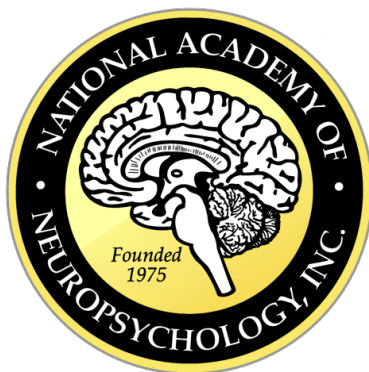


# THE NATIONAL ACADEMY OF NEUROPSYCHOLOGY

---

## Media Kit



**Address :**

7555 East Hampden Avenue,  
Suite 420  
Denver, CO 80231

**Contact :**

P : (303) 691-3694  
W : NANonline.org  
E : office@nanonline.org



# About Us

The National Academy of Neuropsychology (NAN) is a non-profit professional membership association for specialists who are experts in the assessment and treatment of brain injuries and disorders. NAN members work in the most prestigious universities, hospitals and private practices throughout the world and are at the forefront of cutting-edge research and rehabilitation in the field of brain behavior relationships.

NAN was founded in 1975 and has witnessed steady growth in its membership since its inception. It has developed into a vibrant organization of scientist-practitioners, clinicians, and researchers in the field of neuropsychology. Current membership totals over 3,500 members, with representation by 32 countries. The involvement and contributions of the diverse membership will ensure NAN's continued success as a professional organization well into the future.

We understand that you need return on investment for your sponsorship, exhibiting, and advertising dollars throughout the year. Partnering with NAN gives you strategically focused access to an influential audience of scientist-practitioners, clinicians, and researchers in the field of neuropsychology. This alliance offers many key opportunities, including high visibility and networking.

## NAN In Numbers

***Accomplishments at-a-glance from the past year:***

### EDUCATION THROUGH DISTANCE

- **10** OnDemand Webinars added to the catalog of 120+ course options
- **1,810+** CE certificates issued through DistanCE, an 18% increase over last year
- Most purchased webinar: *Neuroimaging for Neuropsychologists*

### NEURONETWORK - NAN'S ONLINE COMMUNITY

- **221** Total discussion posts
- **112** Discussion replies

### WEBSITE, SOCIAL MEDIA IMPRESSIONS AND ENGAGEMENTS

- **41,884** Social media followers
- **18%** increase over previous year
- **29,700** Average Twitter impressions
- **380,460** LinkedIn impressions
- **66,978** users, **389,926** page views on the NAN website
- **17,064** annual average Job Board pageviews

### ANNUAL CONFERENCE & EVENTS

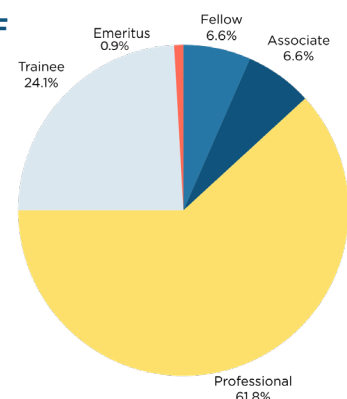
- **1,000+** Annual Conference attendance
- **1,200+** Virtual Event participants

### MEMBERSHIP

- **32** Countries, **50** states
- **57%** average open rate of the Member Newsflash and e-communications

### DISTRIBUTION OF MEMBERS BY MEMBERSHIP CATEGORY

- Fellow
- Associate
- Professional
- Trainee
- Emeritus





# Digital Marketing

**Advertising digitally with NAN offers customizable options to fit your needs and budget. Your company can choose the right visibility for you with a-la-carte options or package opportunities.**



## WEBSITE ADVERTISING

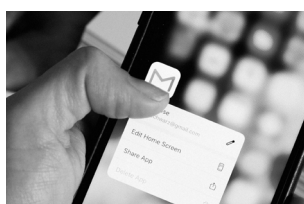
The NAN website receives over 5,500 unique visitors and over 30,000 unique page views per month.

The average user visits three pages of the NAN website per visit, and spends at least two minutes per visit.

New Visitors: 75% Returning Visitors: 25%

### Homepage Ads | \$500 per month

Homepage ads on the NAN website are built directly into NAN's site architecture and are visible on every single page providing visitors easy access to your website.



## E-BLAST ADVERTISING

NAN sends regular updates via e-mail to its 3,400+ members at all levels with the latest happenings in NAN and the neuropsychology field. You can reach the core of the NAN membership every month with ads in the following types of messages:

- Newsflash - Member Newsletter
- DistanCE & Event Announcements

**\$500 per message**



## RECRUITMENT ADVERTISING

NAN's Job Board is consistently the most-visited resource on our website. Your job posting includes a listing in the online Job Board and a listing in the monthly member newsletter.

