Nursing Education Network

Do you represent a nursing program in Canada and want to become a member school? [Contact us!](#)



Annual Support

CASN is actively seeking partnerships with organizations that want to support nursing education and engage with top decision makers, faculty, and students in the Canadian academic nursing community throughout the year. These partnerships must be aligned with CASN's core values, mission, and strategic plan, and they should benefit CASN member schools.



10. Annual Supporter

Become a CASN Annual Supporter and receive a package of Support Benefits designed to benefit your organization throughout the year at a significantly reduced cost. Eligible organizations will positively affect Canadian nursing education and will have their profiles showcased for schools of nursing across the country.

Investment: \$15,000

(~\$21,000 value) SAVE 25%!

Contact [Roxanne Nizio](#) for more information.



Support Benefits:

- Prestige Sponsorship at the next CASN Council (annual) (~\$700 value)
 - Four complimentary registrations to the next CASN Council (annual) (~\$3,840 value)
- Logo on the CASN website homepage for 12 months; featured listing with dedicated landing page on the CASN Annual Supporter Directory, with quarterly social media promotion (~\$7,920 value)
- Logo in CASN News e-newsletter for 12 months (~\$6,240 value)
- One dedicated email blast to members as an Annual Supporter (~\$5,000 value)
- Sponsorship of four webinars (~\$2,080 value)



11. Annual Supporter+

Enhance your support and gain increased visibility while saving more! The upgraded Supporter+ package includes everything in the Annual Supporter tier, along with additional support benefits.

Investment: \$23,000

(~\$32,000 value) SAVE 30%!

Contact [Roxanne Nizio](#) for more information.



Additional Support Benefits:

- Diamond Sponsorship at the CASN Conference (biennial) (~\$8,760 value)
- One exhibit space and two registrations (~\$2,680 value)

CASN Supporter Guide – Next Steps

1



Review this document with your team

Talk to your team to see if supporting CASN is the right fit for your organization!

2



Contact CASN

Ready to talk about the next steps? Let's work out what's right for you. Email us at inquire@casn.ca.

3



Show your support for the nursing education sector

Following CASN on social media keeps you updated on the latest developments in the nursing education sector.

Show your support for Canadian nursing education by following us.

Contact

For more information on supporter, sponsorship, and advertising opportunities, contact:

Sabiha Khazal
skhazal@casn.ca

For all questions related to event sponsorship, contact:

Roxanne Nizio
rnizio@casn.ca

For all questions related to the *QANE-AFI* journal, contact:

Jessica Pearce Lamothe
jpearce@casn.ca

For questions related to billing, contact:

Nilda Belisle
nbelisle@casn.ca

