

Advertising Opportunities with Sigma

Updated: August 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 Megan LoGreco, Partnerships and Special Projects Leader, with questions at megan@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

The screenshot displays the Sigma Nursing website homepage. Key sections include:

- Sigma Job Board:** Lists job openings such as Postdoctoral Fellow – Nurse Scientist at Arizona State University and Dean of School of Nursing at Mount Saint Mary College.
- Latest News:** Features articles like 'New Sigma title helps guide APRNs through ethical quandaries' and 'Sigma's new academy focuses on diversity, equity, and inclusion'.
- Upcoming Events:** Lists events such as the Annual Membership Meeting (November 28, 2022) and the 34th International Nursing Research Congress (July 20-24, 2023).
- Announcements:** Promotes resources for advocacy and strength, including microlearning videos and handouts.
- Filmstrip:** A large advertisement for Sigma's academy, featuring a woman reading a book and text about immersive video technology for learning.

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

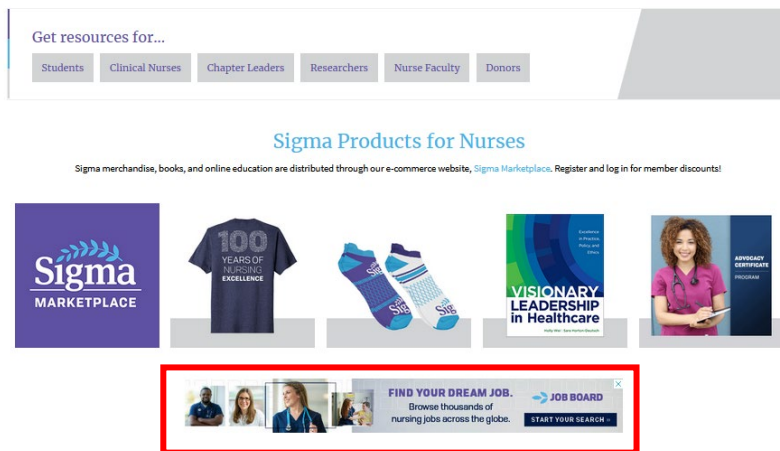
- Desktop: 728 x 90 px
- Mobile: 300 x 250 px

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 Megan LoGreco (megan@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

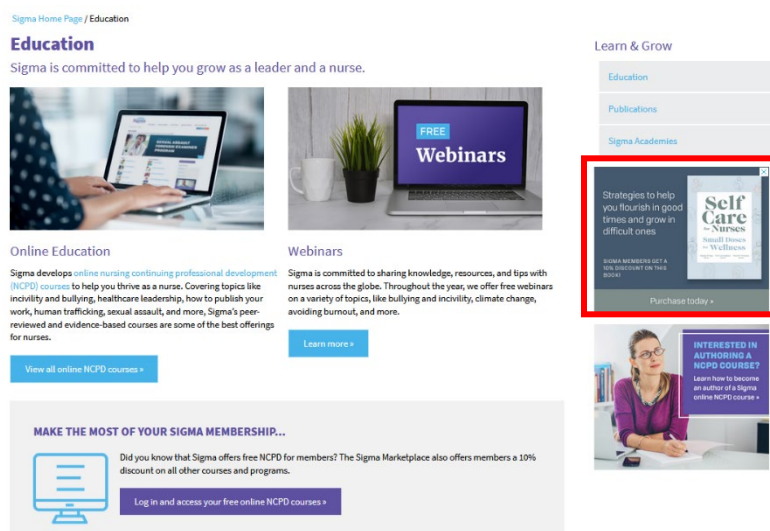
- Desktop and Mobile: 300 x 250 px

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 – Homepage (Square)

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

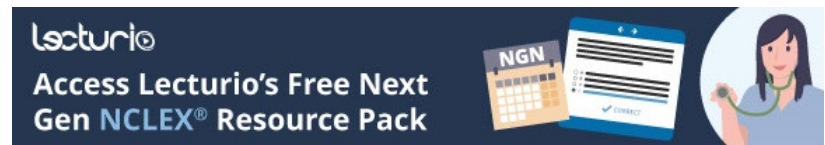
- Desktop: 580 x 100 px
- Mobile: 300 x 250 px

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



Sigma Job Board Ad

Sigma's job board is a hub for job opportunities in nursing with listings in both academic and clinical fields. The job board features several display ad positions including a homepage square ad, site-wide footer (excluding search results and job listings) and a banner ad that displays within search results.

#1 – Homepage Square Banner Ad

This banner ad appears in a prime position on the job board homepage. (250 x 250px with 2 rotating slots available)

Specifications

- 250 x 250 px

Other Details

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

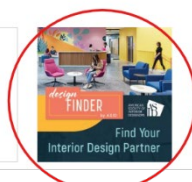
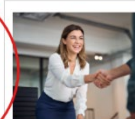
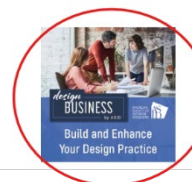
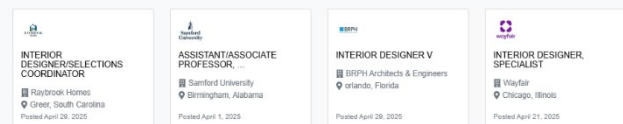
Pricing

- 1 month = \$500
- 3 months = \$1,350
- 6 months = \$2,550

FEATURED COMPANIES



FEATURED JOBS



#2 – Footer Banner Ad

Your footer banner ad will appear across the bottom of the Sigma Nursing job board (excluding search results and job listings). (728 x 90px with 1 rotating slot available)

