



Pediatric Endocrinology Nursing Society  
4400 College Blvd, Suite 220, Overland Park, KS 66211  
Phone: 913-222-8657 and 877-936-7367  
Fax: 913-222-8606  
Email: pens@kellenccompany.com

*Advancing the art and science of pediatric endocrinology nursing.*

[www.pens.org](http://www.pens.org)

## **PENS Advertising Information**

PENS accepts advertising for products, services, job openings and educational opportunities that are of interest and value to the Society's membership. The PENS newsletter editor reserves the right to refuse any advertising that is not deemed appropriate for the newsletters. Newsletters are distributed to all PENS members; coverage is national. Payment must be received prior to placement of the ad. No purchase orders will be accepted for advertisements.

### ***PENS has several options to advertise available:***

- ***PENS Insider*** – our monthly email to members
- ***PENS Reporter*** – our bi-annual newsletter to members

### **PENS Insider E-News**

The *Insider* e-news is a monthly e-blast (usually the first week of the month) to PENS members. Ads must be submitted by the 25<sup>th</sup> of the month prior to the release date of the *Insider*. The *Insider* ads are on the left banner.

### ***PENS Insider Advertising Rates (Subject to change without notice)***

Number of Months*	1-2 Months	3-6 Months	Over 6 months
Set-up Fee	\$200	\$175	\$150
Monthly Maintenance Fee	\$60/mo.	\$50/mo.	\$40/mo.
Include Logo	Add \$50 to Set-up Fee		

*\*To receive discounts for multiple months, advertising must be placed and paid up front and at one time.*

An additional \$50 will be required in the set-up fee to include company logo in advertisement.



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### **PENS Reporter Newsletter**

The *Reporter* newsletter is a bi-annual publication emailed to PENS members and also published and archived on the PENS Members Only website. The *Reporter* is produced in a 4-color newsletter format and is generally 10-15 pages.

### ***PENS Reporter Advertising Rates (Subject to change without notice)***

<b>Ad Format</b>	<b>Description/Dimension</b>	<b>Size</b>	<b>Dimensions in Pixels</b>	<b>Price</b>
Full Page	Sits on top of page under header graphic (7.5 x 9.5")	Full Page	540 x 684	\$800
Tower	Sits in right column (3.5 x 9.5" vertical or 5 x 7.5" dual column)	1/2 Page	252 x 684 or 360 x 540	\$520
Bottom Banner	Sits at bottom of page just above footer	1/3 Page	580 x 150	\$400
Half Banner Bottom	Sits at bottom of page just above footer (3.5 x 4.5")	1/4 Page	252 x 324	\$360

### ***Publication Schedule***

<b>Edition</b>	<b>Ad Deadline</b>	<b>Publish Date</b>
Reporter – Summer 2017	5/24/2017	7/3/2017

Advertisement copy can be provided via e-mail at [PENS@kellencompany.com](mailto:PENS@kellencompany.com).

*Please note that it is the responsibility of the advertiser and/or its advertising agency to submit all ads according to the specifications listed above. We cannot be held responsible for publication errors originating from design or incorrect file submissions.*



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## PENS Advertising Order Form

Please complete and return to [PENS@kellencompany.com](mailto:PENS@kellencompany.com) or fax to 913-222-8606.

Purchaser's Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Product Name (if applicable): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

### Type of advertisement:

***PENS Insider Monthly E-News***

Number of months the advertisement should run:

1    2    3    4    5    6    7    8    9    10    11    1 year

***PENS Reporter Newsletter***

Ad size:

Half Banner Bottom (1/4 pg)    Bottom Banner (1/3 pg)    Tower (1/2 pg)    Lead Banner (full pg)

Preferred advertisement start/run date: \_\_\_\_\_

### Payment:

Check Number: \_\_\_\_\_ Amount: \_\_\_\_\_ Please make checks payable to PENS.

**Credit Card Payments:**

Visa     MasterCard     Discover     American Express

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Signature: \_\_\_\_\_