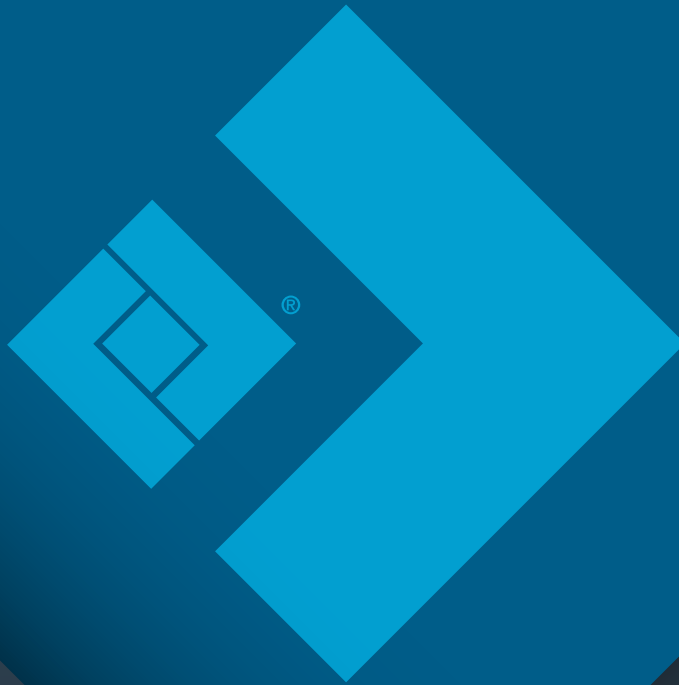


2020

YEAR-ROUND
MARKETING &
ADVERTISING



Wound
Ostomy and
Continence
Nurses
Society®

wocn.org



Wound
Ostomy and
Continence
Nurses
Society®

ABOUT THE WOCN SOCIETY

Founded in 1968, the Wound, Ostomy and Continence Nurses Society™ (WOCN®) is a professional, international nursing society of more than 5,000 healthcare professionals who are experts in the care of patients with wounds, ostomies and incontinence.

OUR MISSION

The WOCN Society is a professional community dedicated to advancing the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs.

We support our members' practice through advocacy, education, and research.

VISION

Be *the* trusted global authority and leader in wound, ostomy and continence (WOC) care.

SOCIETY FAST FACTS

- 5,000+ Members
- Nearly 100 Corporate Members
- 33 WOCN Society Regions and Affiliates
- 6 WOC Nursing Education Programs
Accredited by the WOCN Society
- 2 WOC Nurse Extender Continuing
Education Programs
 - › Ostomy Care Associate (OCA) Program
 - › Wound Treatment Associate
(WTA) Program
- Peer-Reviewed Scientific Journal
(JWOCN)
- Continuing Education Center
for Online Learning
- Educational Event: WOCNext®
- Award-Winning WOCTalk
Podcast Channel
- Public Policy and Advocacy
- Corporate Development
- WOCN Foundation
 - › Fund the Future
 - › Scholarship Programs

THE WOC NURSING SPECIALTY

Wound, ostomy, and continence (WOC) nursing is a multi-faceted, evidence-based practice incorporating a unique body of knowledge to provide excellence in prevention, health maintenance, therapeutic intervention, and rehabilitative nursing care to persons with select disorders of the gastrointestinal, genitourinary and integumentary systems. This complex, interdependent specialty encompasses the care of all patient populations across the continuum of care while providing a pivotal role as educator, researcher and resource throughout the healthcare community. Nursing associations, policy makers, regulatory agencies, payers, institutions of higher learning and the public look to the WOCN Society and our members for guidance, research and resources regarding the prevention and care of individuals with WOC conditions.



WOC nurses are **experienced, baccalaureate**-prepared **registered nurses** with the following credentials: CWOCN, CWCN, CFCN, CWOCN-AP, CWS, CCCN, COCN and CWON.

