2024 ADVERTISING AND SPONSORSHIP KIT

YOUR AD HERE
The International Association of Forensic Nurses (IAFN) is a professional education and membership association representing nearly 6,000 forensic nurses and allied professionals worldwide. The Association establishes and improves standards of forensic nursing practice by fostering growth and development of the specialty. We promote increased knowledge and skills among our members and professionals from other disciplines who are dedicated to disseminating evidence-based information about forensic nursing globally. We have a vision of a world where all patients have access to forensic nursing care. Our mission is to support forensic nurses globally.
MEMBERSHIP
• 6,000 members from 31 countries
• 249 global members

EDUCATION
• 8,622 courses completed in the Online Learning Center
• 170 live webinars
• 5,265 archived webinars
• 2,696 courses (including but not limited to Adult or Pediatric SANE, Expert Witness, IPV Nurse Examiner Certificate Course, Pediatric Strangulation)
• 11 new webinars added to catalog

SANE-A® AND SANE-P® NURSING CERTIFICATIONS
• 897 nurses applied for either exam
• 536 nurses renewed certifications

CONFERENCE
• 926 attendees from
  - 11 countries
  - 45 states

KEY U.S. PARTNERSHIPS
With over 511K views and 134K unique visitors per year, the IAFN website is a great way to promote your brand or product to forensic nurses, nurse educators, legal nurse consultants, nursing students and supporting organizations.

**Ad due dates:** Ad design should be submitted two weeks before scheduled run date.

**HOME PAGE ADS**
IAFN’s homepage receives over 16K page views and over 2,800 clicks per month.

**Main Scrolling Slides**
- **Size:** 1200x350 px
- **Note:** A landing page link cannot be added to the scrolling slide banner.
  - 1 month: $1200
  - 3 months: $3240
  - 6 months: $6120
  - 12 months: $11,520

**Below Scrolling Slide**
Multiple advertisers will result in a scrolling slide.
- **Size:** 1905x536 px
  - 1 month: $2000
  - 3 months: $5400
  - 6 months: $10,200
  - 12 months: $19,200
IAFN WEBSITE

FORENSIC NURSING PAGE
IAFN’s Forensic Nursing Page receives over 4200 views and over 60 clicks per month.

Side Banner
Size: 250x600 px
The height of this banner can be adjustable to reach up to 1000 px.
- 1 month: $250
- 3 months: $675
- 6 months: $1275
- 12 months: $2400

Bottom Banner
Size: 1200x200 px
The width of this banner can be adjustable to reach up to 500 px.
- 1 month: $200
- 3 months: $540
- 6 months: $1020
- 12 months: $1920

SANE CERTIFICATION CENTRAL
IAFN’s SANE Certification Central page receives over 4900 views and over 300 clicks per month.

Bottom Banner
Size: 1200x200
The width of this banner can be adjustable to reach up to 500 px.
- 1 month: $300
- 3 months: $810
- 6 months: $1530
- 12 months: $2880
ONLINE MEMBER COMMUNITY
The Online Member Community is the primary place where our 6000 members interact.

Top Banner
Size: 964x125 px
- 1 month: $250
- 3 months: $675
- 6 months: $1275
- 12 months: $2400

EMAIL

Forensic Nursing News (FNN)
Forensic Nursing News (FNN) is a weekly newsletter that is emailed to over 16,000 IAFN members and allied professionals worldwide. The content focuses on the latest news, trends in forensic nursing, special events, and research information.

SPONSORED CASE REVIEW

Become a sponsor for IAFN’s new monthly educational case reviews for members and others. Each case review is presented twice during the month:

- **Prices:** $3500 (x1) $6000 (x2) $8400 (x3)
- **One-hour webinar:** $3500 $6000 $8400

Increased discounts available for additional case reviews.

