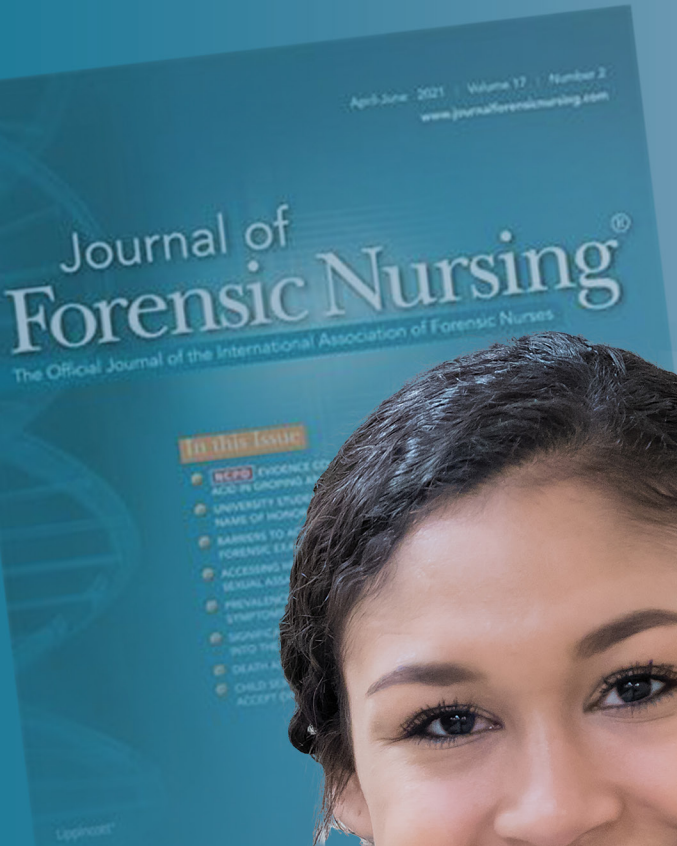




INTERNATIONAL  
ASSOCIATION OF  
**Forensic  
Nurses**

**2025**

# ADVERTISING AND SPONSORSHIP KIT



## FORENSIC NURSING NEWS

*Research. Educate. Lead.*

INTERNATIONAL ASSOCIATION OF Forensic Nurses

ABOUT EDUCATION MEMBERSHIP CERTIFICATION RESOURCES COMMUNICATIONS EVENTS

CONTACT US MY ACCOUNT ASK A QUESTION





INTERNATIONAL  
ASSOCIATION OF  
**Forensic  
Nurses**

## WHY PARTNER WITH IAFN?

### TABLE OF CONTENTS

[IAFN Website](#)

[Newsletter](#)

[Sponsored Webinars](#)

[Journal of Forensic Nursing](#)

[Forensic Nursing News](#)

[IAFN Annual Conference](#)



The **International Association of Forensic Nurses (IAFN)** is a professional education and membership association representing nearly 6,000 forensic nurses and allied professionals worldwide. The Association establishes and improves standards of forensic nursing practice by fostering growth and development of the specialty. We promote increased knowledge and skills among our members and professionals from other disciplines who are dedicated to disseminating evidence-based information about forensic nursing globally. We have a vision of a world where all patients have access to forensic nursing care. Our mission is to support forensic nurses globally.



# IAFN 2024 OVERVIEW

## MEMBERSHIP

- Nearly **6,000** members from 31 countries
- **261** global members



INTERNATIONAL  
ASSOCIATION OF  
**Forensic  
Nurses**

## EDUCATION

- **10,132** courses completed in the Online Learning Center
- **11** live webinars
- **53** new archived webinars
- **38** new courses (*including but not limited to Adult or Pediatric SANE, Expert Witness, IPV Nurse Examiner Certificate Course, Pediatric Strangulation*)
- **25** new webinars added to catalog

