2016 Salute to Nurses
Sponsorship Guide

April 27, 2016
Doors open at 4:00 | Event begins at 5:00
The Crane Bay | 551 West Merrill Street | Indianapolis, IN 46225

Awards Honoring:
• Nurse of the Year
• Nurse Educator
• Lifetime of Compassion
• Inspiration
• Community Outreach
• Advancement in Nursing
• Honored Nursing Student
• Compassionate Caregiver
StarMedia
2016 Salute to Nurses

Nurses are the frontline of defense in the healthcare world. Often described as both an art and a science, nursing reflects the varied passions and interests of its dedicated workers. Since 2003, StarMedia has honored these dedicated professionals annually with the Salute to Nurses awards. We hope that you’ll join us in recognizing these unsung community heroes by participating in our live recognition event and special publication.

**Nursing Professionals are:**
- Primarily women ages 25-44 and 55-64
- Half have a household income over $75,000
- Digitally savvy, owning multiple digital devices
- Heavy news print readers
- Travel more than the average

**Indiana Health Professionals in 2015**

- 59% RN/LPN
- 7% Physician
- 3% Pharmacist
- 2% Resp. Care Practitioner
- 2% Dental Hygienist
- 2% Physical Therapist
- 2% Clinical Social Worker
- 1% Dentist
- 1% Social Worker
2016 Salute to Nurses Sponsorship Packages

Presenting Advertising
- Run of Site banner (750,000 impressions - desktop)
- Gravity Ad
- Native Content
- Custom Video w/Professional Voice Over
- Sliding Billboard
- Video Takeover
- Tabloid Ad - Double Truck
- Article in Tabloid - Full Page
- ROP Nurse Recognition - Full Page
- Logo inclusion on official Salute to Nurses promotional advertisements

Event
- $5,000 Winner Contribution
- 20 Invitations to Salute to Nurses Event
- Premiere logo placement in presentation ceremony

TOTAL - $53,927

Gold Advertising
- Run of Site banner (500,000 impressions - desktop)
- Interactive Takeover
- Sliding Billboard
- Tabloid Ad - Full Page
- Quote in Tabloid
- Article in Tabloid - Full Page
- ROP Nurse Recognition - Half Page
- Logo inclusion on official Salute to Nurses promotional advertisements

Event
- Opportunity to recognize a CARE award recipient of company’s choosing
- 20 Invitations to Salute to Nurses Event

TOTAL - $28,550

Silver Advertising
- Run of Site Banner (500,000 impressions - desktop)
- Sliding Billboard
- Tabloid Ad - Half Page
- ROP Nurse Recognition - Eighth Page
- Logo inclusion on official Salute to Nurses promotional advertisements

Event
- Opportunity to recognize a CARE award recipient of company’s choosing
- 15 Invitations to Salute to Nurses Event

TOTAL - $20,815

Bronze Advertising
- Run of Site Banner (400,000 impressions - desktop)
- Tabloid Ad - Quarter Page
- Logo inclusion on official Salute to Nurses promotional advertisements

Event
- 10 Invitations to Salute to Nurses Event

TOTAL - $9,500

Tabloid Section Rates
- Full Page/Full Color
  - $7,300
- Half Page/Full Color
  - $4,950
- Quarter Page/Full Color
  - $3,625
- Eighth Page/Full Color
  - $2,750
DIANNA COBB, MSN
2015 INSPIRATION AWARD WINNER

Contact:
Mischelle Grant – Director, Territory Sales
317.444.7106 | mishelle.grant@indystar.com