



THE **2026 MEDIA KIT** POWER OF COMMUNITY

**Get More Access to the Largest Healthcare
Community Than Ever Before**

- [Advertising Packages](#)
- [A La Carte Engagement Promotions](#)
- [TravCon Travel Healthcare Conference](#)



Unlike standard marketing and ad campaigns, community-based marketing is an ongoing success strategy that improves brand awareness and lead generation over time.

With a community of over 635,000 followers and members across our digital platforms, 23,000-plus website visitors per month, and over 503,000 page views a month to our website, **Scrub Society is the #1 destination for the healthcare community.** But there's more to the story.

PAGE VIEWS (AVG):	503,000+ MONTHLY
WEBSITE VISITORS:	23,000+ MONTHLY
FOLLOWERS/MEMBERS:	630,000+

Besides having an excellent reputation in the travel healthcare niche, working with Scrub Society also improves your business's website SEO (search engine optimization) and overall online presence because Google rewards credible sources like Scrub Society.

We hold a strong domain authority, ranking for over 22,000 organic keywords, and 91,000 backlinks from 1,500 referring sites. In addition, ScrubSociety.com derives over 90% of its monthly traffic from organic search, referral and direct traffic. As a result, your business will gain more exposure to a new audience more likely to trust your brand, garner more links in a natural, organic way, and boost revenue.*

For 2026, we're offering more options to give you even greater flexibility! It's one more reason why no other advertising opportunity enables your agency's brand to reach travel healthcare professionals like we can.

Scrub Society—the power of community.

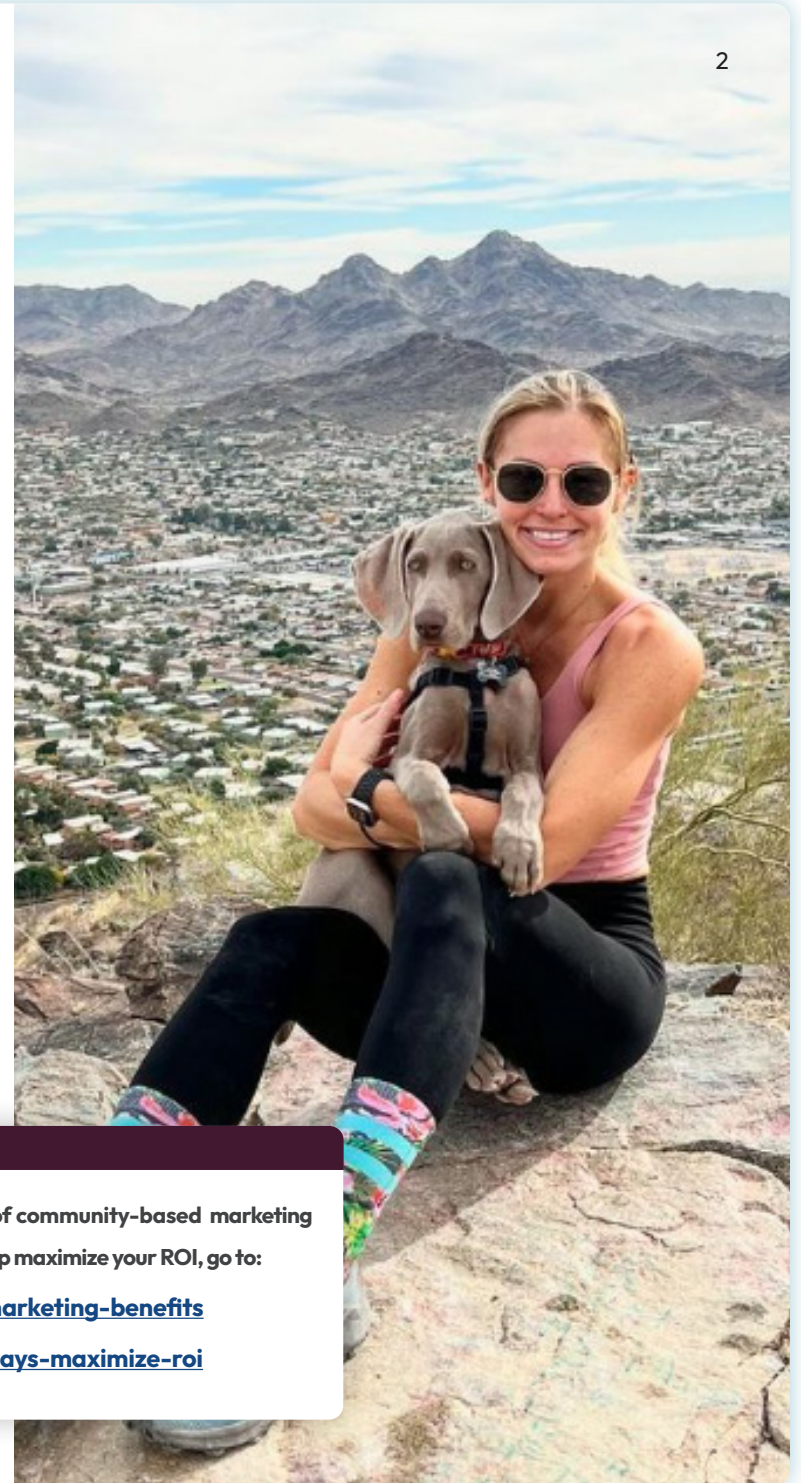
*Data from a 12 month period ending September 2024.

