



WCN

Digital Advertising

2025 Rate Card

The Wisconsin Center for Nursing website is a resource that potential nursing school students refer to when looking for a nursing school. The WCN Nursing Schools & Programs page currently is Number One when a Google Search is done for "Wisconsin Nursing Schools". Placing an ad for your nursing school puts your school in front of potential students. And supports the Wisconsin Center for Nursing.

See here: <https://wicenterfornursing.org/education/nursing-schools/>

Ad Sizes

350px X 700px

\$150/month

\$1,500/12 consecutive months



350px X 350px

\$120/month

\$1,200/12 consecutive months



700px X 350px

\$150/month

\$1,500/12 consecutive months



1400px X 350px

\$180/month

\$1,800/12 consecutive months

Note: Currently, the WCN website is effectively viewed on desktop computers, tablets and smartphones. Ads will display differently for each device.

Terms:

- Ads will be directly linked to the advertisers page of their choosing.
- Advertiser will provide digital artwork for their ad space. Otherwise, advertiser may employ WCN staff to create ad for advertiser at a design rate of \$75/hr.
- Ads are displayed at a resolution of 72 pixels/inch.
- Full payment is required prior to ad placement.
- Questions? Contact John Touscany, jmtouscany@gmail.com