**Remaining 2024 case review topics**

- **May:** Child torture
- **June:** Elder abuse
- **July:** Male sexual assault victim/anoscope
- **August:** Adolescent acute sexual assault
- **September:** Adult sexual assault patient with cognitive delay
- **October:** Teen human trafficking
- **November:** Adult stranger sexual assault
- **December:** Strangulation/kidnapping

Note: Sponsor will receive recognition in promotions of the event and acknowledgement with logo in opening and closing presentation slides.
The Journal of Forensic Nursing (JFN), the official journal of the International Association of Forensic Nurses, is a groundbreaking, quarterly publication that addresses health care issues that transcend health and legal systems by articulating nursing’s response to violence. The journal features empirical studies, review and theoretical articles, methodological and concept papers, and case reports that address the provision of care to victims and perpetrators of violence, trauma, and abuse.

Topics include interpersonal violence (sexual assault, abuse, intimate partner violence); death investigation; legal and ethical issues; forensic mental health nursing; correctional nursing; and emergency and trauma nursing. Advertising options are print only. Rates are available here.

AFN’s Annual International Conference on Forensic Nursing and Practice attracts over 900 attendees to the live conference and over 400 attendees to the virtual conference. All conference sponsorships include a logo placement on the conference website and a post-conference mailing list of all attendees, excluding phone number, fax and emails.

Sponsorship opportunities for 2024 include:

**EXHIBITOR BOOTHS**

**Standard Booth**
- 8 ft x 10 ft booth w/ pipe and drape
- One skirted table, two chairs, and a wastebasket
- One standard identification sign
- One post-conference electronic copy attendee list (name, city, state, zip code, email)
- Interactive conference website and mobile app
- Inclusion on interactive exhibit hall floor plan
- Up to three (3) one-page (PDF) Adverts to be included in the conference mobile app
- Two exhibitor registrations (includes continental breakfast only and access to exhibit hall); $100 for each additional exhibitor registration
Premium Booth
- 8 ft x 20 ft booth w/ pipe and drape
- One skirted table, two chairs, and a wastebasket
- One standard identification sign
- One post-conference electronic copy attendee list (name, city, state, zip code, email)
  Interactive
- Conference website and mobile app
- Inclusion on interactive exhibit hall floor plan
- Up to three (3) one-page (PDF) Adverts to be included in the conference mobile app
- Two exhibitor registrations (includes continental breakfast only and access to exhibit hall); $100 for each additional exhibitor registration

VISIBILITY SPONSORSHIPS
All visibility sponsorships are exclusive opportunities.
- Tote giveaway: Tote bags are distributed to every conference attendee upon entering the conference hallway.
  Exclusive Opportunity
- Lanyard and Badge: Lanyards and badges are provided to every conference registrant.
  Exclusive Opportunity
- Therapy dogs: With a partnership with Denver Pet Partners, therapy dogs will be available at the conference for a couple of hours a day so our attendees can have a space to pet some pups.
  Exclusive Opportunity
- Coffee Breaks: Total of 5 coffee breaks will be available in the exhibit space.
  2 Available

For more information about exhibitor booths and sponsorships, contact Brianna at bfontenot@forensicnurses.org

DIGITAL ADVERTISING
- Conference website ad (3 slots available)
  Small Tile
  Size: 600x400 px
  Price: $3500
IAFN’s conference website receives over 120,000 views and over 4900 clicks from the registration date till the live and the virtual conferences are over.

Note: The ad will be run for approximately 6 months.

- **Know Before you go emails**
  A weekly email is sent to all attendees of the IAFN annual conference starting 6 weeks before the event.

### Top Banner

**Size:** 1200x300  
**Prices:**  
- x1: $275  
- x2: $495  
- x3: $700  

Increased discounts available for additional ad placements

### Bottom Banner

**Size:** 1200x300  
**Prices:**  
- x1: $205  
- x2: $370  
- x3: $525  

Increased discounts available for additional ad placements

Note: Any products being advertised must align with IAFN’s mission, values, and educational guidelines. Advertisements may not promote or advertise the results of a survey or research study.

Can’t find what you’re looking for? We would appreciate the opportunity to hear your ideas.  
Contact us at mfoudoulian@forensicnurses.org

**Thank you for supporting International Association of Forensic Nurses**