



Jennifer Lanphere  
 SNRS Advertising  
 jlanphere@kellencompany.com  
 10200 West 44<sup>th</sup> Avenue, Suite 304  
 Wheat Ridge, CO 80033  
 Phone: 720-881-6119  
 Fax: 720-881-6101

**MARKET AUDIENCE**

The Southern Nursing Research Society (SNRS) was founded in 1986 when sixty nurses met in Atlanta and debated the possibility of an organization for nursing researchers in the southern region. In 1987, SNRS was declared an independent organization that includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia. In 1991, the boundaries were expanded to include the Caribbean, Latin America and the Bahamas. In 2007, SNRS exceeded 1,100 members. Majority of the members (85%) hold doctorates and are active researchers. Other members, with master's degrees, are often involved in clinical research. SNRS members are influential leaders in the nursing community and many are known internationally for their high quality research.

SNRS accepts only ads that are congruent with the profession of nursing and with the mission of the society. All ads are posted after final approval.

**SPECIFICATIONS**

**Home Page Banner Ad**


Maximum Size 450 x 60 Pixels (40K max). Submissions may be sent via email attachments to Jennifer Lanphere, jlanphere@kellencompany.com. File type must be: EPS, PNG, JPEG, TIFF, GIF. Ad includes link to company's website.

**Annual Conference Onsite Program Ad**

Please see current Annual Conference Call for Exhibits for specifications and rates.

**Job Postings**

Post your classified ad online. With thousands of hits each month, you are sure to get your posting noticed. Visit [www.snrs.org](http://www.snrs.org) to access the job posting service under [Career Center](#).

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 Include this portion with payment

**ORDER INFORMATION**

| Home Page Banner Ad      |           |         |
|--------------------------|-----------|---------|
| <input type="checkbox"/> | 1 Month   | \$250   |
| <input type="checkbox"/> | 3 Months  | \$650   |
| <input type="checkbox"/> | 6 Months  | \$1,250 |
| <input type="checkbox"/> | 12 Months | \$2,400 |

Name/Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Total Amount Due \$** \_\_\_\_\_  
 Check Enclosed (payable to SNRS) or Charge my:  VISA  MC  AMEX  DISC  
 CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Payment Terms:** Advance payment required. Check, VISA, MasterCard, American Express and Discover accepted. **SNRS members and first-time advertisers qualify for a 10% discount.** **Liability:** Liability claims arising from context of ads (text, representation, and illustration) are assumed by advertisers and advertising agencies. The publisher reserves right of refusal of any advertising not in keeping with publisher's standard.