



Pediatric Endocrinology Nursing Society

Advancing Endocrine and Diabetes Care

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. 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
- ***Email Distribution***
- ***PENS Reporter*** – our annual newsletter to members

PENS Insider E-News

The *Insider* e-news is a bi-monthly e-blast (usually the first week of the month) to PENS members. Ads must be submitted by the 25th 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
Set-up Fee	\$200	\$175
Monthly Maintenance Fee	\$60/mo.	\$50/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.



Pediatric Endocrinology Nursing Society

Advancing Endocrine and Diabetes Care

Email Distribution

PENS will send an email blast to PENS members. Please provide text of email in a Word document, photos in JPG or PNG format. A proof will be emailed for approval before distribution.

Prices are per email blast (maximum of one (1) per month):

\$750 Non-Profit (other organizations) \$3,500 Industry (for-profit companies)
\$7,500 Pharma Companies or MECCs

PENS Reporter Newsletter

The *Reporter* newsletter is an 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)

Ad Format	Description/Dimension	Size	Dimensions in Pixels	Price
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

Edition	Ad Deadline	Publish Date
Reporter – Summer 2020	5/15/2020	July 2020

Advertisement copy can be provided via e-mail at 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.



**Pediatric Endocrinology
Nursing Society**

Advancing Endocrine and Diabetes Care

**PENS Advertising
Order Form**

Please complete and return to 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

Select months the advertisement should run:

Feb. Apr. Jun. Aug. Oct. Dec.

Email Distribution

Select months:

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sept. Oct. Nov. Dec.

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:** _____

Credit Card Payments:

PENS no longer accepts credit card numbers on paper forms. All credit card payments must be made online. If you select to pay by credit card you will receive an invoice and instructions on how to access your online account and how to make your payment.

Return this form with the **CHECK
PAYMENT** to:

By Mail:
PENS
P.O. Box 723248
Atlanta, GA 31139