## SANE-A® AND SANE-P® NURSING CERTIFICATIONS

- **832** nurses applied for either exam
- **508** nurses renewed certifications

## CONFERENCE

- **1036** attendees from
  - **6** countries
  - **49** states



## KEY U.S. PARTNERSHIPS

Activating Change, AEquitas: The Prosecutors' Resource on Violence Against Women, Alaska Native Women's Resource Center, Alaska Network on Domestic Violence and Sexual Assault, Avalon Healing Center, Colorado Bureau of Investigation Pueblo, Danger Assessment Training and TA for IPV Risk Assessment Center, Emergency Nurses Association, End Violence Against Women International, Evidentia Learning, FORGE Forward, Frederick Health, Futures Without Violence, Idaho State Police Forensic Services, Louisiana State University, Massachusetts Department of Health, Minnesota Indian Women's Sexual Assault Coalition, National Children's Alliance, National Indigenous Women's Resource Center, National Clearinghouse on Abuse in Later Life, National Immigrant Women's Advocacy Project at American University, National Network to End Domestic Violence, National Sexual Violence Resource Center/PCAR, Ohio Bureau of Criminal Identification and Investigation, New Hampshire Department of Justice Victim's Compensation Program, Nursing Organizations Alliance, Research Triangle Institute (RTI), Sexual Violence Justice Initiative of Minnesota Coalition Against Sexual Assault, University of Central Florida VAW Cluster, University of South Alabama College of Nursing, Utah Bureau of Forensic Services Laboratory System, U.S. Department of Justice, Office for Victims of Crime, Office on Violence Against Women, U.S. Department of State, Victims Rights Law Center.

# IAFN WEBSITE

With over 949K views per year, the IAFN website is a great way to promote your brand or product to forensic nurses, nurse educators, legal nurse consultants, nursing students and supporting organizations.

**Ad due dates:** Ad design should be submitted two weeks before scheduled run date.

## HOME PAGE ADS

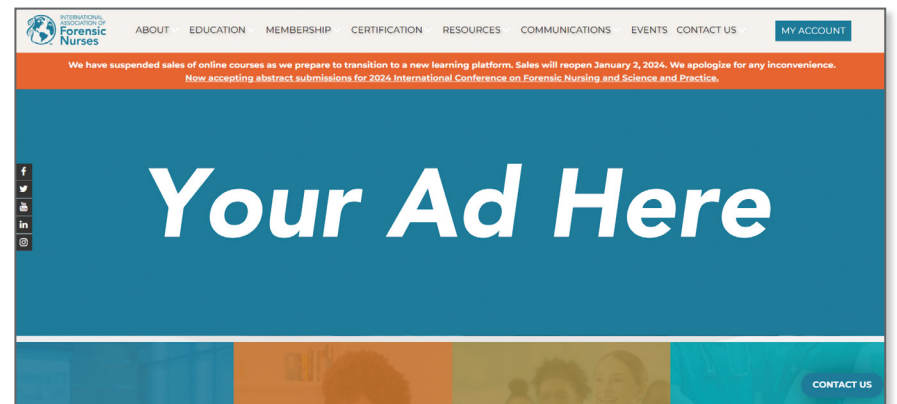
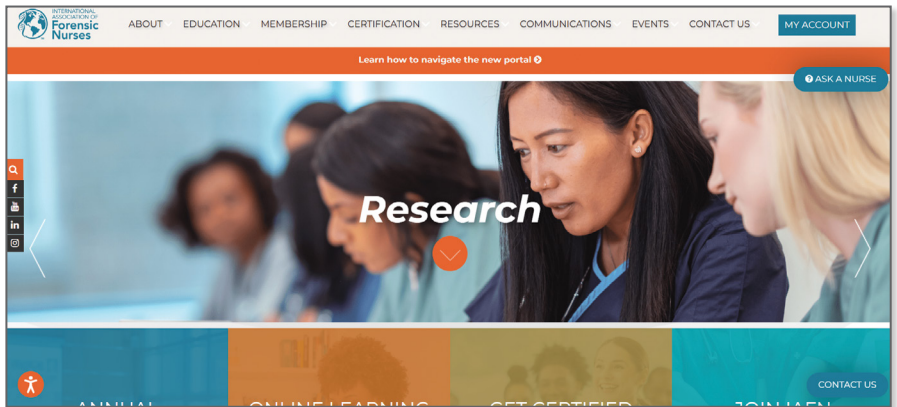
IAFN's homepage receives over 24K page views and over 5,000 clicks per month.

### Main Scrolling Slides

**Size:** 1200x350 px

Note: A landing page link cannot be added to the scrolling slide banner.