**\$50 for 30 Days — \$75 for 60 Days — \$95 for 90 Days**

## Choose a Media Sponsorship package for a diverse level of exposure across channels available at NAN

### MEDIA PRO SPONSORSHIP \$7,500

- Sponsor Ad to appear at the start of 2 webinars
- Homepage Ad on website to run for 1 year, including placement on the DistanCE e-learning platform
- Banner Ad in Newsflash monthly newsletter for 1 year
- Social blast on all social media outlets (Twitter, Facebook, Instagram, LinkedIn)

### MEDIA PLUS SPONSORSHIP \$4,500

- Sponsor Ad to run in 1 webinar
- Homepage Ad on website to run for 6 months, including placement on the DistanCE e-learning platform
- Banner Ad in Newsflash monthly newsletter for 6 months
- Social blast on 2 social media outlets

### MEDIA SPONSORSHIP \$2,000

- Homepage Ad on website to run for 3 months
- Banner Ad in Newsflash monthly newsletter for 3 months
- Social blast on 1 social media outlet

*Advertising Policy: All advertising, sponsorship, and partnership is subject to publisher's approval. The publisher reserves the right to reject or cancel an ad. Publisher's liability is to the direct cost of the advertisement. Publication of any ad is not an endorsement of the advertiser's product or service. Digital files not meeting specification may incur additional charges.*



# Corporate Partnerships

*Partner with NAN for a year-round presence to access and engage with the NAN membership. NAN aims to connect you with our audience through many of our communication channels. We are interested in fostering mutually beneficial partnerships to broaden the reach of neuropsychology in healthcare.*

## \$45,000 ANNUALLY

- Partner featured at the kickoff of two live webinars
- Homepage placement with partner's hyperlinked logo
- Banner ad placement on the DistanCE e-learning platform
- Banner ad placement on BrainWise media platform, a public-facing site for brain-related information
- Banner ad in Newsflash monthly newsletter
- Social media spotlight four times throughout the year
- Partner receives the opportunity to meet directly with NAN's Executive Director and President up to quarterly throughout the year
- Partners are often sought to provide input on editorial content throughout the year
- Receive NAN's Corporate Partner logo for display
- Includes choice of Premier-level sponsorship at the Annual Conference OR a Partner Event

## \$15,000 ANNUALLY

- Homepage placement with partner's hyperlinked logo
- Banner ad placement on the DistanCE e-learning platform
- Banner ad in Newsflash monthly newsletter
- Social media spotlight two times throughout the year
- Partner receives the opportunity to meet once with NAN's Executive Director and President
- Receive NAN's Corporate Partner logo for display
- 10% discount on Annual Conference sponsorship and exhibit opportunities

## CHOICE OF:

### **Premier-level sponsorship at the Annual Conference:**

- Sponsor logo displayed before Keynote Speaker
- Recognition on prominent welcome signage
- Featured placement on mobile-friendly attendee e-guide
- Flyer insert in conference materials
- Up to 10' x 40' exhibit space in key location
- 8 complimentary in-person registrations
- Banner advertisement in conference daily news and post-event email blasts
- Banner advertisement on NAN conference webpage for 12 months

**Partner Event:** NAN partners on virtual educational sessions and workshops each year, providing you the opportunity to plan, in conjunction with NAN leadership, a targeted offering featuring your organization's expertise. This investment includes a co-marketing plan for the event, full-service event coordination, and post-event analytics. The process to execute a successful partner event requires advance planning over a 12-month period.



# Sponsorships

## PROGRAM SPONSORSHIPS

### **Leadership Ambassador Development (LEAD) Program \$2,500**

NAN's LEAD initiative provides early-career members with an exciting professional advancement curriculum to grow into future leaders within NAN and the field of neuropsychology. Sponsorship recognition includes acknowledgement during open remarks at the first virtual gathering of leaders, as well as logo spotlight in the participant workbook used throughout the 7-session program.

### **NEW Research Grant Collaboration**

As part of NAN's mission to fund research that addresses the value, worth, or efficacy of clinical neuropsychological assessment or interventions, we often partner with organizations to create a custom, mutually beneficial Request for Applications. The amount of funding available is dependent on the nature of the partnership and details of the RFA.

### **NEW Trainee Education \$2,000**

NAN's commitment to trainee members and their career development is at an all-time high with over \$72,000 invested over the course of the last year. To continue that investment, NAN will offer our live webinars and OnDemand webinars at no cost to trainee members allowing them to participate in important continuing education offerings during their time as a trainee. Your sponsorship covers the cost of these offerings being free to trainee members and will include ongoing recognition during the course of the year in promoting our online education.

