

25
26

AUSTRALIAN COLLEGE OF
NURSE PRACTITIONERS

ADVERTISING PROSPECTUS



Advancing nursing
practice and
improving access
to health care.

Connect with us:



acnp
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nurse practitioners

ADVERTISING WITH ACNP

SUPPORT AUSTRALIAN HEALTH CARE



The Australian College of Nurse Practitioners (ACNP) invites you to advertise with us. Show your support for the nurse practitioner community and align your organisation with a national leader in nurse practitioner advocacy and health care reform.

Your support contributes to the advancement of nurse practitioners and advanced practice nurses across the country who provide high-quality care for all Australians.

If you require further assistance, please contact:

Domenique Yucel
Operations Manager
0498 006 343 or 1300 433 660
advertising@acnp.org.au

Kind regards,
Adj Assoc Prof Chris Helms
Chief Executive Officer of ACNP

What is a Nurse Practitioner?

NPs work in many clinical settings, such as Emergency, Aged Care, Mental Health, Paediatric, Private Practice, Rural and Remote

NPs can **prescribe medications** and **refer patients**

NPs are Educated at **Master's Level** and work at an **Advanced Clinical Level**



NPs have been working all across Australia since
2000

Over
3100+
NPs are currently endorsed in Australia

The NPs role has been well established in the USA and Canada. Since
1960

NPs provide care
in all
States and Territories within Australia

medicare

NPs can provide services eligible for rebates through Medicare



NPs are registered health care providers with the Nursing and Midwifery Board of Australia (Ahpra)

About ACNP

The Australian College of Nurse Practitioners (ACNP) is a not-for-profit organisation and the National Peak Body for Nurse Practitioners and Advanced Practice Nurses in Australia.

The ACNP is active in advancing nursing practice and improving access to health care for all.

Our Vision Statement

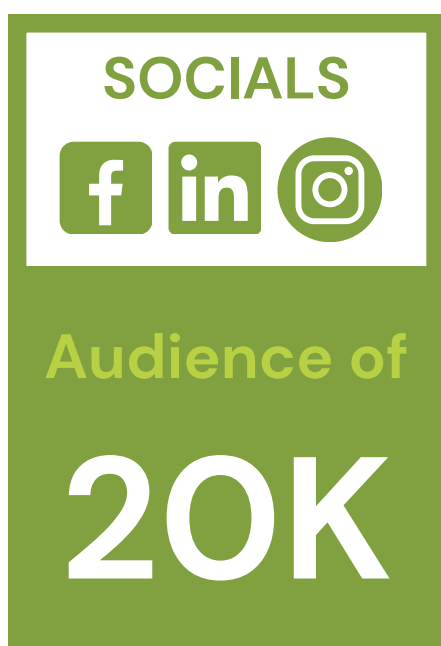
- To influence healthcare policy through advocacy, consumer engagement and research
- Instil nurse practitioner and advanced practice nursing knowledge, competency and capability through access to quality education
- Facilitate the development of a community of professional practice for members

Our Mission Statement

- Empowering Nurse Practitioners & Advanced Practice Nurses to provide expert care to everyone, everywhere.

Our Reach

- Over 15,000 followers across our social channels (LinkedIn, Facebook & Instagram).
- The ACNP website attracts over 38,000 page views monthly, totalling more than 465,000 annually.
- Through In Focus, our monthly e-Magazine, sent via direct communication, which has an average read rate of 66.5% and connect 2,990 members to health updates, industry news, and thought-provoking features.



ACNP Members - Your Audience

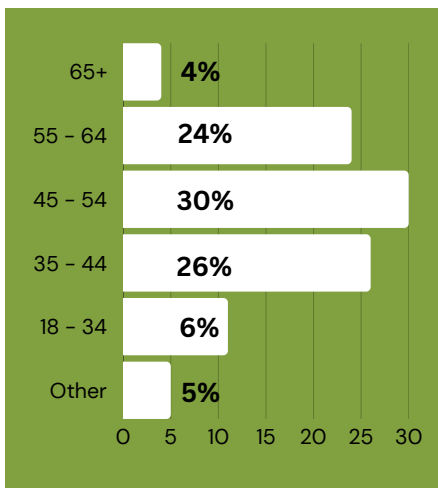
The Australian College of Nurse Practitioners (ACNP) is comprised of 1,957 members from diverse health care backgrounds dedicated to the advanced nurse practice and improving access to health care across Australia.

