

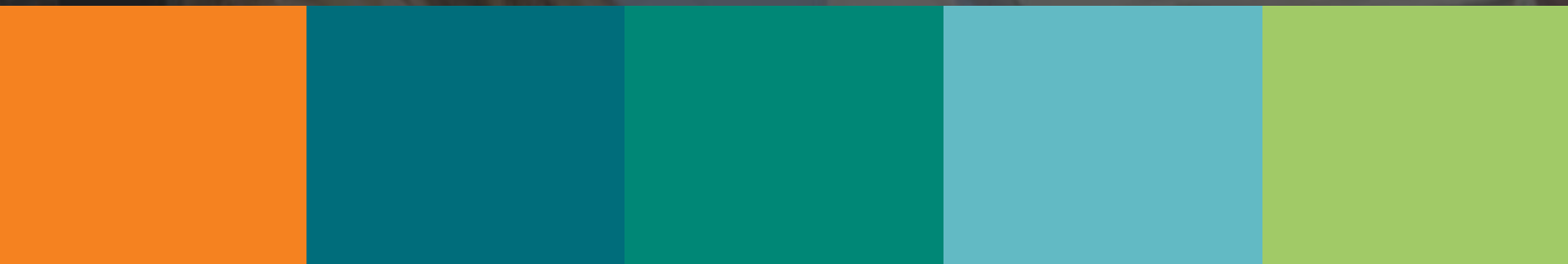


AORN Members Programs

2025 MEDIA KIT

AORN (Association of periOperative Registered Nurses) is the world's largest professional association for perioperative professionals.

By representing and advocating for the wider perioperative profession, we unite and empower surgical nurses, healthcare organizations, and industry to define standardized practice for perioperative professionals.



AORN resources like these are used in thousands of hospitals, outpatient surgery centers, academic institutions, and medical devices across the country.

- The evidence-based *AORN Guidelines for Perioperative Practice*
- Perioperative staff education
- Career and leadership development guidance
- Facility and health system solutions

40,000+
AORN MEMBERS 

 **REACHING 1,890+**
PERIOPERATIVE LEADERS AND EDUCATORS

Why Advertise with AORN?

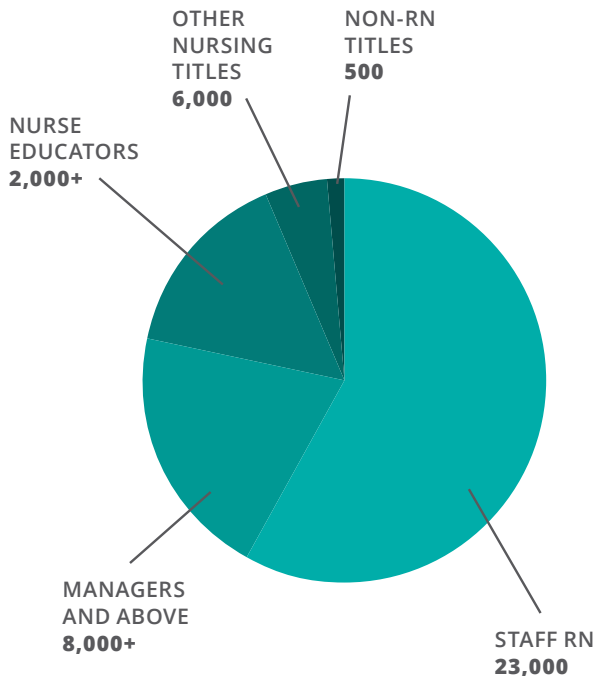
Leverage AORN enterprise expertise to understand how your products or services align with the *AORN Guidelines for Perioperative Practice*. Then utilize our expansive reach into the perioperative community to promote your brand with differentiation and integrity.

