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**

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derekjohnzakaib@gmail.com

**Recruitment Advertising**

Kenneth Naylor  **Global**  
212-633-3735  
k.naylor@elsevier.com

**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

*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>
<thead>
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<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

**AIP Email**

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**TRACKING PIXELS**
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**MAX FILE SIZE**
- 200 KB

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

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
Three conditions and terms shall apply if a proposal, offer and/or agreement made by and between any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous version of the order. Any changes to the TC, and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud and misrepresentation.

2. Offer and acceptance/Description
The Client and Elsevier shall be bound to the terms and conditions of this TC. The orders are not binding and binding and shall only bind Els. Price estimates and proposal are subject to change unless otherwise notified. All orders shall be subject to written confirmation and delivery dates are not guaranteed. Any updates to the TC shall be sent to the email address provided by the Client at the time of placement of the order. Elsevier’s liability is limited to the amount actually remitted to Elsevier, net of all taxes, equals the amount invoiced or otherwise due. The Client will pay within thirty (30) days of receipt of the invoice. The Client is responsible for paying all amounts payable to Elsevier under the TC, and all other sums which have been previously paid by Elsevier. Client shall pay any costs and expenses incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier.

3. Execution and modification of the order
Orders for advertisements must be cancelled in writing prior to the relevant advertising date. In the event of a breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a period not exceeding one year. Where an order for a series of advertisements is accepted for a period in excess of one year, the TC will continue in force until the order is cancelled in writing by Client. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is accepted for a period in excess of one year, the TC will continue in force until the order is cancelled in writing by Client. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is accepted for a period in excess of one year, the TC will continue in force until the order is cancelled in writing by Client. No advertising orders will be accepted for periods longer than one year.

4. Prices, taxes and currencies
Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency then prevailing. Included in the TC is a provision for the Client to be held harmless for any Client who has exceeded its credit limit. Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and generally prevailing custom and practice in each jurisdiction in which the Client conducts and/or the Client’s place of business or residency. Client and its officers, directors, employees and agents shall act, in the performance of the Services for the Client under the TC, in accordance with the Client’s request and the Client’s instructions. If the Client wishes to discontinue any portion of the Services for reasons other than those specified in the TC, then such discontinuance has been paid in full. Where the Client is liable for all amounts payable to Elsevier under the TC, and the Client will pay within thirty (30) days of the invoice date in the currency then prevailing. Included in the TC is a provision for the Client to be held harmless for any Client who has exceeded its credit limit. Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and generally prevailing custom and practice in each jurisdiction in which the Client conducts and/or the Client’s place of business or residency. Client and its officers, directors, employees and agents shall act, in the performance of the Services for the Client under the TC, in accordance with the Client’s request and the Client’s instructions. If the Client wishes to discontinue any portion of the Services for reasons other than those specified in the TC, then such discontinuance has been paid in full. Where the Client is liable for all amounts payable to Elsevier under the TC, and the Client will pay within thirty (30) days of the invoice date in the currency then prevailing. Included in the TC is a provision for the Client to be held harmless for any Client who has exceeded its credit limit.

5. Liability and claims
Furthermore, any representative of the Client who, in any capacity, is acting or receiving instructions from any person or entity as the Client's agent, is not authorized to make any offers or commitments that bind Elsevier. All claims or disputes under the TC shall be submitted to arbitration in accordance with the normal arbitration rules of the International Chamber of Commerce.

6. Distribution
The Products or Services shall be delivered to the Client at the address of the Client as referred to in the TC or as otherwise agreed in writing. The Client shall be responsible for collecting the Products or Services at the Client's premises in accordance with the TC and should any Product or Service be missing, the Client shall notify Elsevier within two (2) business days of delivery. The Client shall pay all costs and expenses incurred in the process of delivering the Products to the Client or returning the Products to the Client. The Client shall be responsible for the Products or Services at the time they are received by the Client. In the event of any force majeure event, the Client shall promptly notify Elsevier in writing of the event and the effect of the event.

7. Force majeure
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8. Compliance with laws
The Client and its employees, directors, officers, agents, and representatives shall not be subject to any personal or professional limitations or qualifications or responsibilities imposed by any law, statute, rule, or regulation applicable to the Client's business or the Client's services.

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