Overview

Archives of Psychiatric Nursing disseminates original, peer-reviewed research that is of interest to psychiatric and mental health care nurses. The field is considered in its broadest perspective, including theory, practice and research applications related to all ages, special populations, settings, and interdisciplinary collaborations in both the public and private sectors.

Display Advertising

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Affiliation
SERPN Division, International Society of Psychiatric - Mental Health Nurses

Audience
Psychiatric nurses and psychiatric and family nurse practitioners.
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

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<td>Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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FORMATS           jpeg, png, gif (static image only)
TRACKING PIXELS   No
MAX FILE SIZE     200 KB

AIP Email

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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. Liability and claims

1. Applicability

Monthly average web metrics based on the period of July 2022 to June 2023

eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023

the advertisement. Any returns of the products shall be subject to the relevant Elsevier company’s return policy ... of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

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4. Prices, taxes and currencies

4. Prices, taxes and currencies

5. Distribution

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7. Intellectual property

7. Intellectual property

8. Liability and claims

8. Liability and claims

9. Force majeure

9. Force majeure

10. Notice and amendments

10. Notice and amendments

11. Termination

11. Termination

12. Governing law and jurisdiction

12. Governing law and jurisdiction

13. Revisions

13. Revisions

14. Entire Agreement

14. Entire Agreement

15. Counterparts

15. Counterparts

16. Declaration of authorship

16. Declaration of authorship

17. Relationship of the parties

17. Relationship of the parties

18. Audit

18. Audit

19. Compliance with law

19. Compliance with law

20. Amendments or modifications

20. Amendments or modifications

21. Assignment

21. Assignment

22. Right of withdrawal of orders

22. Right of withdrawal of orders

23. Termination of the Client’s liability

23. Termination of the Client’s liability

24. Proprietary rights

24. Proprietary rights

25. Confidentiality

25. Confidentiality

26. Representations and warranties

26. Representations and warranties

27. General

27. General

28. Liability and claims

28. Liability and claims

29. Notices

29. Notices

30. Entire Agreement

30. Entire Agreement

31. Counterparts

31. Counterparts

32. Right of withdrawal of orders

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33. Termination of the Client’s liability

33. Termination of the Client’s liability

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36. Representations and warranties

36. Representations and warranties

37. General

37. General