



# Supporter Guide

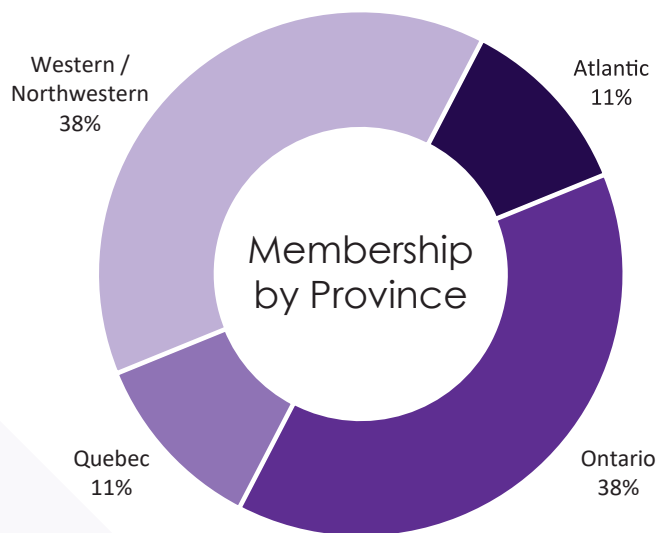
The Canadian Association of Schools of Nursing (CASN) has been the national voice for nursing education, research, and scholarship for over 80 years, and it currently represents 95 member schools across Canada. As a member of national and international networks for discussion of issues in higher education and nursing, CASN speaks for Canadian nursing education and scholarship, establishes national standards of excellence for nursing education, and promotes the advancement of nursing knowledge.

Your support of CASN helps us advocate for quality nursing education public policy, and support, build capacity across the nursing profession, and establish and inspire connections to 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 a wide variety of Canadian nursing education institutions, programs, and professionals, including leaders, and decision-makers in the field.

Our active audience of nearly 200,000 includes deans, directors, chairs, faculty, administrators, students, nurses, physicians, scientists, as well as policy makers and government officials in the health care space.



## Supporting nursing education

Supporting CASN and the work we do on behalf of the Canadian nursing education sector is an investment in nursing education and research, which benefits the greater public. Sponsorship and advertising with CASN are excellent ways to make an impact while helping raise your organization's profile among decision-makers in Canadian nursing education.



# 1. CASN Council (annual)

Join us for the virtual CASN Council Meeting in November 2022. The Association's annual general meeting provides an opportunity for representatives from member schools across Canada to meet and discuss nursing education challenges, impacts, and innovative solutions.

This is a unique opportunity for CASN supporters to directly reach deans, directors, chairs, and faculty members of nursing programs from across Canada.

As a sponsor, you will be given the opportunity to showcase your business, products, and services to a national audience. Rates start at \$500<sup>1</sup>. Contact [Roxanne Nizio](#) for more details.



## Benefits: *Sponsor recognition*

- Conference webpage (logo/contact info)
- Event program (ad)
- Break slides (logo)
- CASN's social media (logo)
- Exhibitor opportunity available

## Quick facts:

200+ avg. delegates

Council is attended by 150-200+ delegates every year.

80+ years

CASN Council has been running annually since 1942.

The next Council meeting is planned for November 2022.



# 2. CASN Conference (biennial)

The CASN Conference is the association's biennial nursing education conference held in the spring where representatives from the nurse educator community gather to share innovative and creative research from across Canada and globally.

This is a unique opportunity to directly reach nurse educators, decision makers, researchers, and representatives from other national nursing organizations.

As a sponsor, you will be given the opportunity to showcase your business, products, and services to a national audience. Rates start at \$1,500<sup>1</sup>. Contact [Roxanne Nizio](#) for more details.

## Quick facts:

350+ avg. delegates

Conference is attended by 300-500+ delegates every 2 years.

35+ years

Conference has been running since 1986.

300+ avg. abstracts

The next biannual Conference is planned for May 2023.



## Benefits: *Sponsor recognition*

- Conference webpage (logo/contact info)
- Event program (ad)
- Break slides (logo)
- CASN's social media (logo)
- Exhibitor opportunity available



### 3. CASN Website

CASN’s website is a key resource for member schools and a wide variety of stakeholders who visit the site regularly for information, resources, and updates on nursing education in Canada.

