



Supporter Guide

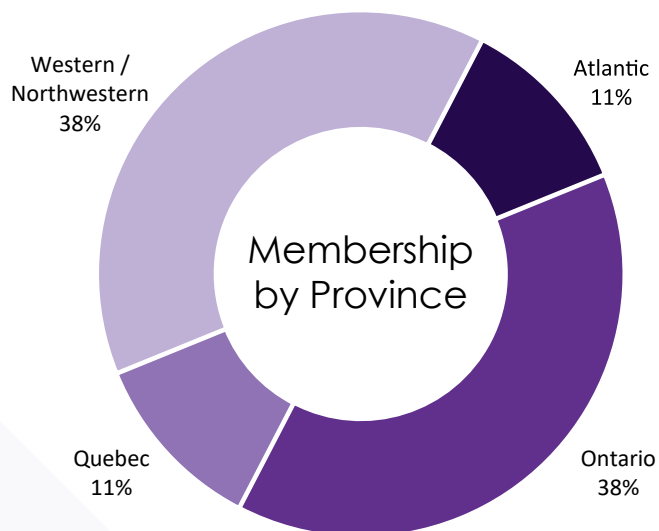
The Canadian Association of Schools of Nursing (CASN) has been the national voice for nursing education, research, and scholarship for over 80 years, and currently represents 95 member schools across Canada. As a participant in multiple national and international networks, CASN speaks for Canadian nursing 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 nursing 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 schools of nursing, faculty, academic administrators, and researchers in the field.

Our social media networks reach an active audience of nearly 200,000 which 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 Canadian nursing education is an investment which ultimately benefits the greater public. 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 Association's annual general meeting provides an opportunity for academic nursing leaders and faculty from 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 products and services to a national audience¹. Contact [Roxanne Nizio](#) for more details.



Supporter recognition benefits

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

Quick facts:

100+ avg. delegates

Council is attended by 100+ delegates every year.

80+ years

CASN Council has been running annually since 1942.

The next Council meeting is planned for November 2023.

2. CASN Conference (biennial)

At the biennial CASN Conference, which is held in the Spring, members of the national and international nurse educator community 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, and researchers, and showcase your business, products, or services¹.

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.

250+ avg. abstracts

The next biennial Conference is planned for May 2023.

Supporter recognition benefits

- 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 provides key information, updates, and resources on nursing education to 75,000 + annual visitors.

Advertising space is available on the home page, where you can share information about a service, event, product, or business profile that is relevant for nursing education, nursing faculty, and/or schools of nursing².



Rates start at \$500. Use of this ad space is free to [CASN Member Schools](#)³. See [Advertising Rates](#) for more information.

Quick facts:

189,000 views/year

CASN.ca receives over 189,000 page views per year.

- 6,200 average monthly users
- 15,700 average monthly page views
- 68% of users access the site by desktop, 31% by mobile device, 1% by tablet
- 33% of users are female, 67% are male
- Third-party reporting by Google Analytics

4. CASN News - e-newsletter

CASN News is a bilingual e-news bulletin that is distributed electronically to a highly engaged audience of over 4,000 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 information about a service, event, product, or business profile that is relevant for nursing education with CASN's subscribers.



Rates start at \$500. Advertising in CASN's e-newsletter is free for [CASN Member Schools](#)³. See [Advertising Rates](#) for more information.

Quick facts:

4,700 recipients

CASN News has over 3,300 regular recipients.

33% open rate

CASN newsletters have a high open rate (more than 33% 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* 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 \$5,000. Contact [Jessica Pearce Lamothe](#) for more details.

Quick facts:

42,000 downloads/year

QANE-AFI is downloaded over 42,000 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.

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!**

6. CASN Social Network

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

Through a promotional post of information² that is relevant for nursing education and/or schools of nursing on CASN's Twitter, Facebook, Instagram, LinkedIn networks you will be able to reach 4,000+ followers.

Rates start at \$100. See [Advertising Rates](#) for more information.



Quick facts:

2,130 Twitter Followers

1,900 Facebook Followers

384 LinkedIn Followers

347 Instagram Followers

¹ 2023 event pricing. Contact [Roxanne Nizio](#) for 2024 and 2025 event pricing/options.

² 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.

