



# 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 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 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
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.

**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)  
\$7,500 Pharma Companies or MECCs

\$3,500 Industry (for-profit companies)

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.

Phone: 913-222-8657 and 877-936-7367

[pens@kellencompany.com](mailto:pens@kellencompany.com) • [www.pens.org](http://www.pens.org)



**Pediatric Endocrinology  
Nursing Society**

Advancing Endocrine and Diabetes Care

**PENS Advertising  
Order Form**

Please complete and return to [PENS@kellencompany.com](mailto:PENS@kellencompany.com).

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.

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

**Payment:**

**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.*