



JNP: The Journal for Nurse Practitioners



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Editorial Overview

Editorial Direction

JNP offers high-quality, peer-reviewed clinical articles, original research, continuing education, and departments that help practitioners excel as providers of primary and acute care across the lifespan. Each issue meets their practice needs and encourages discussion. Popular features include one continuing education article plus the departments Current Topics in Gender Health and Prescription Pad.

Established	2005
Issuance	10 times per year
Circulation	Online-only
Impact Factor*	0.826
Website	www.npjournal.org

Editor-in-Chief

Julee B. Waldrop, DNP, FNP, PNP, FAANP, FAAN, has practiced in many settings over 25 years: inpatient, outpatient, public health and schools, caring for women and children, newborns to teens. She is a clinical professor and the assistant dean of the Doctor of Nursing Practice Program at Duke University. She also mentors junior faculty in scholarship and writing and coaches in the Duke University-Advanced Practice Provider Nurse Leadership Program.



Associate Editors

Leslie Davis, PhD, ANP-BC, FAANP, FACC, FAHA, FPCNA, is an associate professor in the School of Nursing at the University of North Carolina at Chapel Hill, where she teaches in the graduate nursing program and practices with the Division of Cardiology. Dr. Davis is a fellow in the American College of Cardiology, the American Association of Nurse Practitioners, the American Heart Association, and the Preventive Cardiovascular Nurses Association.



Courtney J. Pitts, DNP, MPH, FNP-BC, FAANP, serves as the director of the Family Nurse Practitioner program and teaches in the Doctor of Nursing Practice program as an associate professor at Vanderbilt University School of Nursing. She also serves on the National Advisory Council on Nurse Education and Practice.



Societies & Affiliations

JNP: The Journal for Nurse Practitioners is an official publication of the American Association of Nurse Practitioners (AANP). AANP is the largest organization of nurse practitioners with over 121,000 members of all disciplines and working in all healthcare settings.

With an audience of 154,000 NPs, the journal serves as a highly credible source to help nurse practitioners stay current with the clinical and policy concerns affecting their day-to-day practice.



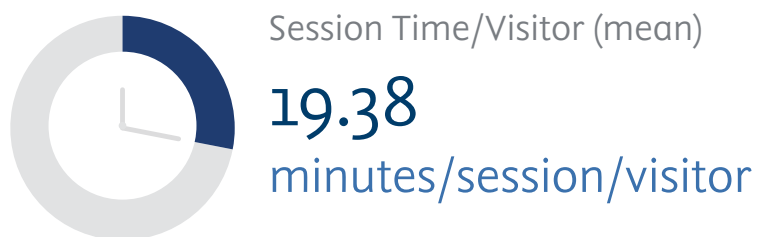
*Journal Citation Reports, Clarivate Analytics, 2021

Journal Online Readership

JNP Online Reach

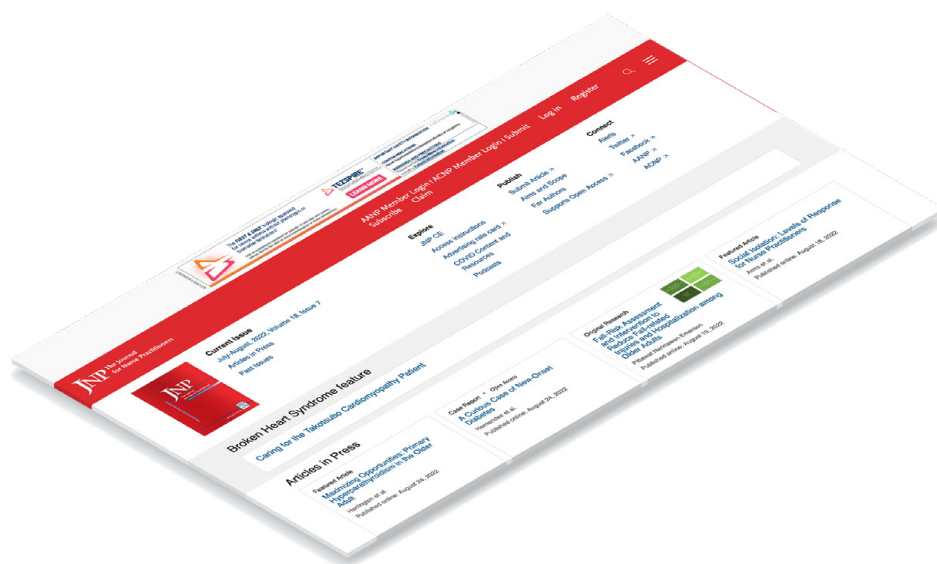
According to Kantar Media, within the last 6 months, JNP website (www.npjjournal.org) attracts 100,548 nurse practitioner visits.

JNP Visit Time*



*Source: Kantar NP/PA Media Measurement Study 2022

Journal Website Banner Advertising



Maximize your reach by adding a digital advertising campaign.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign.

Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Run-of-Site Advertising (ROS)

Banner Positions

Leaderboard, top (desktop/tablet)	728 x 90
Leaderboard, top (mobile only)	300 x 50
Skyscraper, right†	160 x 600
Rectangle, right†	300 x 250

Sticky Banners

Leaderboard remains in place during scroll for 8 seconds, and Skyscraper on ROS pages remains in place on right side throughout scroll.

