



Web Advertisements

With over 34,000 unique visitors each month, the AWHONN website is a great way to promote your brand or product to obstetric, neonatal, and women's health nurses, clinicians, students and consumers.

Available Ad Sizes

Leaderboard (728 x 90) \$1,000 per month

Footer (728 x 90) \$750 per month

Right Square (250 x 250) \$500 per month

3 Position Package (includes all three ad positions) \$2,000/month

Animated banner can be up to 50k in file size with no more than three loops.

Ad sales begin August 1, 2016

Each ad position will have no more than five advertisers rotating at any time.

Ads will run on the homepage and internal pages.

Leaderboard – 728 x 90

The screenshot shows the AWHONN website homepage. At the top is a green navigation bar with links for STORE, NURSING CAREERS, SEARCH, CONTACT US, MY PROFILE, MANAGE PROFILE, and SIGN OUT. Below this is a blue header with the AWHONN logo and navigation categories: PROFESSIONAL RESOURCES, GET INVOLVED, STAY CONNECTED, NEWS AND EVENTS, WHO WE ARE, and CONSUMER RESOURCES. The main content area features a large article titled 'AWHONN Connections: Cardiovascular Disease In Pregnancy & Peripartum Cardiomyopathy' with a 'LEARN THE RISK FACTORS' button. Below the article are two boxes: 'BECOME A MEMBER' and 'AWHONN'S STORE'. To the right is a 'COMMUNITY CALENDAR' listing events like 'NEBRASKA SECTION SPRING CONFERENCE' and 'AWHONN GEORGIA SECTION 2016 CONFERENCE'. A large blue banner in the center reads 'We've Moved!' with a truck icon. Below this is a 'Banner Ad' for 'AIM Gold Member mom365'. At the bottom is a footer with links for TERMS OF USE, PRIVACY POLICY, WEBSITE PAGES, and SITE SEARCH, along with social media icons and the AWHONN logo.

Birds of a feather *save together.*
Join your fellow members in saving even more with a special discount.

Footer – 728 x 90



AWHONN E-Newsletter

AWHONN Express is an monthly newsletter that is emailed to approximately 21,000 AWHONN Members. The content includes AWHONN news, special events, webinars, and education and research information.

Available Sizes

Leaderboard (600x74) \$2,000

Footer (600x74) \$2,000

Animation file size must be no more than 25K with no more than three loops.

Newsletter has a 28% Open Rate

No more than two ads will run at any time



AWHONN EXPRESS NEWSLETTER

CEO Update



We are excited to share that on March 1st AWHONN Headquarters is moving to a new location! Our new building is still in the heart of downtown DC, just a few blocks from our current location. The new AWHONN office allows for more meeting space, enhanced technology services and a more inviting floor plan. More information about the move can be found below.

From the Desk of:
Lynn Erdman, MN, RN, FAAN

AWHONN News

AWHONN is Moving!

To prepare for the move, the AWHONN office will be closed Thursday, February 25th through Monday, February 29th. Please email customerservice@awhonn.org for any urgent issues. Our phone system will be down during the transition. On March 1, we'll re-open at our brand new location: 1600 M Street, NW, Suite 740 South, Washington, DC 20036. All phone, fax and email addresses will remain the same.

Call for Awards of Excellence Nominations

AWHONN's Board of Directors is accepting applications for nominations for the Awards of Excellence. The Awards of Excellence recognize AWHONN members who have made a significant or outstanding contribution to the specialties of women's health, obstetric or neonatal nursing at the local, state, national or international level in one of the five areas:

- Advocacy
- Community Service
- Education
- Practice
- Research

If you are interested in nominating a candidate, click on the link below to complete the online application package. A member cannot nominate themselves. The deadline for submitting a completed application package is Midnight (EST), Friday, April 15, 2016.

[Learn More](#)

Share Your Stories from AWHONN Convention

The AWHONN Convention inspires innovation and change. Learn how Sarah Copple implemented skin to skin in her hospital after our 2014 Convention and follow Bree Fallon on her inspiring journey during our 2015 Convention. Now we want to hear from you! Share with us the impact you

AWHONN Connections

Perinatal Nurses Advocating for Bereavement Care for Women Who Miscarry in the Emergency Department

Perinatal nurses across the country have incorporated the principles of perinatal bereavement care into the standard care for women who are experiencing a loss after 20 weeks gestation, but what about those who miscarry before 20 weeks and are in the emergency department? In our latest blog post, Joyce Merrigan, RN stresses the need for emergency department nurses to be trained with bereavement care and communication skills from perinatal nurses.

[Read More](#)

AWHONN Member Spotlight

Shakira Henderson PhD, DNP, MS, MPH, RNC-NIC, IBCLC

Shakira Henderson has been an AWHONN member since 2009. Soon after joining she became very involved with AWHONN as a member of the 2010 Emerging Leader Program. Shakira would go on to volunteer on 2011, 2013 and 2014 Research Advisory Panels, the 2012 Nominating Committee, and the 2014 Program Committee. She is the 2017 AWHONN Conference Chair, a Section Leader in North Carolina and was previously a Chapter Coordinator and Section Conference Coordinator. She has been a journal reviewer for *Nursing for Women's Health* since 2012 and was the winner of the 2012 AWHONN Excellence in Practice Award. Shakira is a certified NICU nurse and recently received her PhD from the University of Miami. She now resides in Greenville, NC.



Nursing Tip of the Month

"Always be true to yourself, be kind, and lead by example."

– Carol Cook



AWHONN Blog (*AWHONN Connections*)

AWHONN Connection launched in May 2016 and to date has received over 300,000 visitors and 360,000 page views. The blog is updated weekly from nursing and industry professionals on various topics, including but not limited to obstetrics, neonatology, gynecology, consumer information, breastfeeding and more. Each blog post is promoted on AWHONN Social Media and SmartBrief to drive additional traffic.

Available Size

Banner Ad (300 x 250) \$2,000/month

The ad will be static and no more than two ads will run across the site at any one time.

Ads will run across all pages on the site



For additional information please contact

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