LEARN MORE

To learn more about the benefits of community-based marketing and how Scrub Society can help maximize your ROI, go to:

scrubsociety.com/5-marketing-benefits

scrubsociety.com/5-ways-maximize-roi



Client Testimonials

“We are very proud of our partnership with Scrub Society. From the very beginning, their friendly team has been attentive and responsive to all of our questions and requests. With the increasing demand for healthcare professionals needed to help with the staffing shortage, we have been able to help more of our clients fill their needs by getting their jobs in front of thousands of interested candidates.”



–Chris Sund
Chief Operating Officer
Uniti Med

“I have thoroughly enjoyed working with Scrub Society on their LIVE series! Rachel does such a great job with managing the back end and ensuring that we are set-up for success. These sessions give us such a great opportunity to connect with the community in a new way and help answer any questions they may have as they start traveling or continue their adventure. We love the time we get to spend with the Scrub Society team and look forward to many more partnerships in the future.”



AMN®
Healthcare

–Sandra Vild
DVP Training in
Nursing Division
AMN Healthcare

Kudos FROM OUR Clients

Advertising Packages

Choose your advantage!

	DIGITAL MARKETING	LEAD GEN	CONSORTIUM
Job Postings	-	Unlimited	Unlimited
Direct Job Applications	-	✓	✓
Individual Agency Page	-	✓	✓
Recruiter Profile Pages	-	Up to 10 Recruiters	Up to 10 Recruiters
Facebook Job Posting Access	5 Recruiters	-	10 Recruiters
Sponsored Articles	✓	-	✓
Email Promotion	-	-	✓
Featured Jobs	✓	-	✓
Social Platform Shout Outs	✓	-	✓
Agency Events Calendar	✓	✓	✓
Quarterly Podcast or Webinar	-	-	✓
Quarterly "Best of" Award Promotion	✓	✓	✓
Listing on ScrubSociety.com Agency Sponsorship Page	✓	✓	✓
ATS Integration (additional fees may apply)	-	✓	✓
Other Benefits	TravCon Exhibitor Table	TravCon Exhibitor Table	TravCon Exhibitor Booth
PACKAGE COST PER MONTH	\$795/Month	\$2,995/Month	\$9,995/Month
MINIMUM COMMITMENT REQUIRED	6 MONTHS	6 MONTHS	12 MONTHS

*If you're a housing provider or retail brand, contact us to create a customized package tailored to your needs

See page 9 for our Agency Spotlight a la carte items!



Job Postings

● LEAD GEN
● CONSORTIUM

Scrub Society offers the travel healthcare industry's leading job board. **You get unlimited postings with the Lead Gen and Consortium packages.** Showcase your jobs to thousands of travel healthcare job seekers every day through convenient job feed options and receive all direct applications at no extra charge. Twice-daily refreshes on our website ensure your jobs are current.

Direct Job Applications

● LEAD GEN
● CONSORTIUM

All job applications generated by ScrubSociety.com Job Board are sent directly to our clients and each application contains the required contact and qualification information for each individual applicant using our unique application form. There is no limit to the number of applications clients may receive and no additional charge for any direct applications.

Individual Agency Page

● LEAD GEN
● CONSORTIUM

All of our clients enjoy their own customized Agency Page on ScrubSociety.com. Agency pages provide even more visibility to our website's thousands of visitors each month and contain specific sections for agency descriptions, traveler benefits, recruiter bios, team photos, links to jobs and more. It's like having a mini website within the Scrub Society community!