Who can be an ACNP member?

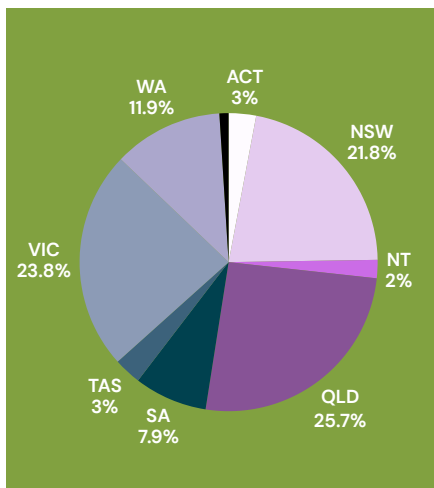
- Nurse Practitioners
- Advanced Practice Nurses
- Registered Nurses
- Aged Care Nurse
- Midwives
- Allied Health Professionals
- Paramedics
- Pharmacy Professionals
- Medical Professionals
- Academics
- Nursing Students
- Supporters of Nurse Practitioners



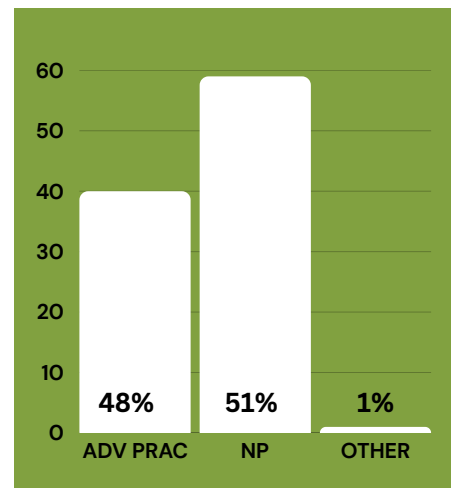
AGE



STATE



PROFILE



Note: Membership in all States & Territories of Australia

Membership is open to other professions

Nurse Practitioners work in a wide variety of generalist and specialist roles

ACNP In Focus e-Magazine



Distributed via email and the ACNP App, In Focus is the official e-magazine of the Australian College of Nurse Practitioners (ACNP). It is a trusted source of information for our membership base of Nurse Practitioners, Advanced Practice Nurses, and other healthcare professionals. In Focus delivers updates on the health industry, pharmaceuticals, clinical research, professional development opportunities, employment, and other ACNP-related initiatives.

In Focus provides advertisers with a unique opportunity to connect with a niche audience that is informed, active, and influential in healthcare decision-making. Advertise in In Focus to put your brand, product, or service directly in front of Australia's leading Nurse Practitioners.

ONE EDITION OF IN FOCUS	Advert Specs <i>JPEG w x h</i>	Cost <i>Excluding GST</i>
Price List from 1 July 2025		
Banner sized ad	210 x 68 mm	\$300
Half sized ad	210 x 136 mm	\$450
Full sized ad	210 x 297 mm	\$750
Full sized ad - inside front cover (page 2)	210 x 297 mm	\$1,000
Full sized ad - back cover (second to last page)	210 x 297 mm	\$750
Article	94 x 68 mm img plus max 100 words + Link	\$750

ACNP Website

Website Traffic:

In the last 12 months

- 465K pageviews
- 112K active users
- 109K new users

Homepage (Advertisement Location)

- 57K sessions
- 32K active users
- 26K new users

Receiving over 465,000 page views annually, the ACNP website (acnp.org.au) serves as a vital communication and information hub for Nurse Practitioners and Advanced Practice Nurses across Australia.