- 1 month:** \$1200
- 3 months:** \$3240
- 6 months:** \$6120
- 12 months:** \$11,520

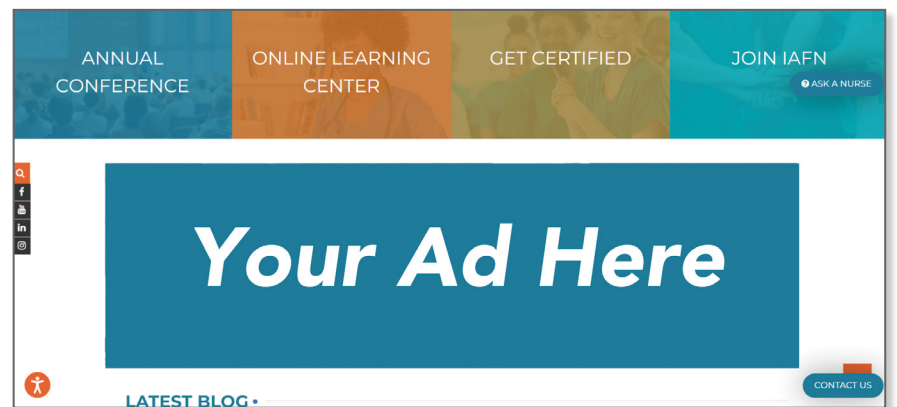


### Below Scrolling Slide

Multiple advertisers will result in a scrolling slide.

**Size:** 1905x536 px

- 1 month:** \$2000
- 3 months:** \$5400
- 6 months:** \$10,200
- 12 months:** \$19,200



# IAFN WEBSITE

## FORENSIC NURSING PAGE

IAFN's Forensic Nursing Page receives over 4,250 views and over 40 clicks per month.

### Side Banner

**Size:** 250x600 px

The height of this banner can be adjustable to reach up to 1000 px.

- 1 month: \$250
- 3 months: \$675
- 6 months: \$1275
- 12 months: \$2400

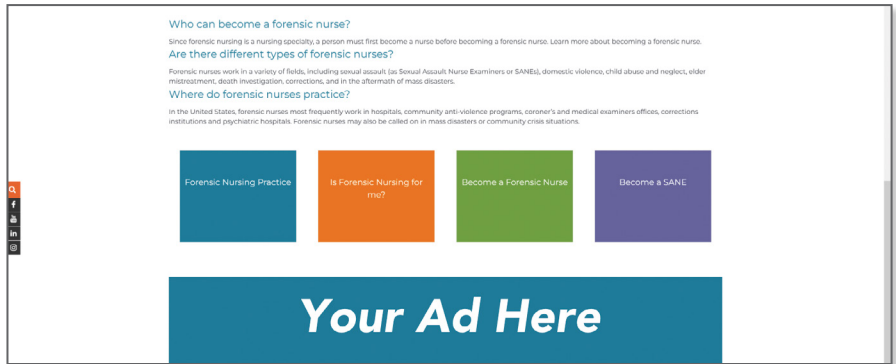


### Bottom Banner

**Size:** 1200x200 px

The width of this banner can be adjustable to reach up to 500 px.

- 1 month: \$200
- 3 months: \$540
- 6 months: \$1020
- 12 months: \$1920



## SANE CERTIFICATION CENTRAL

IAFN's SANE Certification Central page receives over 4,600 views and over 400 clicks per month.

### Bottom Banner

**Size:** 1200x200

The width of this banner can be adjustable to reach up to 500 px.

- 1 month: \$300
- 3 months: \$810
- 6 months: \$1530
- 12 months: \$2880



## ONLINE MEMBER COMMUNITY

The Online Member Community is the primary place where our nearly 6,000 members interact.

