



## 2023 DIGITAL RECRUITMENT GUIDE

### Showcase your open nephrology positions to top medical professionals!

The 2023 ASN Recruitment Guide is a fully interactive digital booklet that will be released on July 27, 2023. The guide will feature full-page advertisements from the nation's top healthcare employers seeking to fill their open positions with highly skilled nephrology professionals.

### Choose from the following recruitment packages:

*Nephrology professionals in a private practice will receive a 20% discount.*

#### Standard Package \$950

- Full-page color ad in the Recruitment Guide
- One job posting with a 30-day resume access on the ASN Career Center

#### Enhanced Package \$1,450

- Full-page color along with an embedded video on a separate page in the Recruitment Guide
- One job posting with a 30-day resume access on the ASN Career Center

#### Premium Package \$1,750

- Full-page color along with an embedded video on a separate page in the Recruitment Guide
- Three job postings with a 60-day resume access on the ASN Career Center

#### Additional Information:

- Job postings must be used within 30 days after the recruitment guide is released
- Size recommendation for ads is 5 inches wide by 7.75 inches tall for an optimal viewing experience
- Ads should be submitted by July 20 as PDF files with no bleed
- Embedded video links must be be URLs to YouTube, Vimeo, or any ending in ".mp4"

#### Promotion Channels:

The digital guide will be...

- Sent directly to thousands of ASN members and job seekers in a dedicated email blast
- Featured on ASN's official website
- Available for download on the ASN Career Center for 30 days
- Highlighted at the top of ASN's Job Flash email blast, which is sent to over 20,000 nephrologists
- Posted on ASN's social media channels
- Included in ASN's member newsletters

*Have your ad be in the first 10 pages of the guide for an additional \$500!*

### Secure Your Spot Today!

To reserve your ad, please contact Jim Cook at 727-497-6552 or by email at [jim.cook@communitybrands.com](mailto:jim.cook@communitybrands.com).