### **NEW Special Interest Group (SIG) Sponsorship \$1,500**

NAN's SIG communities allow you to advertise directly with members interested in various topics including NeuroRehab, Brain Health, and Elevating Women in Neuropsychology. Choose the SIG topic that is right for your business and you will be recognized in the corresponding online community, the virtual hub where like-minded professionals gather and exchange ideas.

## EDUCATIONAL EVENT SPONSORSHIPS

### **Live Webinars \$1,500**

Throughout the year, NAN plans 90-minute live CE presentations on timely hot-topics. Sponsorship includes an introductory slide displayed during opening and closing remarks, recognition and advertising in event promotions to prospective and registered participants, and one complimentary registration. NAN's DistanCE Committee curates our live webinar topics. If you're interested in partnering on the planning of an educational presentation, including the content of the event, please see the "Partner Event" option.

### **Annual Conference**

NAN's Annual Conference features exhibits, an integral part of NAN's educational activities, to complement the professional clinical sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies and services which are recommended for use in the field of neuropsychology. Sponsorship opportunities and advertising offerings will heighten your reach and provide optimal visibility among meeting attendees. The Annual Conference Prospectus is released in late-Spring each year.

### **Partner Events \$20,000**

NAN partners on virtual educational sessions and workshops each year, providing you the opportunity to plan, in conjunction with NAN leadership, a targeted offering featuring your organization's expertise. This investment includes a co-marketing plan for the event, full-service event coordination, and post-event analytics. The process to execute a successful partner event requires advance planning over a 12-month period.

## NAN FOUNDATION SPONSORSHIPS

NAN's public education goal is carried out by the NAN Foundation, a 501(c)3 organization whose mission is to improve quality of life through public education, advocacy, research and collaboration on brain health. Support the Foundation's vision is to become the leading provider of education and resources for the public, patients, families and health care providers to address brain health.

### **BE COOL Education \$2,000**

With BE COOL, which stands for Brain Education Oriented Onsite Learning, we bring fun and interesting presentations to elementary school children, educating them about brain functioning, and keeping brains healthy and safe. With your sponsorship, we can provide, free-of-charge, a leave-behind brain model for the classroom and a brain-related giveaway for each student. Along with the NAN Foundation's logo on each brain model, your company logo will also be included on a resource utilized in the classroom long after the presentation is over.



# BrainWise

Welcome to BrainWise, where we unravel the mysteries of the brain and bridge the gap between neuropsychology and everyday life. Our platform is dedicated to exploring the intricate workings of the brain, understanding the impact of trauma and disease, and deciphering the science behind cognitive health. At BrainWise, we strive to make the complex world of brain science accessible to everyone, merging it seamlessly with popular culture.

In the past year:

- Over **25,000** views
- Nearly **12,000** users
- **54,000** total impressions from around world

## WEBSITE BANNER AD

Available across the entire site and homepage, or target a key audience by identifying a specific article for your ad to appear  
**\$3,500 per year or \$450 per month**

## EBLAST BANNER AD

As new articles are released, our subscribers are notified by email up to twice monthly. Be sure your company's ad is included.  
**\$350 per month**

## PODCAST

\$750 per episode or \$2,000 for 3 episodes

## SPONSORED CONTENT

Do you have an article that would appeal to the BrainWise audience?



### UNPARALLELED ENGAGEMENT

Connect with an intellectually curious audience eager to explore the depths of brain science. Engage with a diverse readership interested in the intersection of brain science and everyday experiences.



### TARGETED EXPOSURE

**Website Banner Ad:** Showcase your brand across our entire site or target specific articles for strategic placement.

**Eblast Banner Ad:** Reach our subscribers directly as new articles are released, ensuring your brand is part of the conversation.



### CAPTIVATING AUDITORY REACH

**Brain Beat Podcast:** Become a part of the BrainWise conversation by sponsoring an episode or a series of episodes.



### THOUGHTFUL INTEGRATION

**Sponsored Content:** Seamlessly blend your brand with our content by contributing an article that resonates with the BrainWise audience.

## CUSTOMIZE YOUR ADVERTISING EXPERIENCE

Tailor your marketing strategy to meet your specific goals and target audience. Whether it's a comprehensive year-long campaign or a focused monthly initiative, BrainWise offers flexible options to maximize your brand's visibility.

## CONNECT WITH BRAINWISE

Don't miss the opportunity to align your brand with the forefront of brain science and engage with an audience passionate about unlocking the secrets of the mind. Contact our advertising team today to explore customized packages and elevate your brand with BrainWise.