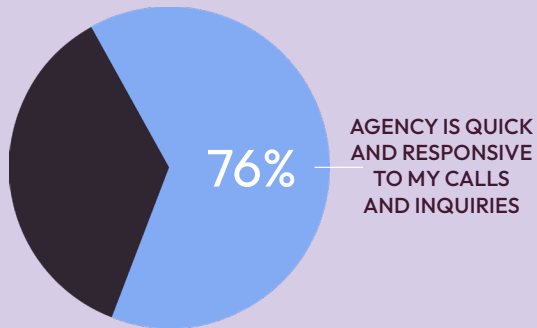
Recruiter Profile Page

● LEAD GEN
● CONSORTIUM

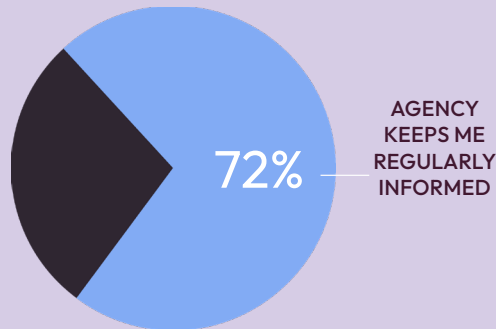
All Lead Gen and Consortium sponsors receive customized Recruiter Profile Pages on ScrubSociety.com, featuring up to 10 recruiters per organization. These profiles are designed to strengthen connection and drive engagement by showcasing recruiter bios and contact details in one centralized location on your agency page, while expanding visibility to a highly engaged audience of healthcare travelers.

DID YOU KNOW?

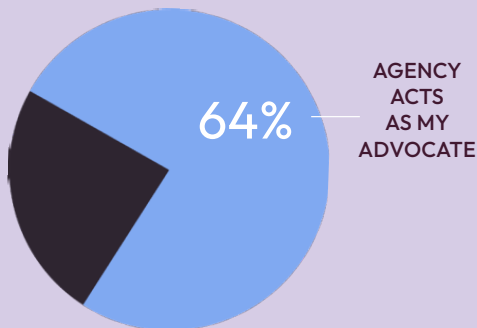
For travel nurses likely to continue in the profession:



AGENCY IS QUICK AND RESPONSIVE TO MY CALLS AND INQUIRIES



AGENCY KEEPS ME REGULARLY INFORMED



AGENCY ACTS AS MY ADVOCATE

Source: Scrub Society – The Voice of The Travel Nurse Report
<https://www.ScrubSociety.com/voice>

Scrub Society Facebook Jobs Group – Job Postings

- DIGITAL MARKETING
- CONSORTIUM

Scrub Society Facebook Jobs Group is the largest and most active travel nurse employment-related social platform there is. Now with over 55,000 members, there are thousands of travel nurses in our group each day seeking job information and advice. At no additional charge, we offer our clients and their recruiters the ability to actively be part of that conversation. Managed by our Scrub Society moderators, a limited number of recruiters per agency may access this membership-only group. Recruiters can post jobs and actively recruit travel nurses as a component of our advertising packages.

Sponsored Articles

- DIGITAL MARKETING
- LEAD GEN
- CONSORTIUM

With over 23,000 visitors and 503,000-plus page views a month on ScrubSociety.com, Sponsored Articles are a great way to reach thousands of travel nurses. Each article will be promoted to our nursing community through a variety of methods to drive maximum visibility and will be a searchable, ongoing part of our article library.

Email Promotion

- DIGITAL MARKETING
- CONSORTIUM

Stay top-of-mind with our exclusive email promotions. Whether you are hosting a webinar, launching an event, or have a high-priority assignment that needs immediate attention, we provide the direct line you need to our audience. Simply let us know your goals, and we will feature your content in our regular newsletter or even design a dedicated, custom email to ensure your announcement gets the spotlight it deserves.

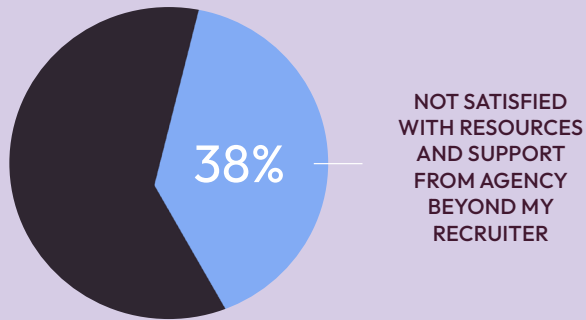
Featured Jobs

- CONSORTIUM

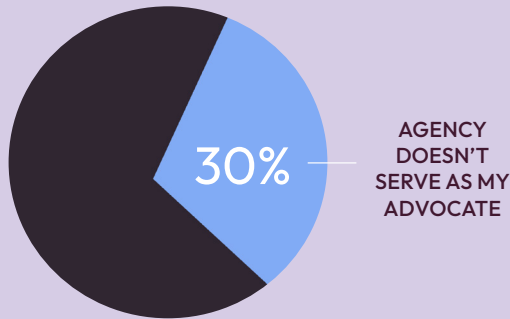
Want an extra push in today's ultra-competitive travel healthcare market? Consortium Package clients can feature jobs on the Scrub Society job board and home page for added exposure. Simply share up to three roles with our Client Success team, and they'll appear at the top of relevant search results and in our Featured Jobs section on ScrubSociety.com at no additional cost.

