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.

Display Advertising

Kenneth Naylor  
United States  
212-633-3835  
k.naylor@elsevier.com

Robert Bayliss  
Europe  
44 20 7424 4454  
r.bayliss@elsevier.com

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

Derek Zakaib  
Canada  
514-730-8837  
derekjohnzakaib@gmail.com

Recruitment Advertising

Kenneth Naylor, Global  
212-633-3835  
k.naylor@elsevier.com

Global Print Circulation  
Online Only  
35,697

Avg. Global Monthly Visits  
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>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<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
- Yes
- 200 KB
- 15 seconds/3 loops
- 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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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Formats
- jpeg, png, gif (static image only)
- No
- 200 KB

AIP Email

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
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If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing prior to the relevant space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of any unutilized space. If the Client cancels an order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to Elsevier to purchase the Products and Services for the price and on the terms and conditions specified in the order. The Client acknowledges that the rights granted by Elsevier are non-exclusive and for the purpose expressed only. Any order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or a specific date specified in the order has expired. The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not at all, Elsevier will endeavour to do so.

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Elsevier reserves the right to refuse to accept any order for display of the Advertising Content without the approval of the relevant Advertising agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade dress, trade secrets, or other intellectual property rights; and (4) are the subject of a claim asserted by any claiming infringement of any copyright, patent, trademark, or other proprietary or property right, that arises by the Client. Any action for breach of contract or other action brought against the Client by a person injured by such advertising shall be brought by such person against the Client and shall not be brought by Elsevier against any third party.

8. Liability and claims

The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and the effects of the event to the extent possible.

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7. Intellectual property

All advertising materials submitted by the Client shall be received at Elsevier in electronic form (or such form as specified by Elsevier) and within the relevant deadline set by Elsevier. (The Journal for Nurse Practitioners).

4. Prices, taxes and currencies

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11. Audit

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9. Force majeure

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing prior to the relevant space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of any unutilized space. If the Client cancels an order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to Elsevier to purchase the Products and Services for the price and on the terms and conditions specified in the order. The Client acknowledges that the rights granted by Elsevier are non-exclusive and for the purpose expressed only. Any order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or a specific date specified in the order has expired. The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not at all, Elsevier will endeavour to do so.

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