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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<table>
<thead>
<tr>
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<tbody>
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Digital Specs

Website

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<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tr>
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<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 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).
**eTOC Email**

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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Middle</td>
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- **FORMATS**: jpeg, png, gif (static image only)
- **TRACKING PIXELS**: No
- **MAX FILE SIZE**: 200 KB

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

**AIP Email**

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14. Audit

15. Compliance with law

16. Audit