CASN’s website offers advertising on its home page, where you can share your business (profile, content products, services, events, etc.)<sup>2</sup> with the site’s 67,000+ annual visitors and show your commitment to quality Canadian nursing education.



Increase your exposure and drive your message with seamless integration into our digital platforms. Rates start at \$250. Free to [CASN Member Schools](#)<sup>3</sup>. See [Advertising Rates](#) for more information.

**Quick facts:**

170,000 views/year

CASN.ca receives over 170,000 page views per year.

- 6,000 average monthly users
- 14,000 average monthly page views
- 73% of users access the site by desktop, 26% by mobile device, 1% by tablet
- 46% of users are female, 54% are male
- Third-party reporting by Google Analytics

### 4. CASN News - e-newsletter

CASN News is a bilingual must-read e-news bulletin that is distributed electronically to our most engaged CASN members across the country. CASN News offers monthly updates and key information for all Canadian nurse education professionals in English and French.

Increase awareness of your business<sup>2</sup> by instantly reaching over 3,000 nursing education subscribers. Rates start at \$500. Free to [CASN Member Schools](#)<sup>3</sup>. See [Advertising Rates](#) for more information.



**Quick facts:**

3,300 recipients

CASN News has over 3,300 regular recipients.

29% open rate

CASN Newsletters have a high open rate (more than 27% on average).

## 5. QANE-AFI journal

CASN's [\*Quality Advancement in Nursing Education - Avancées en formation infirmière \(QANE-AFI\)\*](#) is a bilingual, double-blind 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* is a popular resource for nursing education professionals.

As a sponsor, you will be given the opportunity to showcase your products and services<sup>3</sup> to 2,000+ nurse educators and multiple nursing education institutions worldwide.

Rates start at \$5,000. Contact [Jessica Pearce Lamothe](#) for more details.



### Quick facts:

**40,000 downloads annually**

QANE-AFI is downloaded over 40,000 times per year by 2,000+ readers from 6+ countries.

**3 issues/year**

QANE-AFI is published three times per year with a biennial special edition.

**8 years**

The first issue of QANE-AFI published in 2014.

## 6. CASN Social Network

CASN maintains a dedicated social media network following that includes CASN members, project partners, deans, directors, chairs, faculty members of nursing program, and government policy makers from across Canada. Through sponsored content<sup>3</sup> on CASN's networks you can present your nurse education solution or services to 4,000+ followers.

Improve outreach with sponsored promotional posts on our Twitter, Facebook, Instagram, LinkedIn networks. Promote your business here with rounds of content posting in both English and French. Rates start at \$100. See [Advertising Rates](#) for more information.



### Quick facts:

**1,952 Twitter Followers**

**1,712 Facebook Followers**

**255 LinkedIn Followers**

**229 Instagram Followers**

<sup>1</sup> 2021 event pricing. Contact [Roxanne Nizio](#) for 2022 and 2023 event pricing/options.

<sup>2</sup> Acceptance of any advertisement 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 advertising not in keeping with its standards. Placement, unless expressly agreed upon in the contract, is at the discretion of the publisher.

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

# Advertising Rates (1/2)\*

CASN Supporter Product	Audience	Price*	Dimensions
<b>1. CASN Virtual Council Sponsorship (annual)</b> <ul style="list-style-type: none"> <li>• ¼, ½, and full-page program ads/link</li> <li>• Logo/link on website</li> <li>• Break slides ads/logo</li> <li>• More options<sup>1</sup></li> </ul>	200+ per year	Sponsorship Levels (2021 virtual event pricing) <ul style="list-style-type: none"> <li>• Prestige \$575</li> <li>• Platinum \$475</li> <li>• Gold \$375</li> <li>• Silver \$275</li> </ul>	From ¼-page ad and up.  <sup>1</sup> Contact <a href="#">Roxanne Nizio</a> for 2022 event pricing/options.
<b>2. CASN Conference Sponsorship (biennial)</b> <ul style="list-style-type: none"> <li>• ¼, ½, and full-page program ads/link</li> <li>• Logo/link on website</li> <li>• Break slides ads/logo</li> <li>• More options<sup>1</sup></li> </ul>	350+	Sponsorship Levels (2020 event pricing) <ul style="list-style-type: none"> <li>• Prestige \$7,000</li> <li>• Platinum \$5,000</li> <li>• Gold \$3,000</li> <li>• Silver \$2,000</li> </ul>	From ¼-page ad and up.  <sup>1</sup> Contact <a href="#">Roxanne Nizio</a> for 2023 event pricing/options.
<b>3. CASN website ad/link <u>OR</u> article with image/link</b> <ul style="list-style-type: none"> <li>• Maximum 500 words (article/image option only)<sup>2</sup></li> <li>• Free to member schools<sup>3</sup></li> </ul>	170,000 views per year	\$500 for 1 month \$900 for 2 months \$1,300 for 3 months	728 x 90 pixels <u>OR</u> 300 x 250 <u>OR</u> 350 x 180 pixels & Max 500 words

