JNP: The Journal for Nurse Practitioners
# Table of Contents

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Editorial Overview

Editorial Direction
JNP offers high-quality, peer-reviewed clinical articles, original research, continuing education, and departments that help practitioners excel as providers of primary and acute care across the lifespan. Each issue meets their practice needs and encourages discussion. Popular features include Quality Care for Women’s Health, Point/Counterpoint, and Prescription Pad.

<table>
<thead>
<tr>
<th>Established</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issuance</td>
<td>10 times per year</td>
</tr>
<tr>
<td>Circulation</td>
<td>Online-only (2021)</td>
</tr>
<tr>
<td>Impact Factor*</td>
<td>0.920</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.npjournal.org">www.npjournal.org</a></td>
</tr>
</tbody>
</table>

Editor-in-Chief
Julee B. Waldrop, DNP, FNP, PNP, FAANP, FAAN, has practiced in many settings over 25 years: inpatient, outpatient, public health and schools, caring for women and children, newborns to teens. She is a professor at the University of North Carolina at Chapel Hill, where she advocates for high quality graduate nursing education and clinical scholarship. She also mentors junior faculty in scholarship and writing and coaches in the Duke University-Johnson & Johnson Nurse Leadership Program.

Associate Editor
Leslie Neal-Boylan, PhD, APRN, CRRN, FAAN, is the dean of the School of Nursing at the University of Massachusetts in Lowell, an active clinician, and the author of several books and book chapters, for which she has won three AJN Book of the Year awards.

Notable Board Members
Susie Adams, PhD, PMHNP, FAANP, FAAN, is a professor and scholar at Vanderbilt University.

Leslie Davis, PhD, ANP-BC, FAANP, FPCNA, FAHA, is a cardiology expert and associate professor at the University of North Carolina at Chapel Hill.

Kathy Pereira, DNP, FAANP, FAAN, is the director of the DNP program at Duke University School of Nursing.

Joan Stanley, PhD, CRNP, FAAN, is the Chief Academic Officer for the American Association of Colleges of Nursing.

Societies & Affiliations
JNP: The Journal for Nurse Practitioners is an official publication of the American Association of Nurse Practitioners (AANP). AANP is the largest organization of nurse practitioners with over 100,269 members of all disciplines and working in all healthcare settings.

With an audience of 100,269 NPs, the journal serves as a highly credible source to help nurse practitioners stay current with the clinical and policy concerns affecting their day-to-day practice.

*Clarivate Analytics, 2020.
Journal Online Readership

JNP Online Visitor Time Spent (npjournal.org)

Session Time/Visitor (mean)

13.98 minutes/session

Total session time/month (mean)

13,164 minutes/month

*Source: Kantar Media NP 2020 Readership Survey.*
Maximize your reach by adding a digital advertising campaign.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign.

Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

### Banner Positions

**Homepage**
- Leaderboard, top (desktop/tablet)  728 x 90
- Leaderboard, top (mobile only)  300 x 50

**Run-of-Site (ROS)**
- Leaderboard  728 x 90
- Skyscraper, right† 160 x 600
- Rectangle, right† 300 x 250

**Sticky Banners**
Leaderboard remains in place during scroll for 8 seconds. and Skyscraper on ROS pages remains in place on right side throughout scroll.

### Monthly Metrics*

- [www.npjournal.org](http://www.npjournal.org)
- **Pageviews**: 107,082
- **Unique Visitors**: 41,855
- **Visits**: 53,493
- **US Banner Impressions**: 93,915

**Rate**
- $100 CPM

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*Source: Kartar Media NP/PA 2020 Readership Survey.
†Based on responsive design.
‡Source: Juneo November 2019 to October 2020.
DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents Email (eTOC) Advertising

Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JNP, providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Banner Positions

<table>
<thead>
<tr>
<th>Leaderboard (desktop/tablet)</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (mobile)</td>
<td>300 x 50</td>
</tr>
</tbody>
</table>

**Metrics**

- Opt-in Distribution: 49,606
- Average Open Rate: 14.88%

**Rate**

$2,500 (Net) per banner

*Source: Juneo October 2020.*
Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent JNP editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

Existing Topic Collections include:
- Cardiovascular
- Diabetes
- Hot Topics in Primary Care
- Obesity
- Oncology and Hematology Updates
- Psych/Mental Health
- Vaccination Updates

Exclusive advertising opportunity includes the following:
- Banner placement on JNP website Topic Collection landing page
- Placement of a leaderboard banner on a 3-wave email Topic Collection promotional campaign

**Banner Positions**
- Leaderboard (desktop/tablet) 728 x 90
- Leaderboard (mobile-only) 300 x 50

**Rate**
Please contact your Sales Representative.

*All targeted solutions are subject to society and Editor approval.*
The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

**Printing**
- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

**Packaging**
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs
Reprint Capabilities
(continued)

Digital Reprints

E-Premier
Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

View a demo

Linkards:
Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program
Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing
We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

Order Reprints Online
Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process
Journal Website Banner Ads

**Creative Sizes**

**Leaderboard**

728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Skyscraper**

160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

**Large Rectangle**

300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

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**Specifications**

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile (mWeb or In-App)</td>
<td>HTML5, 150kB</td>
</tr>
<tr>
<td>Size</td>
<td>200kB max</td>
</tr>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animated GIF</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>File Format</td>
<td>.gif, .jpg or .swf [rich media]</td>
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<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
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<tr>
<td>Rich Media and HTML5</td>
<td>Yes. Supplied as 3rd party tags only</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
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</tbody>
</table>

*Generic list of non-content pages available upon request though will vary by journal

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*Generic list of non-content pages available upon request though will vary by journal
Rich Media Expanding & HTML In-Page Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Specifications</th>
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<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>HTML5, 150KB</td>
</tr>
<tr>
<td>Expands ▼ down (maximum size)</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Expands ▼ down (maximum size)</td>
<td>728 x 315</td>
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<tr>
<td><strong>Skyscraper</strong></td>
<td>HTML5, 40KB</td>
</tr>
<tr>
<td>Expands ◄ left (maximum size)</td>
<td>160 x 600</td>
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<tr>
<td>Expands ◄ left (maximum size)</td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td></td>
</tr>
<tr>
<td>Expands ► right (maximum size)</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Expands ► right (maximum size)</td>
<td>600 x 250</td>
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</tbody>
</table>

**Additional Notes:**
- Third party tags accepted
- Ads served via DFP by Google

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*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
### Digital Media (continued)

#### Table of Contents (TOC) Email Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Size</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
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<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
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</table>

<table>
<thead>
<tr>
<th>Email Specifications</th>
<th></th>
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<tbody>
<tr>
<td>Size</td>
<td>40KB (200KB max)</td>
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<tr>
<td>Rotation</td>
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<td>Required Resolution</td>
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<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
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<tr>
<td>Rich Media</td>
<td>No</td>
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<tr>
<td>Animation</td>
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<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
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Contacts

Integrated Advertising
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