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.

Visit Website

**North America**

Aileen Rivera  North America  
917-825-3954  
mailto:a.rivera@elsevier.com

Traci Peppers  North America  
347-449-4997  
t.peppers@elsevier.com

**EMEALA**

Katy Parker  EMEALA  
+44 (0) 7796 925011  
k.parker@elsevier.com

Monika Giergielewicz  EMEALA  
+44 (0) 7796 925011  
m.giergielewicz@elsevier.com

**APAC**

Virginia Van Homrigh  APAC  
61 448 008159  
v.vanhomrigh@elsevier.com

**Global Print Circulation**  
Online Only

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>35,657</td>
<td>13,419</td>
<td>17,013</td>
<td>172,847</td>
</tr>
</tbody>
</table>

Rate Card

Effective January 2024
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 310 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 300 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).
Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to such offers, proposals and communications made by supply

1.1. The Client shall be bound by the following, and the terms and conditions relating to the products and/or services ("the Product or Products") and/or (ii) services offered in writing or in a similar manner, as amended or by the Client and Elsevier shall be exclusive of any other personal rights.

2. Force majeure

In the event of force majeure, Elsevier shall be entitled to terminate the contract with all or part of such event which is beyond the control of the affected party. The affected party shall promptly notify the other party of such event and shall use reasonable efforts to minimize the effects of such event.

3. Liability and claims

Otherwise, Elsevier shall be liable only for the negligent acts or omissions of its employees or agents relating to the performance of its obligations under this agreement. Elsevier shall not be liable for any indirect, incidental, punitive or consequential damages, including, but not limited to, lost profits, lost savings or lost business.

4. Enforcement of rights

Any breach of this agreement by the Client or Elsevier shall be enforced by legal action in a court of competent jurisdiction, and the Client agrees to submit to the jurisdiction and venue of such courts.

5. Payment

If any payment is not made within the agreed time, Elsevier may charge interest on the outstanding amount at the prevailing rate of interest applicable to such territory or region. Elsevier may also recover any costs or expenses incurred to collect any amounts owed by the Client.

6. Distribution

The Client shall be responsible for collecting from its customers any amounts due on the Client's account. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled to recover any costs or expenses incurred in collecting any amounts owed by the Client.

7. Intellectual property

The Client is solely responsible for obtaining any necessary licenses or permissions before using any of the Products. The Client acknowledges that Elsevier shall be entitled to immediate injunctive relief if the Client uses or distributes any Products in a manner prohibited under any applicable license or copyright law.

8. Liabilities and claims

The Client shall be liable only for the negligent acts or omissions of its employees or agents relating to the performance of its obligations under this agreement. Elsevier shall not be liable for any indirect, incidental, punitive or consequential damages, including, but not limited to, lost profits, lost savings or lost business.

9. General

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any breach of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring the Client to disclose all recipients of the Products and to cease using the Products in connection with the performance of the agreement.

10. Applicability

These terms and conditions shall apply to such offers, proposals and communications made by supply

11. Offer and acceptance

The formation, existence, construction, performance, validity and all aspects of the agreement shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction and venue of such courts.

12. Formation of agreement

If no dates are so specified, delivery/performance will be within a reasonable time. Services in connection with the performance of the agreement, Elsevier shall act in the name of, to the account of, and at the direction of, the Client. The Client acknowledges that Elsevier shall be entitled to immediate injunctive relief if the Client uses or distributes any Products in a manner prohibited under any applicable license or copyright law.

13. Execution and modification of the order

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be notified in writing to Elsevier within the 30-day notice period. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation.

14. General

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any breach of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring the Client to disclose all recipients of the Products and to cease using the Products in connection with the performance of the agreement.

15. Audit

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be notified in writing to Elsevier within the 30-day notice period. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation.