

About HPNA & HPNF



The Hospice and Palliative Nurses Association (HPNA) was established in 1986 and is the national professional organization that represents the specialty of palliative nursing, which includes hospice and palliative nurses.

HPNA Mission

Advance nursing expertise in hospice and palliative care through education, advocacy, leadership, and research.

HPNA Vision

Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative nursing care.



The Hospice and Palliative Nurses Foundation (HPNF) has been a catalyst of education, innovation, and professional development for nurses caring for our nation's most vulnerable patients since 1998.

HPNF Mission

Support hospice and palliative research, education, and leadership development to advance expert nursing care.

HPNF Vision

Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative nursing care.

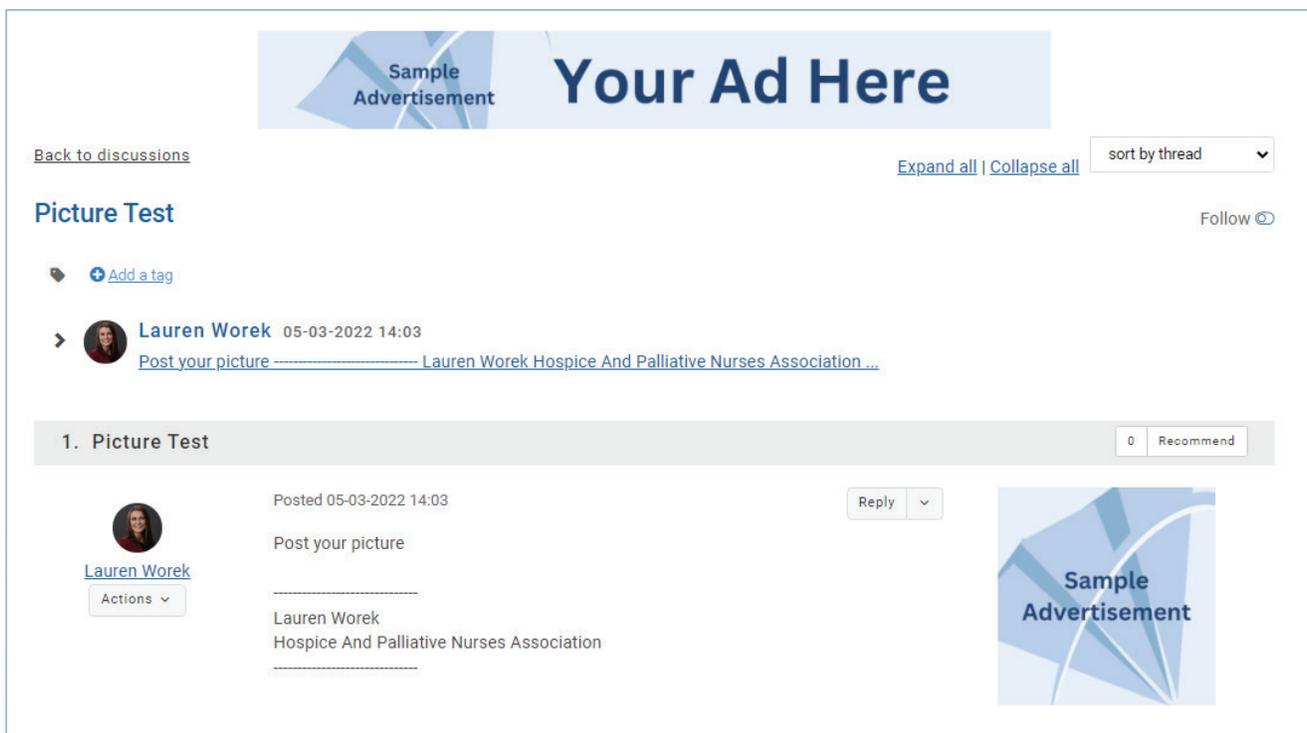
Advertisement Opportunities

Online HPNA Member Community

Space is available to feature your advertisement on the Open Forum discussion thread within HPNA Community, an online forum available to all HPNA members.

HPNA's community has two advertisement options, including a banner ad on the main discussion web page and a square ad, visible next to each member's post within the discussion thread.

In addition to these advertisements appearing on the HPNA Community webpage, they are included in a Daily Digest email sent to HPNA members.



The Open Forum has nearly 8,000 members, more than 500 discussion threads, and 2,000+ discussion posts. More than 6,500 members receive the Daily Digest email.

Rate: \$700/month

Ad Duration: 30 days

Ad Types:

- Discussion Ad (200x200 pixels)
- Banner Ad (728x90 pixels)

Ads are posted on the first day of each month. Ads must be submitted two weeks prior to the post date.

HPNA Happenings Newsletter

HPNA Happenings is a weekly newsletter distributed to all HPNA members. With an average email open rate of 47%, you can reach thousands of individuals. Your ad will be displayed in the middle of the email.