Our members regularly visit the website to stay up to date with the latest news, events, educational opportunities, and membership resources, making it an ideal platform to reach a highly engaged and professional audience.

We offer premium banner advertising opportunities with clickable hyperlinks, ensuring your advertisement gains maximum visibility and direct engagement. Banner ads are strategically placed on our high-traffic homepage to help you reach your marketing goals effectively.

PRICE LIST FROM 1 JULY 2025	Advert Specs <i>JPEG w x h</i>	Duration	Cost <i>Excluding GST</i>
acnp.org.au			
Home page, banner	1200 x 229 px + Link	1 Month	\$750
Home page, banner	1200 x 229 px + Link	3 Months	\$1,800

Advertising Rate Card

PRICE LIST FROM 1 JULY 2025	Advert Specs <i>JPEG w x h</i>	Duration	Cost <i>Excluding GST</i>
acnp.org.au			
Home page, banner	1200 x 229 px + Link	1 Month	\$750
Home page, banner	1200 x 229 px + Link	3 Months	\$1,800
In Focus: Monthly e-Magazine			
Banner sized ad	210 x 68 mm	1 Edition	\$300
Half sized ad	210 x 136 mm	1 Edition	\$450
Full sized ad	210 x 297 mm	1 Edition	\$750
Full sized ad - inside front cover (page 2)	210 x 297 mm	1 Edition	\$1,000
Full sized ad - back cover (second to last page)	210 x 297 mm	1 Edition	\$750
Article	94 x 68 mm img plus max 100 words + Link	1 Edition	\$750
Event External Advertising			
In Focus e-Magazine: Health In Focus section	94 x 68 mm img plus max 100 words + Link	1 Edition	\$500

Advertising Rate Card

PRICE LIST FROM 1 JULY 2025	Advert Specs <i>JPEG w x h</i>	Duration	Cost <i>Excluding GST</i>
<u>Jobs Board</u>			
Featured advert options are available, please contact admin@acnp.org.au for a quotation.			
Job Ad Listing - Website, In Focus, Socials	Logo/Jpeg, Text, Link, Attachments (MSWord/PDF)	1 Month Max.	\$350
Member Rate Job Ad Listing - Website, In Focus, Socials	Logo/Jpeg, Text, Link, Attachments (Word/PDF)	1 Month Max.	50% discount for own business 10% discount for workplace
Featured Job Ad Listing - Top Placement Website, In Focus, Socials	Logo/Jpeg, Text, Link, Attachments (Word/PDF)	1 Month Max.	\$750
<u>Endorsed Education and Events</u>			
Under 8 hours of content/delivery			
In Focus e-Magazine & Website	Logo, Course information & Links	2 years endorsement - 1 Edition of In Focus	\$500 (per CPD activity)
8-20 hours of content/delivery			
In Focus e-Magazine & Website	Logo, Course information & Links	2 years endorsement - 1 Edition of In Focus	\$900 (per CPD activity)
20-40 hours of content/delivery			
In Focus e-Magazine & Website	Logo, Course information & Links	2 years endorsement - 1 Edition of In Focus	\$1500 (per CPD activity)
For courses over 40 hours of content/delivery, please contact admin@acnp.org.au for a quotation.			

Corporate Supporter Program

Partnering with ACNP opens up valuable opportunities to engage with Nurse Practitioners, Advanced Practice Nurses, Nurses, and Nursing Students.

These include the:

- [ACNP National Conference](#)
- [ACNP National Symposiums](#)
- [ACNP State and Territory Events](#)
- [ACNP Education and Events Endorsement Program](#)
- [ACNP Awards, Scholarship & Recognition Program](#)

If you would like to find out more access our [Corporate Supporter Program](#).

If you would like to discuss any of these above opportunities, please reach out to ACNP at admin@acnp.org.au or by calling 1300 433 660.



Australian College of Nurse Practitioners

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