

# Advertising Opportunities with Sigma

Updated: January 2025



Presented within this document are digital advertising opportunities within Sigma Theta Tau International (“Sigma”), the largest global nursing organization and honor society of nursing. Sigma connects partner organizations (e.g., sponsors and advertisers) to top-tier nursing professionals across the world. Today’s Sigma members are leaders at all levels in the healthcare industry and are active in advancing world health. Membership in Sigma is a symbol of excellence, and partnering with Sigma gives your company or organization an unmatched opportunity to connect with the best and brightest health professionals.

Contact Chris Beaman, Director of Strategic Initiatives & Partnerships, with questions at [chris@sigmanursing.org](mailto:chris@sigmanursing.org).

## SigmaNursing.org Website

As the most widely utilized member benefit, reaching more than 45,000 people monthly, Sigma’s award-winning website creates a community where our members from around the world come to connect, engage, and learn. All website ad listings are rotating, with a guaranteed minimum 25% placement.

### #1 – Homepage Filmstrip

With this package optimized for mobile devices, take advantage of the largest advertising space on Sigma’s international website. Your add will occupy a prominent location next to our most important content leading to impressions from visitors all over the world.

#### Specifications

- Desktop: 300 x 600 px
- Mobile: 300 x 250 px

#### Other Details

- Preferred format: JPEG, GIF, PNG
- Max file size: 200 KB

#### Pricing

- 1 month = \$1,250
- 3 months = \$3,375
- 6 months = \$6,000

**Sigma Job Board**

- **Postdoctoral Fellow – Nurse Scientist**  
Arizona State University  
Phoenix, Arizona, United States
- **Nurse Scientist Postdoctoral Fellow in Cognitive Decline, Dementia Care, and Family Caregiving**  
Arizona State University  
Phoenix, Arizona, United States
- **Dean of School of Nursing**  
Mount Saint Mary College  
Newburgh, New York, United States
- **Tenure-Track - Assistant/Associate/Full Professor**  
Solomont School of Nursing  
University of Massachusetts Lowell  
Lowell, Massachusetts, United States

[View more job listings >](#)

Interested in posting your job to Sigma's Job Board? Let's get started >

#### Latest News

- New Sigma title helps guide APRNs through ethical quandaries in all healthcare settings
  - New Sigma Nursing and QADN collaboration provides curated resources to Alpha Delta Nu graduates
  - Sigma's new academy focuses on diversity, equity, and inclusion
  - Sigma's Virtual Mini Academies for clinical nurses are now open
  - A readable, practical, and user-friendly guide to apply and implement EBP
- [View more news >](#)

#### Upcoming Events

- NOV 28** Annual Membership Meeting  
28 November 2022  
Virtual, Global
- FEB 10** Creating Healthy Work Environments  
10 - 12 February 2023  
Austin, Texas, USA
- JUL 20** 34th International Nursing Research Congress  
20 - 24 July 2023  
Abu Dhabi, United Arab Emirates

#### ANNOUNCEMENTS

**Find Your Forward**  
Resources for Advocacy and Strength

As we continue to navigate the COVID-19 pandemic, Sigma has developed the following resources (microlearning videos, handouts, and podcasts) to provide you with support to find your forward —resources you can use to help yourself and ways to work with others to advocate for change within your healthcare system.

[Learn more >](#)

#### Register for one of our free webinars!

Sigma is committed to sharing knowledge, resources, and tips with nurses across the globe. Throughout the year, we offer free webinars on a variety of topics, like bullying and incivility, climate change, avoiding burnout, and more.

#### Sigma is here for you!

View our free COVID-19 resources for all nurses.

#### Curious to learn more about your Sigma membership?

Sign up for a Sigma member webinar and learn how you can get involved and customize your membership experience today!

**Sigma has an academy for you!**

Learn how to use immersive video technology to understand and practice diversity, equity, and inclusion to improve nurse and patient outcomes.

[Learn more](#)

63,935   
visits per month

196,342   
average monthly pageviews



Users spend an average of 2 minutes, 36 seconds on the website, visiting an average of 3 pages.

## #2 – Homepage Leaderboard

Place just above Sigma’s popular navigation buttons, this ad is also optimized for both desktop and mobile, ensuring your ad is seen by a wide audience of our engaged members.

### Specifications

- Desktop: 728 x 90 px
- Mobile: 300 x 250 px

### Other Details

- Preferred format: JPEG, GIF, PNG
- Max file size: 200 KB

### Pricing

- 1 month = \$1,250
- 3 months = \$3,375
- 6 months = \$6,000



## #2b – Nursing Centered Leaderboard

*Nursing Centered*, Sigma’s online resource center, combines articles, member stories, videos, webinars, and podcasts to create an engaging experience. This mixed-media platform shares stories and nursing information from Sigma nurses and chapters worldwide, from their view, in their voice.

**Same specifications as above!** Add this popular site to your advertising placement for an additional cost. *Note that the homepage leaderboard placement must be purchased first. Contact Chris Beaman ([chris@sigmanursing.org](mailto:chris@sigmanursing.org)) to discuss pricing for only Nursing Centered.*

- 1 month = +\$350
- 3 months = +\$950
- 6 months = +\$1,750

## #3 – Interior Ad

When our members come to Sigma’s website, they do so to learn and connect. We know they dive deep into our site, which makes this interior, rotating spot a valuable advertising option for placement on relevant pages; the ad will render on mobile devices as well.

