

# STONE Monthly eNewsletter Media Guide

Expand your brand with the largest  
organization of nurse executives in Texas!

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

FOR MORE INFORMATION, PLEASE CONTACT:

Robyn Mourant  
Media Director  
rmourant@naylor.com  
(204) 975-4324

**STONE** THE VOICE  
OF NURSING  
LEADERSHIP  
TEXAS ORGANIZATION OF NURSE EXECUTIVES



# TONE

THE VOICE  
OF NURSING  
LEADERSHIP

TEXAS ORGANIZATION OF NURSE EXECUTIVES

## TONE Advantage

- Our members are a part of the **\$139.6 billion** Texas health care industry.\*
- We represent more than **200 of the top hospitals** throughout the state.
- We are the only association that reaches the **nursing leadership** in Texas hospitals
- TONE membership has grown **146% in the last 5 years.**
- TONE members impact **all purchasing decisions for products and services** regarding patient service delivery.

## Our Reach

Our eNewsletter reaches top nursing executives throughout Texas hospitals including:

- Chief Nursing Officers
- Vice Presidents of Nursing
- Directors of District Chapters
- Directors of Nursing Departments
- Administrators
- Managers
- Nursing Consultants

**TONE Monthly**

Working together for a common purpose

Nursing Leadership: How hospital leaders can curb conflicts among staff

UTHealth

Doctor of Nursing Practice

Intercom

Have you tried the next generation smartphone?

Nursing Leadership

England's CNO announces exit with shake-up of role to follow

## TONE Monthly eNewsletter

We represent nursing leaders throughout Texas who improve health care through collaboration and innovation.

**NAYLOR**

ASSOCIATION SOLUTIONS

**Don't miss your chance to reach chief nursing officers in Texas! Contact Naylor today!**

Source: \*kff.org

# TONE Monthly eNewsletter

About the eNewsletter – [www.naylornetwork.com/tne-nwl/](http://www.naylornetwork.com/tne-nwl/)

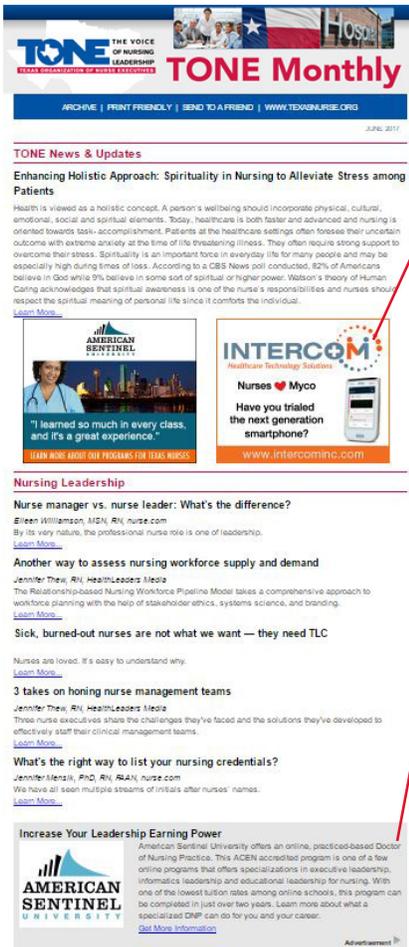
Now more than ever, professionals consume information on the go. Our TONE Monthly eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 750 decision-makers on a monthly basis
- In addition to TONE members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other TONE publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



**TONE Monthly eNewsletter receives nearly 650 opens every issue!**



## Rectangles

12 Months | \$1,600

- 300 x 250 pixels
- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

## Sponsored Content Ads

12 Months | \$2,000

- Includes Logo to fit within 180 x 150 pixel image area, JPEG or PNG file @72dpi, RGB
- Headlines 5-7 words
- Call-to-Action text
- Summary text: Advertiser supplies 50-70 words
- Web Link: Advertiser supplies URL to link at bottom of text

## Distributed Monthly

### Sections include

- Nursing Leadership
- Practice and Patient Care
- Healthcare Industry
- Public Policy
- Member Updates
- Education and Events