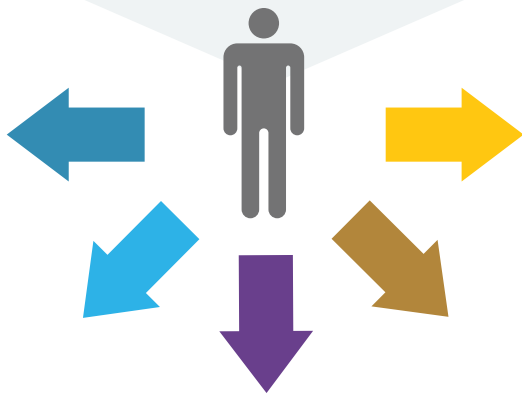


They attend **WOCN-accredited** Wound, Ostomy and Continence Nursing Education Programs (WOCNEPs).

AUDIENCE: WHO WILL YOU REACH?

More than **5,000** members all specializing in wound, ostomy, continence and/or foot and nail care:

- Advanced Practice Nurses
- Nurse Practitioners
- Inpatient Nurses
- Outpatient Nurses
- Long-Term Care Nurses
- Home Health Nurses
- Acute Care Nurses
- Academic Nurses
- Military Nurses
- Health Care Professionals



WOCN Society members serve as **content experts, educators** and **advisers** in collaborative health initiatives to ensure that patients have access to a WOC specialty practice nurse. Industry partners recognize the WOCN Society as a model for all organizational partnerships.



POPULATIONS SERVED



ADULT 89%



GERIATRIC 76%



BARIATRIC 45%



PEDIATRIC 32%

Some members serve multiple populations. Total is > 100%

PRACTICE SETTINGS



ACUTE CARE 62%



OUTPATIENT 30%



HOME HEALTH/LONG-TERM CARE 17%

Some members practice in multiple care settings. Total is > 100%

CORPORATE MEMBERSHIP

CREATING LOYAL NURSES

Corporate Members play a vital role within the WOCN Society. They support our mission and vision and help educate our members about products and services improving patient outcomes and the quality of their care. **Become a Corporate Member** so your company experiences more recognition, value and resources.

For more information, visit wocn.org.

Proud to be a



Wound, Ostomy and Continence Nurses Society™

LEVELS OF CORPORATE MEMBERSHIP

Regular Corporate Membership **\$1,500**

**Non-Profit/
Small Business Corporate Membership** **\$800**

MARKETING MEDIUM	CORPORATE MEMBERS	SMALL BUSINESS MEMBERS	NONMEMBERS
Mailing List Rental	First mailing list FREE. \$750 per full mailing list, \$50-\$500 per partial mailing list	First mailing list FREE. Additional available at \$100 discount	\$850 per full mailing list, \$150-600 per partial mailing list
Online Job Posting	FREE one month job posting	FREE one month job posting	\$400
Exhibit space at the WOCNext®	Unlimited access to exhibit spaces	Limit one 10 x 10 booth space	\$430*
Subscription to the JWOCN and online archives	√	√	\$106
Recognition on the WOCN website with a 250 word description, logo, and link to your site	√	√	N/A
Special recognition in WOCNow and WOCNext Final program	√	√	N/A
Receive all WOCN Society mailings of announcements, brochures and press releases	√	√	N/A
Discounts on WOCN Society social media packages	√	√	N/A
Frequent email updates on our upcoming programs and activities	√	√	N/A

* \$430 added for each 10x10 space (example – nonmembers pay additional \$1,720 for one 20x20 space)

To learn more about
Corporate Membership
opportunities, please contact:

Megan Rockey
Membership and Volunteer Engagement Associate

☎ 856.642.4205

✉ mrockey@wocn.org



ADVERTISING

Corporate Members receive up to **42% discount** on advertising rates.