Monthly Metrics*

www.npjjournal.org

Pageviews	61,262
Unique Visitors	24,177
Visits	30,350
US Banner Impressions	53,351

Rate

\$120 CPM

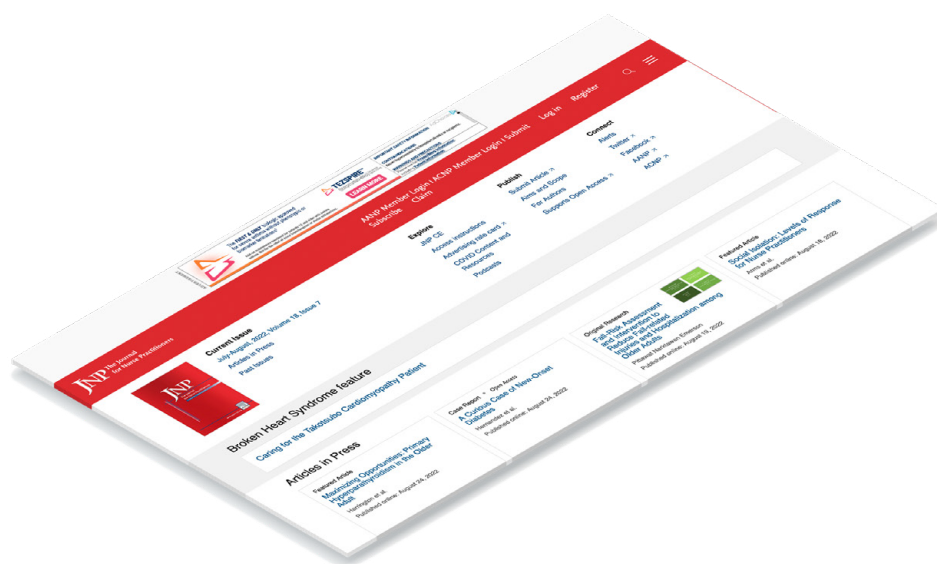


*Adobe Analytics, averages of January-June 2022

†Size of right rail banners serve based on screen size

Source for banner impressions: Juneo December 2021 to October 2022

Journal Website Banner Advertising (cont'd)



Prestitial Advertising

- Ad displays at page load
- Auto closes after 7 seconds
- Can be click off anytime
- Ad appears on any home page, table of contents or article page
- Frequency of ad: 1 view per user in a 6 hour time period, for each campaign
- Only available on desktop, mobile not supported

Banner Positions

Medium Rectangle	300 x 250
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Large Rectangle	480 x 640
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Monthly Metrics*

US Banner Impressions	5,860
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Rate

\$2,700 net/month

3-month minimum



*Google Ad Manager, January-June 2022

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) for JNP providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

JNP site eTOC email

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

MPU banners, positions 1, 2, 3, are stacked vertically

Formats	jpeg, png, gif, (static image only)
Tracking pixels	No
Max file size	200 KB

Animation and expandable banners unavailable

Metrics*

Opt-in Distribution	196,040
Open Rate	43%

Rate

Leaderboard

\$5,250 net/banner

Rectangle

\$5,000 net/banner



*Amazon SES: January-June 2022

Article-In-Press Email (AIP) Alerts



AIP Emails

Each month, JNP sends out an average of 10 article-in-press alerts to a separate list of opt-in subscribers.

Metrics*

Opt-in Distribution	4,160
Average Open Rate	47%
Estimated sends per month	13

Formats	jpeg, png, gif, (static image only)
Tracking pixels	No
Max file size	200 KB

Animation and expandable banners unavailable

Rate

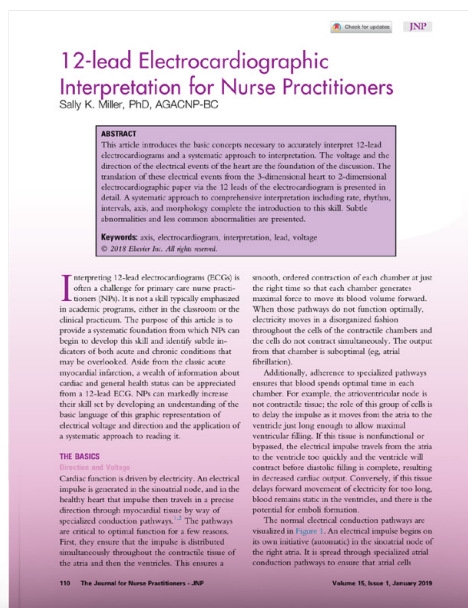
\$3,200 Net for 100% SOV

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250



* Amazon SES, May-July 2022

Reprint Capabilities



The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI and inventory number

Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



Reprint Capabilities

(continued)



ePrints

Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

Multicopy Prints

Elsevier ePrints are created with official journal covers. Any article available in Elsevier's digital archive can be made into an ePrints PDF valid for 12 months.

Mobile ePrints

Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Order Reprints Online

Visit us at medreprints.com where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process



Digital Media



Journal Website Banner Ads

Specifications

Position	Ad	Size (pixels)	Expandable (pixels)	Expandable Direction
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 120 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

Formats	jpeg, png, gif, HTML5†, 3rd party tags
Tracking pixels	Yes
Max file size	200KB
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)

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads*

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Mobile (mWeb or In-App)	HTML5, 40KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Digital Media (continued)



Table of Contents (TOC) Email Banner Ads

Creative Sizes

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

MPU banners, positions 1, 2, 3, are stacked vertically

Email Specifications

Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

Contacts

Integrated Advertising

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Visit www.elsmediakits.com to view other media kits and rate cards.

Contracts, Insertion Orders & Production Materials

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