### Specifications

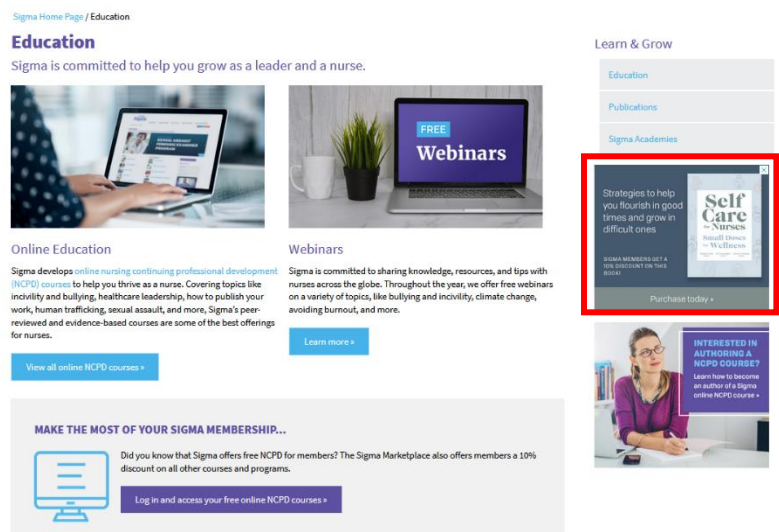
- Desktop and Mobile: 300 x 250 px

### Other Details

- Preferred format: JPEG, GIF, PNG
- Max file size: 200 KB

### Pricing

- 1 month = \$700
- 3 months = \$1,850
- 6 months = \$3,500



# Sigma Update e-newsletter

Distributed to more than 100,000 members at the start of each month, the *Sigma Update* e-newsletter connects members with timely and relevant resources for them in their nursing career and leadership journey.

## #1 – Banner Ad

Ad space in *Sigma Update* is extremely limited, with availability for only 1-2 advertisers each send. With an average open rate of 52.23% and average click rate of 3.06%, your exclusive ad is guaranteed to be seen by several thousand Sigma members. *(Same advertisements can be seen to the right.)*

### Specifications

- Desktop: 580 x 100 px
- Mobile: 300 x 250 px

### Other Details

- Preferred format: JPEG, GIF, PNG
- Max file size: 200 KB

### Pricing

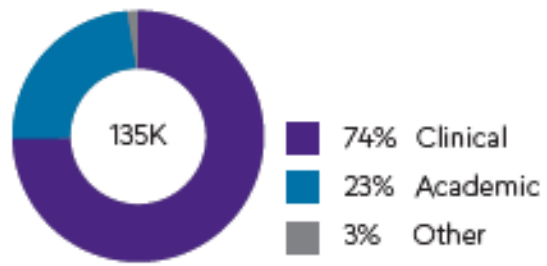
- 1 month = \$1,750
- 3 months = \$4,650
- 6 months = \$8,750



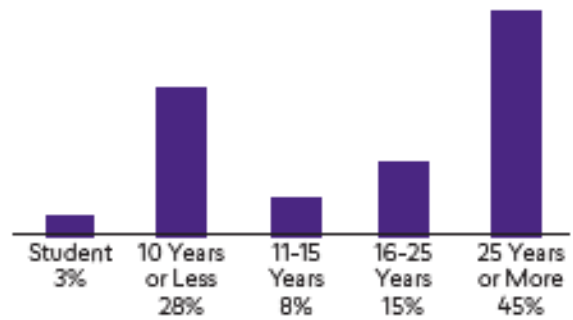
# ABOUT OUR MEMBERSHIP

We are clinicians, researchers, faculty members, and more.

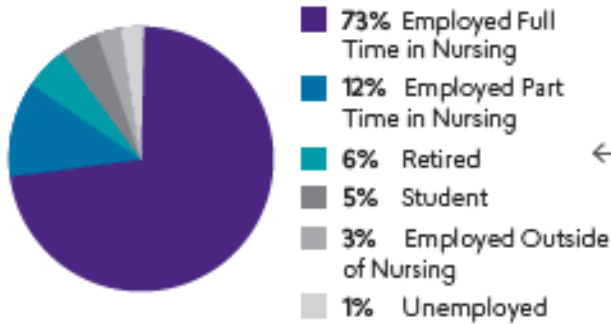
19% Doctorate 54% Masters



## Well-educated



## Experienced



## Active

Our members represent a variety of nursing specialties and areas of interest, including but not limited to:

Ambulatory Care  
 Cardiovascular  
 Community/Public Health  
 Critical Care  
 Emergency/Disaster Nursing

Endocrine/Diabetes  
 Geriatrics  
 Health Promotion/Wellness  
 Informatics  
 Medical/Surgical

Mental Health/Psych  
 Pediatrics  
 Rehabilitation  
 Surgical/Peri-operative  
 Women's Health