³ 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	Investment*	Dimensions & Details
1A. CASN Council Sponsorship (annual) <ul style="list-style-type: none"> ¼, ½, and full-page program ads Logo/link on website Break slides ads/logo 1B. CASN Council Exhibitor <ul style="list-style-type: none"> Single or double space options¹ 	100+ per year	Sponsorship Levels (2022) ¹ <ul style="list-style-type: none"> Prestige \$675 Platinum \$575 Gold \$475 Silver \$375 Exhibitor pricing <ul style="list-style-type: none"> \$1,600 single space \$2,600 double space 	From ¼-page ad and up. ¹ Contact Roxanne Nizio for 2023 event pricing/options.
2A. CASN Conference Sponsorship (biennial) <ul style="list-style-type: none"> ¼, ½, and full-page program ads Logo/link on website Break slides ads/logo More options¹ 2B. CASN Conference Exhibitor <ul style="list-style-type: none"> Single or double space options¹ 	350+	Sponsorship Levels (2023) ¹ <ul style="list-style-type: none"> Diamond \$8,500 Prestige \$7,000 Platinum \$6,000 Gold \$4,000 Silver \$2,500 Exhibitor pricing <ul style="list-style-type: none"> \$1,600 single space \$2,600 double space 	From ¼-page ad and up. ¹ Contact Roxanne Nizio for 2024 event pricing/options.
3. CASN website ad/link <u>OR</u> article with image/link <ul style="list-style-type: none"> Maximum 500 words (article/image option only)² Free to member schools³ 	189,000 views per year	\$500 for 1 month \$900 for 2 months \$1,300 for 3 months <i>Limit 6 months per customer per year</i>	728 x 90 pixels <u>OR</u> 300 x 250 <u>OR</u> 1200 x 675 pixels & Max 500 words <i>Limit 1 per customer</i>

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

Accepted file types

- EPS, TIF, JPEG, PNG, JPEG, 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	Investment*	Dimensions & Details
4. CASN e-newsletter ad/link OR article with image/link <ul style="list-style-type: none"> Maximum 250 words² Free to member schools³ 	4,700 regular recipients 33% avg. open rate	\$500 for 1 month \$900 for 2 months \$1,300 for 3 months	700 x 200 pixels OR 1200 x 675 pixels & Max 250 words
5. QANE-AFI Journal Sponsorship (seasonal) <ul style="list-style-type: none"> Logo/link on journal website Logo/link in CASN Council and Conference programs More options⁴ 	42,000 downloads annually	Sponsorship Levels <ul style="list-style-type: none"> Exclusive \$15,000 Presenting \$10,000 Site \$7,500 Promotional \$5,000 	Maximum 200 pixels Minimum 75 pixels ⁴ Contact Jessica Pearce Lamothe for detailed breakdown.
6. CASN Social Network ad/link with image OR video ad <ul style="list-style-type: none"> Maximum 280 characters² Maximum 15 second video ad² 	4,000+ followers	\$100 per social network per round \$400 for all networks per round	1200 x 630 pixels 1080 x 1080 pixels

*All rates are in \$CAD, subject to applicable taxes and are subject to change. Rates listed are gross and are effective as of May 2023. Acceptance of any ad content is at the sole discretion of CASN.

¹ 2022/23 event pricing. Contact [Roxanne Nizio](#) for future event pricing/options.

² 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.

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

⁴ Contact [Jessica Pearce Lamothe](#) for detailed breakdown.

7. Career Centre

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

Rates start at \$500 for non-members. [CASN Member Schools³](#) qualify for discounted rates. See Career Centre fees below and visit the [Career Centre](#) webpage for more information.

Career Centre Fees

CASN Career Centre Job Posting	Member	Recruiting Agency	Non-Member
One month (or less) publication	\$300	\$400	\$500
Two-month publication	\$400	\$500	\$650
Three-month publication	\$550	\$650	\$850
Four-month (or more) publication	\$700	\$800	\$1,050

Quick facts:

4,200 views/year

CASN's Career Centre receives over 350 page views per month on average.

8. Dr. Pat L. Griffin Fund of CASN

The Dr. Pat L. Griffin Fund of CASN acknowledges the leadership contribution Dr. Pat Griffin made 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 Pat Griffin Nursing Education Research Grants of \$15,000 in their name rather than contributing to the Pat Griffin fund in general.

As a donor supporter, you will be given the opportunity to showcase your donation on the **Donor Wall** where CASN recognizes individuals whose cumulative contributions have reached or exceeded \$1,000, and organizations, foundations, or associations that have generously given \$5,000 or more since 2010.

We are profoundly grateful for this dedicated support and the contributions of those Dr. Pat L. Griffin Fund donors who choose to remain anonymous. CASN welcomes donations to this fund. A charitable tax receipt will be issued for donations totaling over \$10 in a calendar year.

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:

1. [Online Donation](#)
2. Complete and return the [Donation Card](#)

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 is right for you. Email us at 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

For all questions related to event sponsorship, contact:

Roxanne Nizio
rnizio@casn.ca

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

Jessica Pearce Lamothe
jpearce@casn.ca

For questions related to billing, contact:

Nilda Belisle
nbelisle@casn.ca