Specifications

- 728 x 90 px

Other Details

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

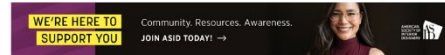
Pricing

- 1 month = \$500
- 3 months = \$1,350
- 6 months = \$2,550

CAREER ARTICLES



See All



#3 – Search Results Page Banner Ads

Your pane view banner ad will appear above search results. (468 x 60px with 1 rotating slot available)

Specifications

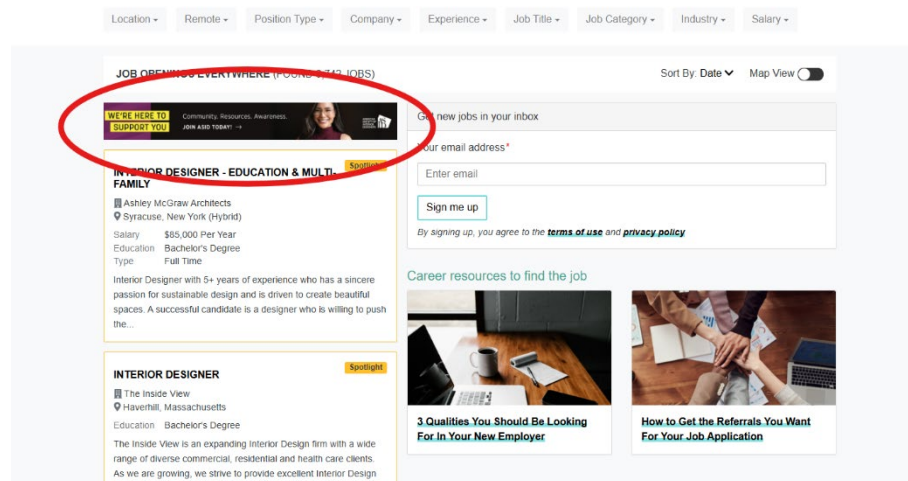
- 468 x 60 px

Other Details

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

Pricing

- 1 month = \$500
- 3 months = \$1,350
- 6 months = \$2,550



#4 – Search Results Page Banner Ads

Your pane view banner ad will appear in-line with search results. (468 x 60px with 1 rotating slot available)

Specifications

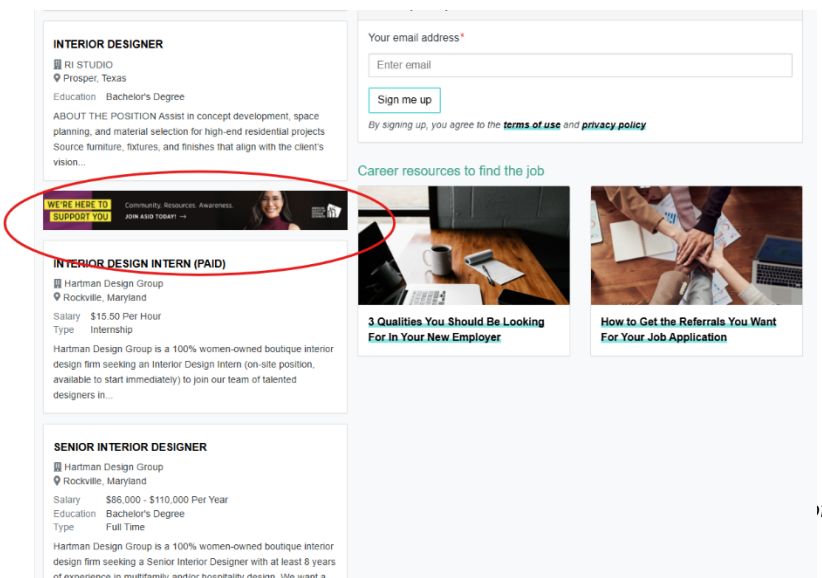
- 468 x 60 px

Other Details

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

Pricing

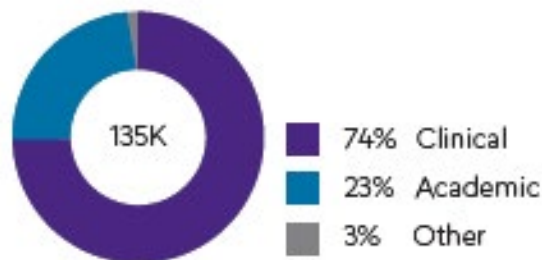
- 1 month = \$500
- 3 months = \$1,350
- 6 months = \$2,550



ABOUT OUR MEMBERSHIP

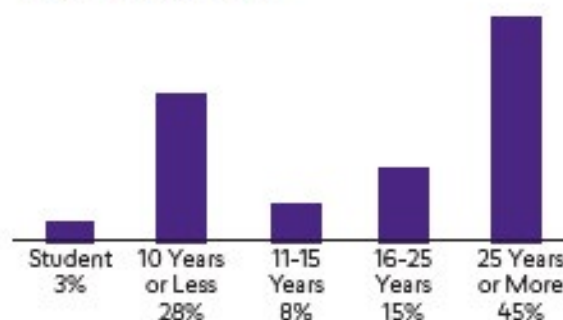
We are clinicians, researchers, faculty members, and more.

19% Doctorate 54% Masters

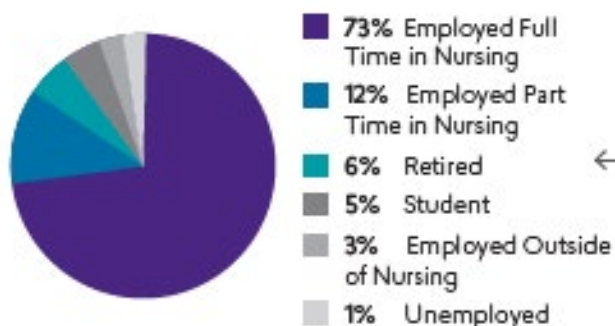


Well-educated

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