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
35,657

Avg. Global Monthly Unique Visitors
13,419

Avg. Global Monthly Page Views
17,013

Avg. Global eTOC Distribution
172,847

Affiliation
American Association of Nurse Practitioners (AANP)

Audience
Nurse Practitioners working in primary care, women’s health, geriatrics, pediatrics, and other specialties within acute care and non-hospital settings.
### 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

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*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).

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### eTOC Email

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (Pixels)</th>
</tr>
</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)

#### TRACKING PIXELS
- No

#### MAX FILE SIZE
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

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### AIP Email

<table>
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- 200 KB

Animation and expandable banners unavailable

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