Specials: All advertising rates discounted by **50%**, one-time, for first-time exhibitors. **OR** Place two advertisements at regular rates and the third advertisement, of equal or smaller size, is **free**.

Pricing: Up to **40% discount** for nine or more insertions. Payment must be received prior to distribution. Special placement available for an additional \$300. Rates are net, non-commissionable.

2019 advertisers receive first right through October 2019, to renew premium positions for 2020. All advertising must be paid prior to distribution. Premium position refunds are not available once reserved.

WOCNow

Published every two weeks on the 1st and 3rd Wednesday of each month. Distributed to more than 10,000+ individuals. The digital ad file (.jpg or .png) and payment are due one week prior to publication. Rates are net, non-commissionable.

» [View sample WOCNow newsletter](#)

TWO CHOICES

1

Exclusive "Leaderboard" Advertisement
600x100 pixel

Corporate Member: \$1,150
Non-member: \$1,400

2

"Square" Advertisement
125x125 pixel

Corporate Member: \$750
Non-member: \$1,050

Analytics:

AVERAGE OPEN RATE

29%

AVERAGE CLICK RATE

11%

ADVERTISING IS ONE OF THE **MOST** EFFICIENT WAYS TO SHORTEN SALES CYCLES, REDUCE COSTS AND BOOST SALES WHILE PROMOTING AND SELLING YOUR PRODUCTS TO **THOUSANDS** OF WOC PROFESSIONALS

For more information
please contact:

Chris Brown
Director of Exhibits and Advertising

☎ 856.642.4401

✉ cbrown@wocn.org



ADVERTISING IN THE JOURNAL OF WOUND, OSTOMY AND CONTINENCE NURSING (JWOCN)

The Journal of Wound, Ostomy and Contenance Nursing (JWOCN), the official journal of the WOCN Society, is the premier publication for wound, ostomy and continence practice and research. The Journal's mission is to publish current best evidence and original research to guide the delivery of expert healthcare.



JWOCN is published six times a year and with special focus on specialized care and management in the areas of abdominal stomas, fistulas, wounds, incontinence, pressure injuries, vascular ulcers and *other related conditions*. JWOCN addresses the latest information needs of wound, ostomy and continence nurses.



» [Click here](#) for JWOCN advertising information.

CAREER CENTER

This is the best place to find your next great hire! Search the resume database, or post your open WOC positions. We believe hiring WOC nurses will assist your organization by delivering quality care, improving patient outcomes and reducing healthcare costs.

» [Click here](#) for additional information.

MARKETING


OPTIONS	DESCRIPTION	PRICE
Social Media Bundle 	<ul style="list-style-type: none"> One post to each social media outlet (Facebook, Twitter, Instagram & LinkedIn). The Society must approve the text/image before posting. No boosting option available. 	Corporate Member: \$800 Non-member: \$1,100
Facebook Only 	<ul style="list-style-type: none"> Two posts to Facebook within seven days. The Society must approve the text/image before posting. Boosting option available for Corporate Members. 	Corporate Member: \$400 or \$750 for boosted post Non-member: \$650 No boosting option available
Email Blasts	<ul style="list-style-type: none"> The Society must approve the text/image before sending. The Society will send the email on behalf of the customer. Maximum of two email blasts per year per customer. Maximum of two rounds of edits per email blast. 	Corporate Member: \$1,700 Non-member: \$2,200
Mailing List Rental	<ul style="list-style-type: none"> One time use of the Society's mailing list (street addresses only). The Society must approve the piece prior to mailing. Corporate Members get one free mailing list per year. 	Corporate Member: \$750 per full mailing list, \$50-\$500 per partial mailing list Non-member: \$850 per full mailing list, \$150-600 per partial mailing list

» For sponsored social media specifications, [click here](#).

» For sponsored email blast specifications, [click here](#).

For more information
please contact:

Jenna Bertini, MA
Marketing Coordinator

 856.380.6869

 jbentini@wocn.org



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