### Top Banner

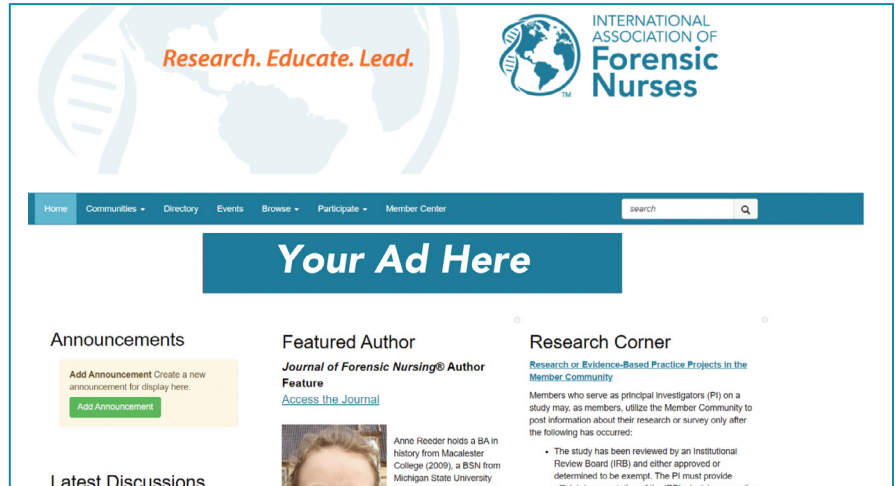
Size: 964x125 px

1 month: \$250

3 months: \$675

6 months: \$1275

12 months: \$2400



## NEWSLETTER

### Forensic Nursing News (FNN)

Forensic Nursing News (FNN) is a weekly newsletter that is emailed to over 16,000 IAFN members and allied professionals worldwide. The content focuses on the latest news, trends in forensic nursing, special events, and research information.



## SPONSORED CASE REVIEW

Become a sponsor for IAFN's new monthly educational case reviews for members and others. Each case review is presented twice during the month:

	Prices: x1	x2	x3
<b>One-hour webinar:</b>	\$3500	\$6000	\$8400

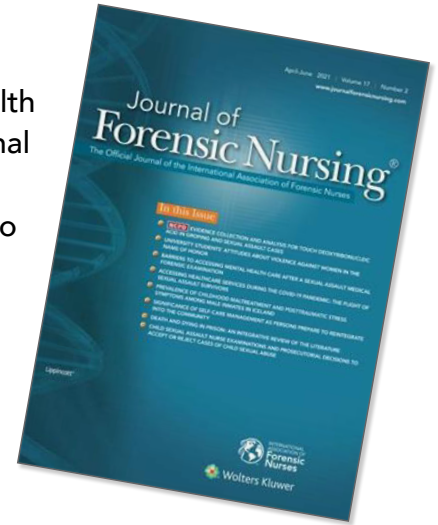
Increased discounts available for additional case reviews.

Note: Sponsor will receive recognition in promotions of the event and acknowledgement with logo in opening and closing presentation slides.

# JOURNAL OF FORENSIC NURSING

The *Journal of Forensic Nursing* (JFN), the official journal of the International Association of Forensic Nurses, is a groundbreaking, quarterly publication that addresses health care issues that transcend health and legal systems by articulating nursing's response to violence. The journal features empirical studies, review and theoretical articles, methodological and concept papers, and case reports that address the provision of care to victims and perpetrators of violence, trauma, and abuse.

Topics include interpersonal violence (sexual assault, abuse, intimate partner violence); death investigation; legal and ethical issues; forensic mental health nursing; correctional nursing; and emergency and trauma nursing. Advertising options are print only. Rates are available [here](#).



## IAFN CONFERENCE

IAFN's Annual International Conference on Forensic Nursing and Practice attracts over 1,000 attendees to the live conference and over 700 attendees to the virtual conference. All conference sponsorships include a logo placement on the conference website and a post-conference mailing list of all attendees, excluding phone number, fax and emails.

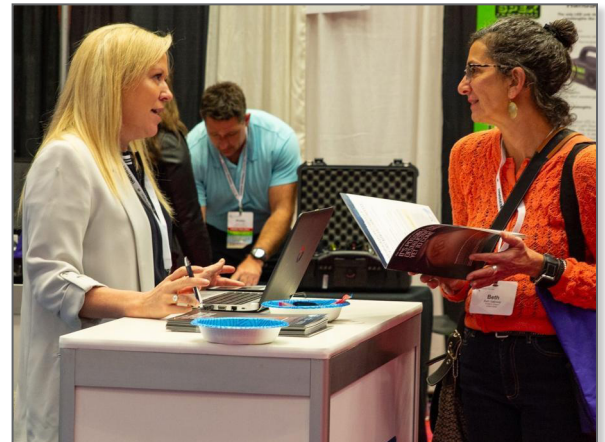
Sponsorship opportunities for 2025 include:

### EXHIBITOR BOOTHS

*Standard and premium booths are subject to change.*

#### Standard Booth

- 8 ft x 10 ft booth w/ pipe and drape
- One skirted table, two chairs, and a wastebasket
- One standard identification sign
- One post-conference electronic copy attendee list (name, city, state, zip code, email) Interactive
- Conference website and mobile app
- Inclusion on interactive exhibit hall floor plan
- Up to three (3) one-page (PDF) Adverts to be included in the conference mobile app
- Two exhibitor registrations (includes continental breakfast only and access to exhibit hall); \$100 for each additional exhibitor registration





# IAFN CONFERENCE

## Premium Booth

- 8 ft x 20 ft booth w/ pipe and drape
- One skirted table, two chairs, and a wastebasket
- One standard identification sign
- One post-conference electronic copy attendee list (name, city, state, zip code, email) Interactive
- Conference website and mobile app
- Inclusion on interactive exhibit hall floor plan
- Up to three (3) one-page (PDF) Adverts to be included in the conference mobile app
- Two exhibitor registrations (includes continental breakfast only and access to exhibit hall); \$100 for each additional exhibitor registration

## VISIBILITY SPONSORSHIPS

All visibility sponsorships are exclusive opportunities.

- **Tote giveaway:** Tote bags are distributed to every conference attendee upon entering the conference hallway.

### Exclusive Opportunity

- **Lanyard and Badge:** Lanyards and badges are provided to every conference registrant.

### Exclusive Opportunity

- **Coffee Breaks:** Total of 5 coffee breaks will be available in the exhibit space.

### 2 Available



For more information about exhibitor booths and sponsorships, contact Brianna at [bfontenot@forensicnurses.org](mailto:bfontenot@forensicnurses.org)

## DIGITAL ADVERTISING

- **Conference website ad** (3 slots available)

### Small Tile

**Size:** 600x400 px

**Price:** \$3500





# IAFN CONFERENCE

## Big Tile

**Size:** 1200x400 px

**Price:** \$4500

IAFN's conference website receives over 120,000 views and over 4900 clicks from the registration date till the live and the virtual conferences are over.

Note: The ad will be run for approximately 6 months.



## • Know Before you go emails

A weekly email is sent to all attendees of the IAFN annual conference starting 6 weeks before the event.

## Top Banner

**Size:** 1200x300

**Prices:** x1 x2 x3  
\$275 \$495 \$700

Increased discounts available for additional ad placements

## Bottom Banner

**Size:** 1200x300

**Prices:** x1 x2 x3  
\$205 \$370 \$525

Increased discounts available for additional ad placements

A top banner advertisement for IAFN. It features the IAFN logo and a globe graphic at the top. Below is a large blue button with the text 'Your Ad Here'. Underneath is a 'Top News' section with the headline 'Help Shape the Future of IAFN' and an image of a hand placing wooden blocks. The text reads: 'We are seeking volunteers for 2024. All perspectives are valuable, and all members are welcome to join committees! Visit [this link](#) for more information on specific committees. Deadline to apply:'A bottom banner advertisement for SANE Certification. It features the text 'SANE Certification Applications Open' and a paragraph: 'You can now apply to sit for the April 2024 certification exams for the SANE-A® or SANE-P®. Apply by February 7, 2024 for the best price. Application deadline is February 16, 2024. For more information, visit the [certification area of our website](#) and/or contact our [Certification Department](#).' Below this is a large blue button with the text 'Your Ad Here'. At the bottom, there is a 'Let's Connect!' section with social media icons for Facebook, Instagram, LinkedIn, and YouTube. The footer contains copyright information: 'Copyright (C) 2023 International Association of Forensic Nurses All rights reserved.' and contact information: 'Our mailing address is: 6755 Business Parkway, Ste 303 | Elkridge, MD 21075'. It also includes a link to update email preferences: 'Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe](#)'.

Note: Any products being advertised must align with IAFN's mission, values, and educational guidelines. Advertisements may not promote or advertise the results of a survey or research study.

Can't find what you're looking for? We would appreciate the opportunity to hear your ideas. Contact us at [mfoudoulia@forensicnurses.org](mailto:mfoudoulia@forensicnurses.org)

**Thank you for supporting International Association of Forensic Nurses**