



Ad Retargeting

Reach MNA's online audience year-round with our new digital marketing sponsorship.

Partnered With



Brand Awareness
Digital Reach
Targeted Audience

Side by Side with RNs and APRNs Since 1911

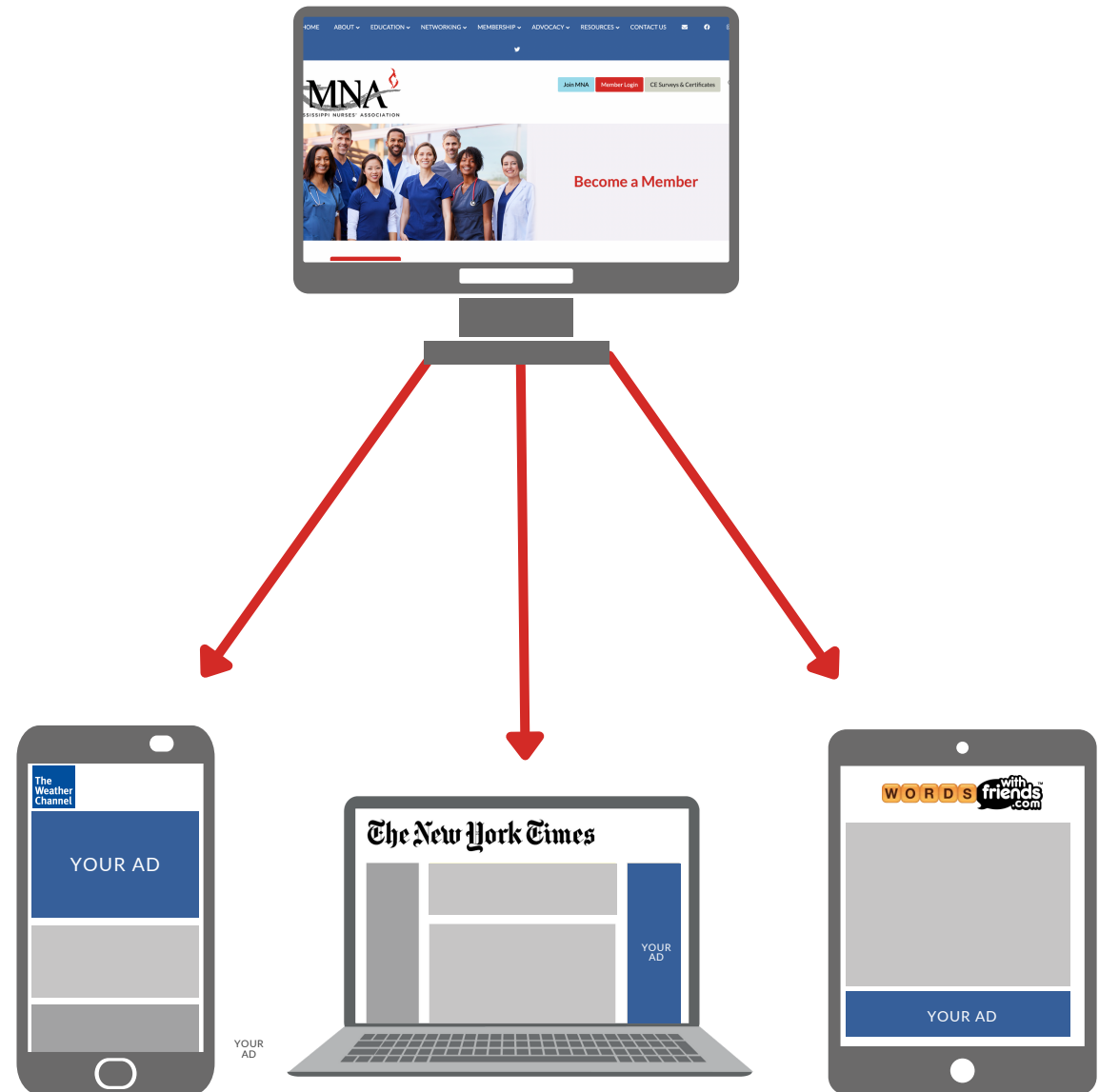


HOW DOES IT WORK?

Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites. Now you can retarget and advertise directly to MNA Website visitors wherever they go online.

QUALITY AUDIENCE

The Mississippi Nurses' Association promotes all Registered Nurses and Advanced Practice Registered Nurses in Mississippi through advocacy, education, research and partnership. MNA hosts the premier nursing events in Mississippi, targeting the more than 49,000 RNs and APRNs in the state.





WHO IS MNA?

The Mississippi Nurses' Association is the only nursing organization in the state that represents ALL Registered Nurses and Advanced Practice Registered Nurses of every specialty and role. MNA successfully represents, advocates, and lobbies for nurses across all specialties and roles through a number of activities, events, programs, forums, workshops, and collaborations.

