Journal of Neonatal Nursing

Overview

The Journal of Neonatal Nursing is a research-based journal for all professionals concerned with the care of neonates and their families, both in hospital and the community. It aims to support the development of the essential practice, management, education and health promotion skills required by these professionals.

Journal of Neonatal Nursing will provide a forum for the exchange of ideas and information between the range of professionals working in this field; promote co-operation between these professionals; facilitate partnership care with families; provide information and informed opinion; promote innovation and change in the care of neonates and their families; and provide an education resources for this important rapidly developing field.

Visit Website

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Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request
### Affiliation
Neonatal Nurses Association

### Audience
Neonatal nurses, midwives and all those concerned with the care of preterm infants and small vulnerable term infants. All members of the Neonatal Nurses Association receive a copy of the journal, as part of their membership.

### Editor-in-Chief
Dee Beresford, Neonatal Nurses Association

### 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 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</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>
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<td>Leaderboard</td>
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<tr>
<td>Middle</td>
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</tbody>
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- **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

### AIP Email

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