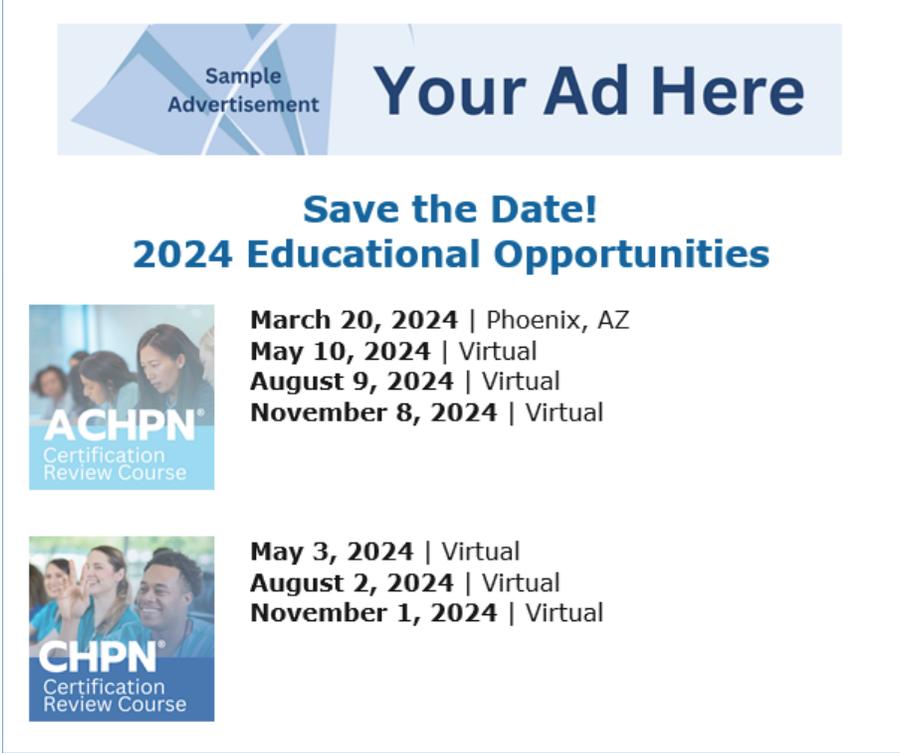
Average Email Open Rate: 47%

Average Email Click Rate: 2.2%

Rate: \$1,000 per email

Ad Type: Banner ad (1,200x200 pixels)

Ads are due two weeks prior to the email send date. HPNA Happenings is sent weekly on Fridays.



Sample Advertisement

Your Ad Here

Save the Date!
2024 Educational Opportunities

 **March 20, 2024** | Phoenix, AZ
May 10, 2024 | Virtual
August 9, 2024 | Virtual
November 8, 2024 | Virtual

 **May 3, 2024** | Virtual
August 2, 2024 | Virtual
November 1, 2024 | Virtual

SmartBrief Email Newsletter

HPNA SmartBrief is a subscription-only news service dedicated to informing hospice and palliative care nurses of the news shaping their industry.

Several advertising opportunities are available within HPNA SmartBrief. To view these opportunities, please visit the [SmartBrief Media Kit](#).

HPNA Website

Advertisers may select from five of HPNA's internal web pages for ad placement. The HPNA website averages more than 54,000 page views per month and has nearly 30,000 users.

Rate: \$600

Ad Type: Banner ad (256x1,024 pixels), GIF, PNG or JPEG, animation is permitted.

Ad Duration: 30 days

The screenshot shows the HPNA website interface. At the top, there is a navigation bar with links for "Get Involved", "Education & Events", "Practice & Research", "Certification", "Employer Benefits", and "Foundation". The main content area features a large heading "Professional Development Courses" and several paragraphs of text describing online continuing education courses. A circular logo for "ACCREDITED PROVIDER" is visible. On the right side, there is a vertical placeholder for an advertisement with the text "Sample Advertisement" and "Your Ad Here".

Palliative Perspective Podcast

HPNA's official podcast, Palliative Perspective, brings you conversations with experts in hospice and palliative care. New episodes are released each month and are available on PodBean, Spotify, and Apple Podcasts. Advertisement space is available for a 60-second clip in the middle of each episode, read by the host, along with a link on the podcast web page.

Palliative Perspective is downloaded an average of 880 times per month, with nearly 32,000 all-time downloads.

Rate: \$500 per episode

Ad Type: Advertisement copy can be sent in a Word document along with a URL for the podcast web page.

HPNF Corporate Support

Collaborate with HPNF to reach and support hospice and palliative care nurses through the Corporate Leader Program.

Program Benefits

- Tailored webinars
- Content designed for your stakeholders by our experts
- Prominence at our member events

Three Participation Levels

These are standard annually renewed sponsorship opportunities. Customization is available upon request. Additional incentives are available for employers who match employee contributions. For eligible companies per ANCC criteria.



\$10,000 Gold Sponsor

- Custom webinar for stakeholders or employees of your choosing
- Quarterly articles/blogs provided by one of our subject-matter experts
- Your donor story featured on the HPNA website for one month
- In-person booth and premium custom-built 3D exhibit at the Team Conference for Hospice and Palliative Care
- Thank You video from CEO shared through your marketing channels
- Feature in the HPNA Happenings weekly member e-Newsletter
- HPNA website recognition (your logo and website link)
- Acknowledgment in HPNA Annual Report
- Social media acknowledgment
- First priority for HPNA sponsorship opportunities at the Annual Assembly for Hospice and Palliative Care
- 4 HPNA memberships

\$5,000 Silver Sponsor

- Thank You video from CEO shared through your marketing channels
- Feature in the HPNA Happenings weekly member e-Newsletter
- In-person booth and standard virtual exhibit at the Team Conference for Hospice and Palliative Care
- HPNA website recognition (your logo and website link)
- Acknowledgment in HPNA Annual Report
- Social media acknowledgment
- 2 HPNA memberships

\$3,000 Bronze Sponsor

- In-person booth at the Team Conference for Hospice and Palliative Care
- HPNA website recognition (your logo and website link)
- Acknowledgment in HPNA Annual Report
- Social media acknowledgment

Contact Information

If you are interested in any of these opportunities, please contact our team to get started.

HPNA

Collaborate with HPNA today! To get started, contact hpna_comm@hpna.org.

HPNF

To learn more about HPNF's Corporate Leader Program or to submit the [Corporate Leader Confirmation Form](#), contact info@hpnf.org or 412-787-9301.

Please note: All content and advertising submitted is subject to review and approval by HPNA staff.

