The Journal for Nurse Practitioners

Overview

*JNP: The Journal for Nurse Practitioners* provides a highly credible resource to help nurse practitioners stay current with the clinical and policy concerns affecting their day-to-day practice. In addition to peer-reviewed clinical articles and original research, *JNP* features continuing education opportunities and commentary on pressing legislative, regulatory, and clinical practice issues. *JNP*, an official publication of the American Association of Nurse Practitioners, supports advocacy by demonstrating the role that policy plays in shaping practice and delivering outcomes.

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**Global Print Circulation**

Online Only

**Avg. Global Monthly Visits**

21,621

**Avg. Global Monthly Unique Visitors**

17,425

**Avg. Global Monthly Page Views**

44,195
**Affiliation**  
American Association of Nurse Practitioners (AANP)

**Editor-in-Chief**  
Julee B. Waldrop, DNP, PNP-BC, FAAN, FAANP

**Digital Specs**

**Website**

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

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- **FORMATS**: jpeg, png, gif (static image only)
- **TRACKING PIXELS**: No
- **MAX FILE SIZE**: 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

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