DID YOU KNOW?

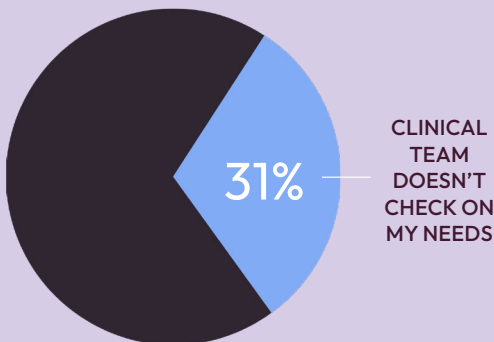
For travel nurses uncertain about continuing in the profession:



NOT SATISFIED WITH RESOURCES AND SUPPORT FROM AGENCY BEYOND MY RECRUITER



AGENCY DOESN'T SERVE AS MY ADVOCATE



CLINICAL TEAM DOESN'T CHECK ON MY NEEDS

Source: Scrub Society - The Voice of The Travel Nurse Report <https://www.ScrubSociety.com/voice>

Social Shout Outs

- DIGITAL MARKETING
- CONSORTIUM

A new way to reach our community and shout it out loud! With the largest digital platform following (630,000+) of any travel nursing related organization out there, our Instagram and Facebook followers are growing and actively engaged in our brand. That's why we're instituting the Social Shout Out. Each month our Digital Marketing and Consortium clients can "shout out" to our audience through two premium announcements a month. Just tell us what you want to say (along with images and logos) and the Scrub Society Social Team will take it from there. Tell the world about your agency. Did you recently win an award? Do you have a special recruiter to talk about? Are you offering benefits no one else in the industry does? Whatever it is, tell us and we'll let thousands of travel healthcare professionals know just how special you are!

Agency Events Calendar

- DIGITAL MARKETING
- LEAD GEN
- CONSORTIUM

Whether it's professional conferences or social events, healthcare professionals are an active bunch and keep a busy calendar. That's why we're introducing our Agency Events Calendar! For all packages, this event calendar is designed as the go-to place for events and information for all things travel. Our team will be loading all sorts of industry information to the calendar, and all clients will be able to promote up to two events per month. These events can be in-person or virtual gatherings. Just let us know what you want posted and promoted and we'll make it available to thousands of the travel healthcare community each month!

Quarterly Podcast or Webinar

- CONSORTIUM

Establish your agency as a premier voice in healthcare. Host a dedicated podcast or webinar tailored for healthcare professionals, amplified by targeted marketing to our extensive community of over 630,000 members. Whether you want to lead a panel on emerging medical tech or dive into specialized patient care, we handle the production and promotion to ensure your message reaches a massive, engaged audience. Have a special topic you'd like to cover? Let us know, and we'll collaborate with you to get everything set up.

Quarterly “Best of” Award Promotion

- DIGITAL MARKETING
- LEAD GEN
- CONSORTIUM

Celebrate excellence in the industry with our Quarterly “Best of” Award Promotion, a year-round celebration where users rate their favorite agencies across a variety of specialized categories. Each quarter, we spotlight the top-rated performers across our website and social media channels, giving winners the visibility they deserve. Agencies that partner with us and take home a win will receive exclusive special digital medallions, perfect for enhancing your website, email signatures, and other digital assets with a mark of proven prestige. Show the community what sets you apart and let your reputation do the talking!

Agency Sponsorship Page

- DIGITAL MARKETING
- LEAD GEN
- CONSORTIUM

All of our clients will be listed on our special Sponsorship page of our website, offering even more exposure and visibility to the travel nursing world. All agencies will be featured with a logo and a short bio. These listings will also be hyperlinked back to each client’s agency page on ScrubSociety.com.

ATS Integration Services

- LEAD GEN
- CONSORTIUM

For added job posting and lead-intake convenience, Scrub Society can provide customized integration services to major applicant tracking systems like Bullhorn, LaborEdge, and others.

