Overview

Archives of Psychiatric Nursing disseminates original, peer-reviewed research that is of interest to psychiatric and mental health care nurses. The field is considered in its broadest perspective, including theory, practice and research applications related to all ages, special populations, settings, and interdisciplinary collaborations in both the public and private sectors.
Digital Specs

### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

### Formats
- jpeg, png, gif, HTML5†, 3rd party tags

### Tracking Pixels
- Yes

### Max File Size
- 200 KB

### Max Animation (Time/Loops)
- 15 seconds/3 loops

### Prestitial Frequency
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

### eTOC Email

<table>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

- Formats: jpeg, png, gif (static image only)

### AIP Email

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**Contact your sales representative for all digital advertising rates and opportunities.**
1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agents ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties for the "TC". They supersede any previous understandings or agreements, whether oral or written, between the Client and Elsevier. The Client is solely responsible for verifying that the provisions of the TC are consistent with such laws and regulations as may be applicable to the Client's business. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and agrees to pay to Elsevier the full cost of any action or lawsuit to enforce such rights, including reasonable attorney's fees and costs of enforcement. Elsevier reserves the right to sell additional amounts of the Products and Services to the Client if the Client agrees to pay all additional amounts, including interest, that are incurred by Elsevier in connection with such sale.

3. Execution and modification of the order

3.1 Each order for the Products and/or Services by the Client from Elsevier shall be deemed to be an offer by the Client to Elsevier to purchase the Products and/or Services for the price and other terms and conditions as specified in the offer. An order personal subscriptions in a representative capacity, for the account and use of no more than one identified individual subscriber for said personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and agrees to pay to Elsevier the full cost of any action or lawsuit to enforce such rights, including reasonable attorney's fees and costs of enforcement. Elsevier reserves the right to sell additional amounts of the Products and Services to the Client if the Client agrees to pay all additional amounts, including interest, that are incurred by Elsevier in connection with such sale.

4. Payment and currency

4.1 Unless otherwise agreed by Elsevier, writing is in writing of the Products and/or Services as set forth in the TC and the TC shall be in English. Any dispute between the Client and Elsevier arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations, warranties or covenants shall be finally settled by arbitration in accordance with the rules of the American Arbitration Association. The arbitration shall be conducted and shall be heard in the English language. The decision of the arbitrator shall be binding on the Client and Elsevier, and shall be final and conclusive. The Client shall pay all reasonable costs, including attorney's fees, incurred in connection with such arbitration, unless the arbitrator shall determine that such costs were incurred in bad faith.

5. Representation and warranties

5.1 Client represents and warrants to Elsevier that it is able to perform its obligations under this Agreement and that it has sufficient authority, power, and licenses to do so. Client further represents and warrants to Elsevier that it has all necessary licenses, permissions, and approvals to do business in the territory in which it is located and that it is in compliance with all applicable laws, rules, regulations, and industry codes and standards applicable to its business. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and agrees to pay to Elsevier the full cost of any action or lawsuit to enforce such rights, including reasonable attorney's fees and costs of enforcement. Elsevier reserves the right to sell additional amounts of the Products and Services to the Client if the Client agrees to pay all additional amounts, including interest, that are incurred by Elsevier in connection with such sale.

6. Distribution

6.1 Distribution of the Products and/or Services pursuant to this Agreement and the TC is subject to the Client's compliance with all applicable laws, rules, regulations, and industry codes and standards applicable to the Client's business. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and agrees to pay to Elsevier the full cost of any action or lawsuit to enforce such rights, including reasonable attorney's fees and costs of enforcement. Elsevier reserves the right to sell additional amounts of the Products and Services to the Client if the Client agrees to pay all additional amounts, including interest, that are incurred by Elsevier in connection with such sale.

7. Representations and warranties

7.1 Each party to this Agreement represents and warrants to the other party that it has all necessary licenses, permissions, and approvals to do business in the territory in which it is located and that it is in compliance with all applicable laws, rules, regulations, and industry codes and standards applicable to its business. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and agrees to pay to Elsevier the full cost of any action or lawsuit to enforce such rights, including reasonable attorney's fees and costs of enforcement. Elsevier reserves the right to sell additional amounts of the Products and Services to the Client if the Client agrees to pay all additional amounts, including interest, that are incurred by Elsevier in connection with such sale.

8. Liability and claims

8.1 Each party to this Agreement shall be liable only for those damages, losses, or expenses that result from that party's own negligence or deliberate misconduct. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and agrees to pay to Elsevier the full cost of any action or lawsuit to enforce such rights, including reasonable attorney's fees and costs of enforcement. Elsevier reserves the right to sell additional amounts of the Products and Services to the Client if the Client agrees to pay all additional amounts, including interest, that are incurred by Elsevier in connection with such sale.

9. Termination

9.1 No action or inaction on the part of the Client or Elsevier shall be deemed to be a waiver or a limitation of any of its rights under the TC. If any provision of this Agreement is found to be invalid or unenforceable, such provision shall be deemed severed and the remaining provisions of this Agreement and the TC shall continue in full force and effect.

10. Governing law and jurisdiction

10.1 This Agreement and the execution, performance, and enforcement of this Agreement and the TC shall be governed by and construed in all respects in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of laws provisions. Any action or proceeding arising out of, relating to, or in connection with this Agreement or the TC shall be brought in the courts of the State of New York, Borough of Manhattan, County of New York, and the parties hereby consent to the exclusive jurisdiction and venue of such courts in connection with any such action or proceeding.

11. Confidentiality

11.1 Each party to this Agreement shall maintain the confidentiality of all information received from the other party in connection with this Agreement and shall not disclose such information to any third party without the prior written consent of the other party, except to the extent required by law. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and agrees to pay to Elsevier the full cost of any action or lawsuit to enforce such rights, including reasonable attorney's fees and costs of enforcement. Elsevier reserves the right to sell additional amounts of the Products and Services to the Client if the Client agrees to pay all additional amounts, including interest, that are incurred by Elsevier in connection with such sale.