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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Affiliation
Neonatal Nurses Association

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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</thead>
<tbody>
<tr>
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<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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<tr>
<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>
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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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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</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

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### AIP Email

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