TravCon Exhibitor Table or Booth

- DIGITAL MARKETING
- LEAD GEN
- CONSORTIUM

Maximize your presence at TravCon, the premier conference for healthcare travelers, with exclusive exhibitor perks included in your Scrub Society partnership. Our Consortium sponsors will receive a complimentary exhibitor booth, providing a high-visibility hub to engage with attendees, while our Digital Marketing and Lead Gen sponsors will benefit from a dedicated exhibitor table to showcase their brand. It’s the ultimate opportunity to transition your digital influence into face-to-face connections at the industry’s most anticipated annual event. More details on TravCon on page 10.

“ I love being able to constantly change my work environment. It really helps to prevent burnout ... I love having so much flexibility with when I work and ... where I work. ”

— RN 5+ years,
Travel Nurse for 2 to 4 years

A La Carte Engagement Promotions

All our A La Carte Engagement promotions are designed to help your organization gain better insight into your target audience, promote your brand, and boost results.

A La Carte Promotions		NON-SPONSOR*	SPONSOR
POLL OF THE MONTH	<ul style="list-style-type: none"> • Gain greater insight into the needs and issues confronting travel healthcare professionals today • Our polls are posted on the Scrub Society Facebook Network group and other platforms—reaching over 630,000 followers • Your agency will be promoted as the sponsoring agency and all leads are yours 	\$2,495	\$1,595
EMAIL BLAST	<ul style="list-style-type: none"> • Reach out to our Scrub Society database of travel healthcare professionals and let them know what benefits you offer them • Unopened emails from the initial distribution are automatically resent 	Pricing upon request	Pricing upon request
PODCAST INTERVIEW	<ul style="list-style-type: none"> • Podcast is produced and distributed by Scrub Society • Hosted by Scrub Society personnel • Podcast can be up to 30 minutes in length • Published on our website and promoted across our digital platforms 	\$1,295	\$995
WEBINAR	<ul style="list-style-type: none"> • Enables agencies to connect and interact with travelers via live-streaming video • Great way to attract quality candidates • Unique way to tell your agency's story • Scrub Society team will set up the session, prep your team, host, moderate and market the session 	\$2,295	\$1,395

***Non-sponsors:** Become a Scrub Society sponsor and 50% of the cost of all Agency Spotlight a la carte items purchased will be applied when you sign up for a Lead Gen, Digital Marketing, or Consortium advertising package with a minimum six-month commitment (twelve-months for Consortium).



TRAVCON

A TGN Healthcare Traveler Experience

TravCon is the largest conference for healthcare travelers in the United States.

Every September, travel healthcare professionals from across the country come to Las Vegas to earn CEs, learn from top healthcare travel professionals, connect with healthcare staffing firms, and seek new employment opportunities.

What makes TravCon so special and unique is it gives the ability for agencies and travelers to meet in-person. No amount of phone calls, zoom meetings, emails or text messages can replace the experience of meeting someone for the first time at your agency's booth or connecting with them in a wide variety of celebratory sponsored events in exciting Las Vegas.

TravCon only happens once a year and we sell out months in advance, so don't delay in securing your company's exhibitor booth and sponsorships at the largest event for healthcare travelers anywhere. Platinum Sponsors get the first opportunity to secure a booth. See the Advertising section for more information about becoming a Platinum Sponsor.

See you in Las Vegas!

TravCon 2026 Conference Information:

Conference Dates: Sunday, September 13–Wednesday, September 16, 2026

Exhibit Hall Dates: Monday, September 14–Tuesday, September 15, 2026

Location: Paris Hotel, 3655 S Las Vegas Blvd. Las Vegas, NV 89109

For more information on how your firm can participate, please contact:
Jenny Massinello, VP of Growth and Community Engagement

(501) 451-4142 • Jenny@ScrubSociety.com

A woman with long dark hair, wearing black scrubs, is captured mid-jump in a joyful pose. She is making a peace sign with her right hand and pointing with her left. The background features the iconic Golden Gate Bridge in San Francisco, with its red towers and suspension cables stretching across the blue water under a bright blue sky with scattered clouds. The woman is positioned in the foreground, jumping over a concrete ledge.

Become part of our community.

ABOUT US

Scrub Society is dedicated to providing powerful tools, information, and social connectivity to our community of travel healthcare professionals. Scrub Society is the #1 destination for the travel healthcare community with over 630,000 members and followers in our social media platforms, and serving thousands of travel healthcare professionals daily, helping them find jobs, evaluate agencies, locate housing, access online career resources, and connect with travel friends and colleagues across multiple digital platforms.

Visit us today at [ScrubSociety.com](https://www.ScrubSociety.com).

Contact us today.

For questions or to book your advertising package today, contact:

Jenny Massinello

VP of Growth and Community Engagement
(501) 451-4142

Jenny@ScrubSociety.com