

# TONE 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:

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**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 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!**

# TONE Monthly eNewsletter

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

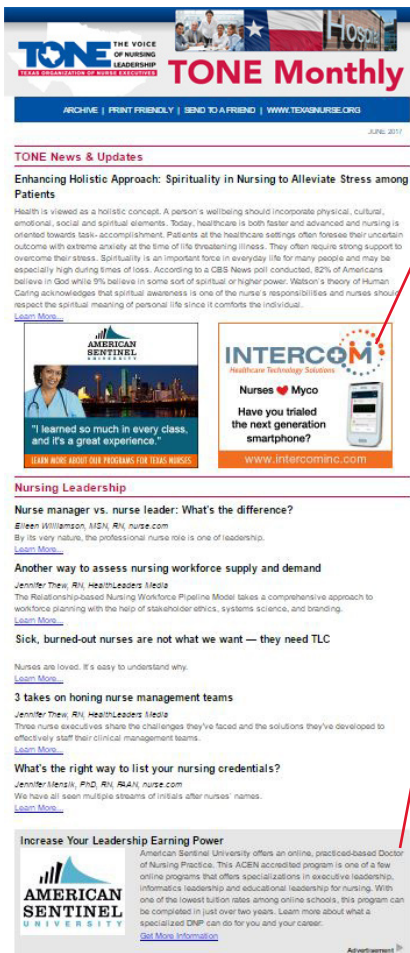
Now more than ever, professionals consume information on the go. Our *TONE Monthly* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## 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

**NAYLOR**  
ASSOCIATION SOLUTIONS