

# Celebrate Nursing

The News & Observer joins the North Carolina Nurses Association to celebrate National Nurses Week by publicly recognizing the winners of the 2011 Program for Direct-Care Registered Nurses. The 15th annual Celebrate Nursing section is a great place to deliver your message to current and prospective medical practitioners and is an opportunity to show your support for a heroic segment of our state's work force. You can be a part of this distinctive celebration.

The N&O will publish a special tabloid section on Sunday, May 8, and will follow up with an aggressive online campaign on all our Web sites.\*

## Did you know?

*In print and online, the Sunday News & Observer will reach 709,700 adults, and they are your market!*

619,100 used a medical specialist in the past 3 years  
486,200 used a hospital in the past 3 years  
301,400 have children in the household  
203,600 have some college education  
139,100 are high school graduates  
100,300 had an overnight medical procedure in the past 3 years  
73,000 plan to look for a new job in the next 12 months  
27,900 plan to go back to school in the next 12 months

Source: Scarborough Research, Raleigh-Durham DMA, April 2009-March 2010

## Celebrate Nursing Online

### NOMINATE YOUR NURSES ONLINE

Please feel free to nominate deserving nurses in your organization at [www.newsobserver.com/nursingworld](http://www.newsobserver.com/nursingworld)

**Deadline for nominations is Friday, April 1**



**Publication Date: Sunday, May 8**

Space/ Proof Deadline: **Monday, April 25 at 4 p.m.**

Electronic Ad Deadline: **Friday, April 29 at 4 p.m.**

**The News & Observer and its Web sites are the No. 1 source for greater Triangle job seekers.\*\***

### Rates (full color)

**Full page** \$4,000

**1/2 page** \$2,200

**1/4 page** \$1200

**1/8 page** \$650

For more information about advertising in this special section, contact your advertising executive or call 919-829-4600 or send e-mail to [postajob@newsobserver.com](mailto:postajob@newsobserver.com).



\* Includes newsobserver.com, triangle.com and our community newspaper Web sites.

\*\* Scarborough Research, 2008 Custom Recontact Study (Durham, Johnston, Orange and Wake counties)