## Terms and Conditions

Content material is subject to approval by CASN. 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 and sponsorship opportunities have limited availability. All ad material is due 10 business days prior to posting.

Accepted file types

- EPS, TIF, JPEG, PNG, GIF, MP4 (animated GIFs are accepted, flash animations are not)
- Print files minimum resolution: 300 ppi/dpi at full size and are in CMYK
- Digital files resolution: 72 dpi (max file size: 200 KB)

Third-party ad serving is not permitted.

# Advertising Rates (2/2)\*

CASN Supporter Product	Audience	Price*	Dimensions
<p><b>4. CASN e-newsletter ad/link</b>  <b>OR article with image/link</b></p> <ul style="list-style-type: none"> <li>Maximum 250 words<sup>2</sup></li> <li>Free to member schools<sup>3</sup></li> </ul>	<p>3,900 regular recipients            27% avg. open rate</p>	<p>\$500 for 1 month            \$900 for 2 months            \$1,300 for 3 months</p>	<p>600 x 170 pixels  <b>OR</b> 600 x 170 pixels &amp;            Max 250 words</p>
<p><b>5. QANE-AFI Journal Sponsorship (seasonal)</b></p> <ul style="list-style-type: none"> <li>Logo/link on journal website</li> <li>Logo/link in CASN Council and Conference programs</li> <li>More options<sup>4</sup></li> </ul>	<p>40,000 downloads annually</p>	<p>Sponsorship Levels</p> <ul style="list-style-type: none"> <li>Exclusive \$15,000</li> <li>Presenting \$10,000</li> <li>Site \$7,500</li> <li>Promotional \$5,000</li> </ul>	<p>Maximum 200 pixels            Minimum 75 pixels</p> <p><sup>4</sup> Contact <a href="#">Jessica Pearce Lamothe</a> for detailed breakdown.</p>
<p><b>6. CASN Social Network ad/link with image</b> <b>OR video ad</b></p> <ul style="list-style-type: none"> <li>Maximum 280 characters<sup>2</sup></li> <li>Maximum 15 second video ad<sup>2</sup></li> </ul>	<p>4,000+ followers</p>	<p>\$100 per social network per round            \$400 for all networks per round</p>	<p>800 x 450 pixels            800 x 800 pixels (Instagram &amp; videos)</p>

\*All rates are in CAD, subject to applicable taxes and are subject to change. Rates listed are gross and are effective as of March 2021. Acceptance of any ad content is at the sole discretion of CASN.

<sup>1</sup> 2021 event pricing. Contact [Roxanne Nizio](#) for future event pricing/options.

<sup>2</sup> 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.

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

<sup>4</sup> Contact [Jessica Pearce Lamothe](#) for detailed breakdown.

# Next Steps

1



## Review this document with your team

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

2



## Contact CASN

Ready to talk about the next steps? Let's work out what is right for you. Email us at [inquire@casn.ca](mailto:inquire@casn.ca).

3



## Show your support for the nursing education sector

Following CASN on social media will keep you informed on the latest updates in the nursing education sector.

Show your support for Canadian nursing education and follow us.

# Contact

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

Sabiha Khazal  
[skhazal@casn.ca](mailto:skhazal@casn.ca)

For all questions related to event sponsorship, contact:

Roxanne Nizio  
[rnizio@casn.ca](mailto:rnizio@casn.ca)

For questions related to billing, contact:

Nilda Belisle  
[nbelisle@casn.ca](mailto:nbelisle@casn.ca)