 **AORN AUDIENCE 62,000**

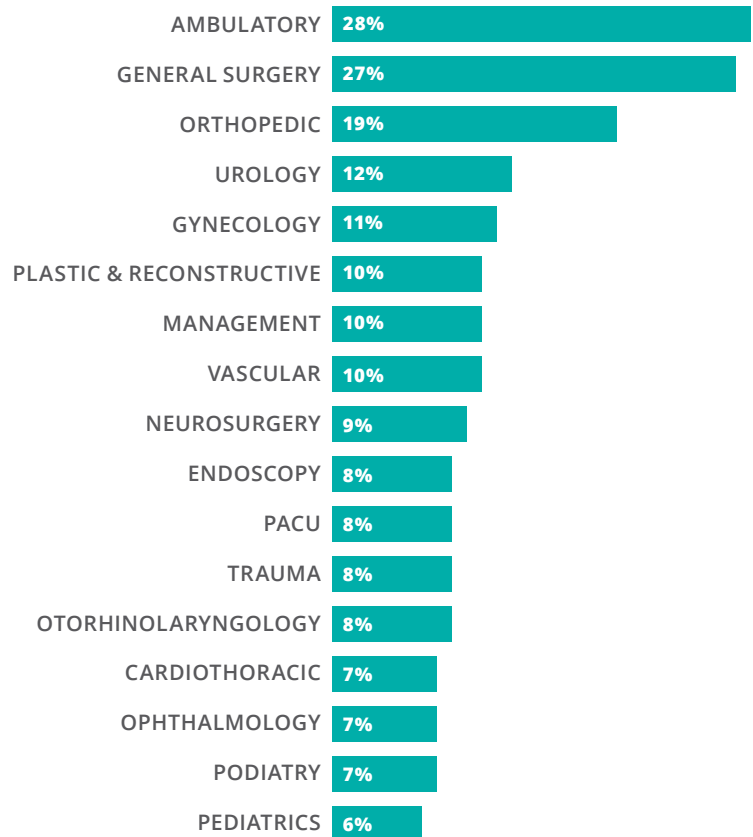
Audience Demographics

AORN members are key decision-makers and influencers on product purchasing in their OR suites.

Members by Job Function



Top Practice Areas



AORN DIGITAL ADVERTISING

Reach AORN members and a broader group of periop professionals as they engage with AORN's clinical content, educational resources, and events online.

AORN.ORG BANNER ADVERTISING

AORN.org is a comprehensive resource to inform and engage perioperative professionals. The site provides essential clinical resources, training opportunities, continuing education contact hours, leadership development, and more.

158,000 
AVERAGE VISITORS PER MONTH

830,000 
AVERAGE PAGE VIEWS PER MONTH

eGUIDELINES PLUS BANNER ADVERTISING

eGuidelines Plus (eG+) is an online, subscription-based clinical tool used by healthcare providers as a part of their daily work. eG+ provides current AORN Guideline details, illustrated procedures at-a-glance, searchable clinical FAQs, equipment & supplies finder, and more valuable resources to facilities across the country.

 USED IN OVER
2,000
FACILITIES ACROSS THE U.S.

151,000 
AVERAGE PAGE VIEWS PER MONTH

WEBSITE BANNER ADVERTISING BUNDLES

Package 1:

50,000 impressions on AORN.org + 20,000 impressions on eGuidelines Plus
\$3,780 (10% savings)

Package 2:

40,000 impressions on AORN.org + 15,000 impressions on eGuidelines Plus
\$3,135 (5% savings)

Package 3:

30,000 impressions on AORN.org + 10,000 impressions on eGuidelines Plus
\$2,280 (5% savings)

Package 4:

20,000 impressions on AORN.org + 5,000 impressions on eGuidelines Plus
\$1,425 (5% savings)

RETARGETED BANNER ADVERTISING

Reach your ideal audience with sustained and strategic exposure wherever they are online.

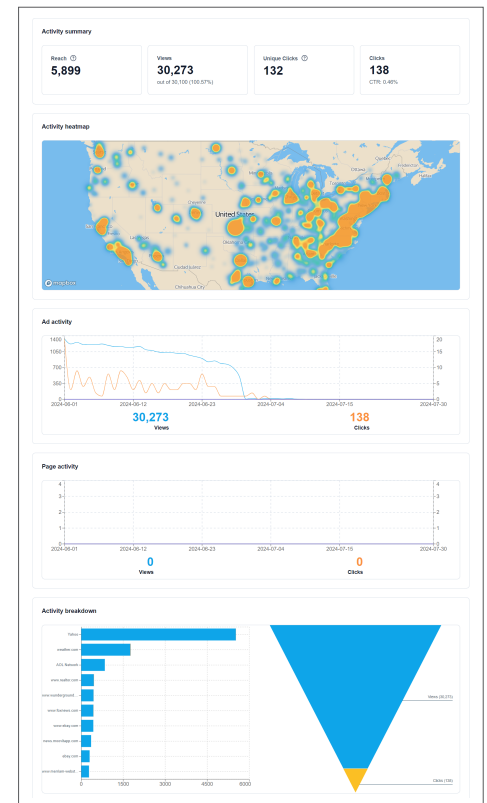
Here's how it works

- Users visiting AORN webpages are served targeted banner ads on a variety of other websites they visit such as msn.com, CNN.com, yahoo.com and more.
- Select the audience, duration, and desired number of impressions.
- You provide requested banner sizes with destination URL.
- You will have access to a real-time dashboard showing impressions served, ad clicks and top sites where your ad appeared.

Rate: \$100 CPM (Cost per 1,000 impressions)

\$3,000 for 30,000 impressions (minimum purchase)

Contact kelley.russell@wt-group.com or greg.pessagno@wt-group.com for more information on banner advertising.



AORN MOBILE APP

Engage with the AORN audience throughout their day on the AORN Mobile App. The app provides quick access to “procedures at a glance,” clinical FAQ’s, games, podcasts, AORN Career Center, and more.

Homepage Banner

EXCLUSIVE to 1 advertiser per month!

Rate: \$1,000 per month

Contact kelley.russell@wt-group.com or greg.pessagno@wt-group.com for more information on mobile app opportunities.