NURSES WE SERVE

- Acute Care Nurses
- APRN Clinic Owners
- Clinical Nurse Specialists: i.e., cardiovascular, emergent, pediatric...
- Chief Nursing Officers
- Family Nurse Practitioners
- Nurse Educators
- OB GYN
- Psychiatric and Mental Health Nurses
- Women's Health Nurse Practitioners
- Certified Registered Nurse Anesthetists
- AND MANY OTHERS

CHOOSE YOUR CAMPAIGN

BASIC

\$3000

Total Ad Views: 100,000
Duration: 3 Months

STANDARD

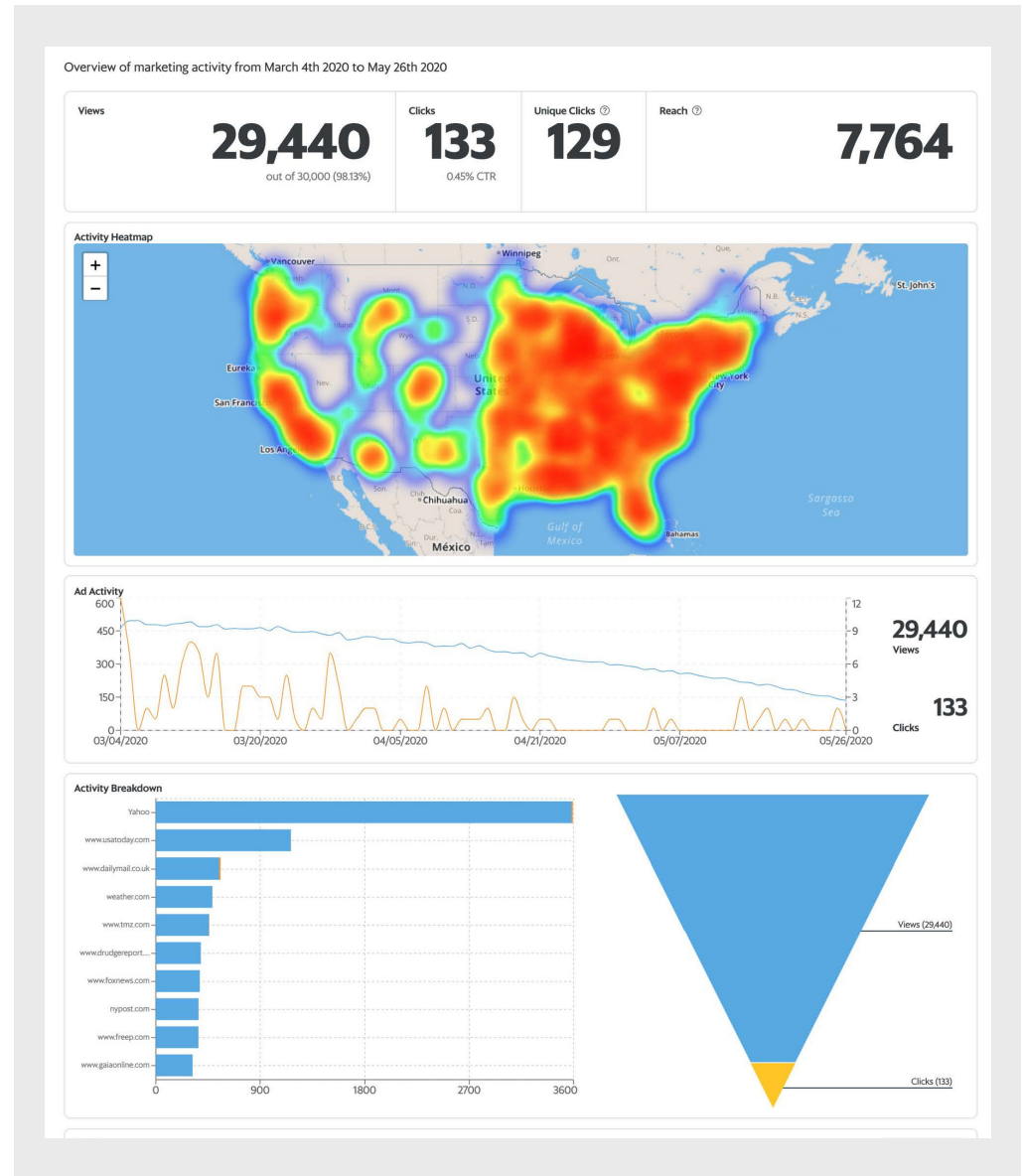
\$4000

Total Ad Views: 160,000
Duration: 3 Months

PREMIUM

\$5000

Total Ad Views: 250,000
Duration: 3 Months





Deliverables

Required Ad Sizes:

- 300 x 250
- 728 x 90
- 160 x 600

Optional Sizes in pixels:

- 180x150
- 970x250
- 300x600
- 320x250
- 300x1050
- 970x90

File Format: .png, .jpg, .gif.

File Size: The maximum file size of each creative that can be uploaded to Feathr is 200MB.

Ads must match pixel dimensions (width x height) exactly for launch.

Check out Feathr's Best Practices for Creatives: [LINK](#)