



Salute to Nurses 2010 Sponsorships

The Tennessean Media Group celebrates and honors Middle Tennessee nurses with our annual Salute to Nurses event.

Each year, we invite the community to tell us about their favorite experience and nominate a deserving local nurse. Top nurses are then honored at the annual luncheon — which is to be held on Friday, May 7 at the downtown Hilton.

This recognized and heavily promoted event offers an excellent sponsorship opportunity for you to promote your brand to Middle Tennessee including top nursing talent.

To participate, call your account executive, or call 615.726.5218 or Ewalter@tennessean.com.

ADVERTISING DEADLINE:

Monday, April 19

SPECIAL SECTION PUBLICATION DATE:

Sunday, May 9

SALUTE TO NURSES LUNCHEON:

Friday, May 7

Platinum Sponsorship:

- Up to 8 tables seating 8 people each at the luncheon
- Full page full color ad in the luncheon program
- Full page, full color ad in the special section publishing Sunday, May 9
- Full page ad in the Sunday Tennessean to recognize your nurses following National Nurses Week*
- Pre-roll video live on Tennessean.com in April, May and June for 20,000 total impressions
- 100,000 impressions on the Tennessean.com Careers page for the month of May
- Local Search Sponsorship for 600,000 impressions on Tennessean.com
- Island ad run of site for 240,000 impressions total in April, May and June
- Logo recognition in PowerPoint presentation during luncheon
- Logo recognition on signage at luncheon and invitations
- Logo on promotion nomination page of Tennessean.com
- Logo recognition in the winner ad published the Sunday after the luncheon

Your Cost: \$21,500

Value: \$55,038

Gold Sponsorship:

- Up to 5 tables seating 8 people each at the luncheon
- Full page, full color ad in the luncheon program
- Full page, full color ad in the special section publishing Sunday, May 9
- Half page ad in the Sunday Tennessean to recognize your nurses following National Nurses Week*
- 75,000 impressions on the Tennessean.com Careers page for the month of May
- Local Search Sponsorship for 600,000 impressions on Tennessean.com
- Skyscraper ad run of site for 120,000 impressions total in April, May and June
- Logo recognition in PowerPoint presentation during luncheon
- Logo recognition on signage at luncheon and invitations
- Logo on promotion nomination page of Tennessean.com
- Logo recognition in the winner ad published the Sunday after the luncheon

Your Cost: \$16,000

Value: \$36,200

* Ad must publish within 2 weeks of the Salute to Nurses luncheon

SALUTE TO NURSES THE TENNESSEAN

Silver Sponsorship:

- Up to 3 tables seating 8 people each at the luncheon
- Full page full color ad in the luncheon program
- Half page, full color ad in the special section publishing Sunday, May 9
- Quarter Page ad in the Sunday Tennessean to recognize your nurses following National Nurses Week*
- 50,000 impressions on the Tennessean.com Careers page for the month of May
- Local Search Sponsorship for 200,000 impressions on Tennessean.com
- Skyscraper ad run of site for 120,000 impressions total in April, May and June
- Logo recognition in PowerPoint presentation during luncheon
- Logo recognition on signage at luncheon and invitations
- Logo on promotion nomination page of Tennessean.com
- Logo recognition in the winner ad published the Sunday after the luncheon

Your Cost: \$11,000

Value: \$29,000

Bronze Sponsorship:

- 1 table that seats 8 people at the luncheon
- Half page full color ad in the luncheon program
- Half page, full color ad in the special section publishing Sunday, May 9
- Eighth page (350 lines) ad in the Sunday Tennessean to recognize your nurses following National Nurses Week*
- 50,000 impressions on the Tennessean.com Careers page for the month of May
- Skyscraper ad run of site for 100,000 impressions total in April, May and June.
- Logo recognition in PowerPoint presentation during luncheon
- Logo recognition on signage at luncheon and invitations
- Logo on promotion nomination page of Tennessean.com
- Logo recognition in the winner ad published the Sunday after the luncheon

Your Cost: \$6,000

Value: \$20,635

Basic Sponsorship:

- 4 seats at a table of 8 at the luncheon
- Half page full color ad in the luncheon program
- Quarter page, full color ad in the special section publishing Sunday, May 9
- 4 col. x 5 inch (280 lines) ad in the Sunday Tennessean to recognize your nurses following National Nurses Week*
- 50,000 impressions on the Tennessean.com Careers page for the month of May
- Logo recognition in PowerPoint presentation during luncheon
- Logo recognition on signage at luncheon and invitations
- Logo on promotion nomination page of Tennessean.com
- Logo recognition in the winner ad published the Sunday after the luncheon

Your Cost: \$3,200

Value: \$14,000