17,500+
APP DOWNLOADS

5,000
AVERAGE USERS
EACH MONTH



SOCIAL MEDIA

Reach over **103,300** AORN followers with a post about your product, solution, or event.

Sponsored posts are an effective way to create brand awareness, build reputation by aligning with AORN, and promote specific products or events.

Social posts are a great add-on to other AORN advertising as it reaches our periop audience in a different environment at work or home.

PLATFORM	RATE	AUDIENCE
All Platforms	\$1,500	103,300
Facebook	\$800	55,400
LinkedIn	\$500	37,900
Instagram	\$400	10,000

Note: AORN must approve content and date. Each post will be designated as sponsored. Engagement metrics will be provided.

Contact kelley.russell@wt-group.com or greg.pessagno@wt-group.com for more information on sponsored social posts.

AORN NEWSLETTER ADVERTISING

AORN produces several e-newsletters throughout the year providing useful content targeted to specific audiences based on titles, practice interest, and clinical significance.

PERIOP TODAY

Connect with over 60,000 perioperative professionals with our bi-weekly e-newsletter, *Periop Today*. Content features informative articles about clinical practice, AORN Guideline information, government affairs, career development, education, and more.

Banner Ads

- Distributed on the 2nd and 4th Wednesday each month.
- Banner ad will be featured in the e-newsletter and on the *Periop Today* article webpage for 2 weeks.
- 92,000 recipients | 64.8% open rate | 4.8% click rate
- Banner size: 300x250

Rate: \$1,375 per issue

Only 2 banners available per issue.

Sponsored Link – *In and Around the OR*

The AORN audience has strong interest in accessible content on a variety of topics. *In and Around the OR* is a featured link that allows your company to be a part of the e-newsletter by featuring a content headline, teaser text, and link directed back to your website. Link will also be featured on the *Periop Today* webpage on AORN.org.

Rate: \$825 per issue

Only two links available per issue

THE PERIOP LIFE BLOG

The Periop Life Blog showcases interviews, helpful tips, and articles about how periop professionals can balance life in the OR from managing stress to building a successful team.

Banner Ads

- Distributed on the 2nd and 4th Sunday each month.
- Banner ad will be featured in the e-newsletter and the article webpage for 2 weeks.
- 60,000 average recipients | 36.1% open rate | 1.3% click rate
- Banner size: 600x100

Rate: \$950 per issue

Guest Blog

The guest blog is a unique opportunity for your organization to take over *The Periop Life* e-newsletter. Publish and distribute original content to AORN readers that aligns with your company or product.

- Blog promotion in *The Periop Life* e-newsletter and AORN social media platforms.
- Includes a 600x100 banner ad on blog email and article webpage.
- 60,000 average email recipients | 20,000 average banner ad impressions on AORN.org

Rate: \$7,500

Contact kelley.russell@wt-group.com or greg.pessagno@wt-group.com for more information on e-newsletter advertising.

AORN EMAIL & DIRECT MAIL

Promote your products, events, and recruitment opportunities to AORN Members, Perioperative Nurses, and OR Decision-makers.

CUSTOM EMAIL BLAST

Here's how it works

- Select the audience you want to reach.
- Send your email content (HTML file) and subject line, one week prior to your send date. Need help with layout and design? Ask about AORN's design services.
- AORN will format the file into our header/footer template that includes CAN/SPAM compliance language.
- AORN will send a proof for approval prior to sending.
- Open and click metrics will be provided one week after deployment.

EMAIL LIST OPTIONS

Choose a preset audience segment or work with an advertising specialist to create a custom list based on titles, specialty, and/or geographic area.

Average open rate 43.4% | Average click-to-open rate 2%

General Audience	Estimated 62,000 Recipients	\$12,400
OR Nurse Audience	Estimated 35,000 Recipients	\$7,000
OR Leader Audience <i>Includes OR Director, Vice President, Director of Nursing, OR Manager, and Facility Administrator titles.</i>	Estimated 11,000 Recipients	\$3,300
Custom List	Minimum 5,000 Recipients	\$0.30/Recipient

Note: Quantities above are estimates, a "real time" list will be generated for each email quote provided.

DIRECT MAIL

Mail brochures, product information, postcards, event invitations, and recruitment opportunities directly to AORN members. AORN provides the list for you to use at your company or mailing facility.

General Audience	Estimated 38,000 Recipients	\$3,040
OR Nurse Audience	Estimated 26,000 Recipients	\$2,600
OR Leader Audience <i>Includes OR Director, Vice President, Director of Nursing, OR Manager, and Facility Administrator titles.</i>	Estimated 7,900 Recipients	\$1,580

List is provided for 1x direct mailing and includes name, mailing address, title, credentials, and facility information. The list does NOT include email or phone number.

Contact kelley.russell@wt-group.com or greg.pessagno@wt-group.com to develop a custom list and quote.

SALES & ADVERTISING CONTACTS

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