



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 two continuing education articles plus the departments Quality Care for Women's Health and Prescription Pad.

Established	2005
Issuance	10 times per year
Circulation	Online-only
Impact Factor*	0.767
Website	www.npjjournal.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 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-Johnson & Johnson 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.



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 119,000 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.



*Clarivate Analytics, 2020.

Journal Online Readership

JNP Online Visitor Time Spent (npjournal.org)

JNP is the #1 nurse practitioner journal for NP website visits within the past 6 months. JNP is also the #1 nurse practitioner journal for Total Time Spent on an NP website.



Session Time/Visitor (mean)

20.72
minutes/session/visitor



*Source: Kantar NP/PA Media Measurement Study 2021

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

Unique Visitors	36,632
Visits	45,656
US Banner Impressions	76,928

Rate
\$110 CPM

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	84,163
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*Adobe Analytics, averages of Jan-Jun, 2021

†Amazon SES, averages of Jan-Jun, 2021

Source for banner impressions: Juneo September 2020 to August 2021

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

Large Rectangle 480 x 640

Monthly Metrics*

US Banner Impressions 7,500

Rate

\$2,500 net/month

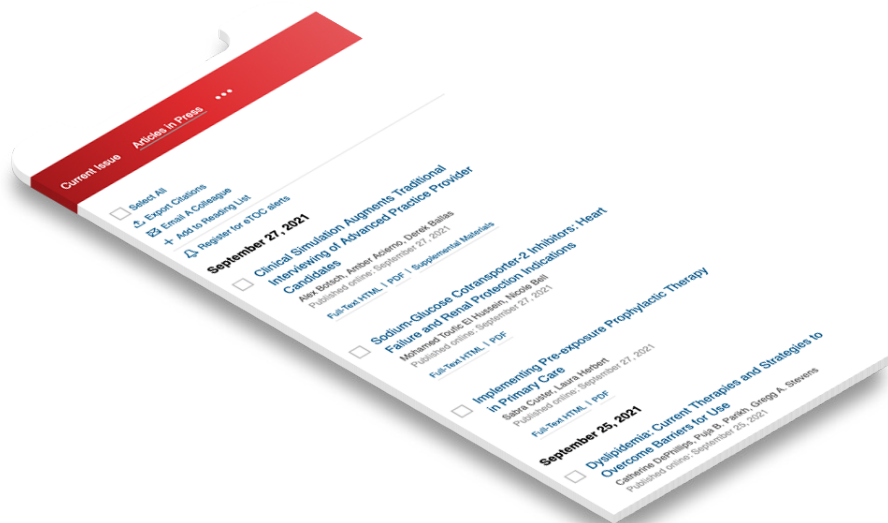
2-month minimum



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*Google Ad Manager, Jan-June 2022 projections

Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, members of the American Association of Nurse Practitioners (AANP) and additional opt-in 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.

Metrics*

Opt-in Distribution	166,509
Average Open Rate	15%

Rate

\$5,000 (Net) per banner

Banner Positions

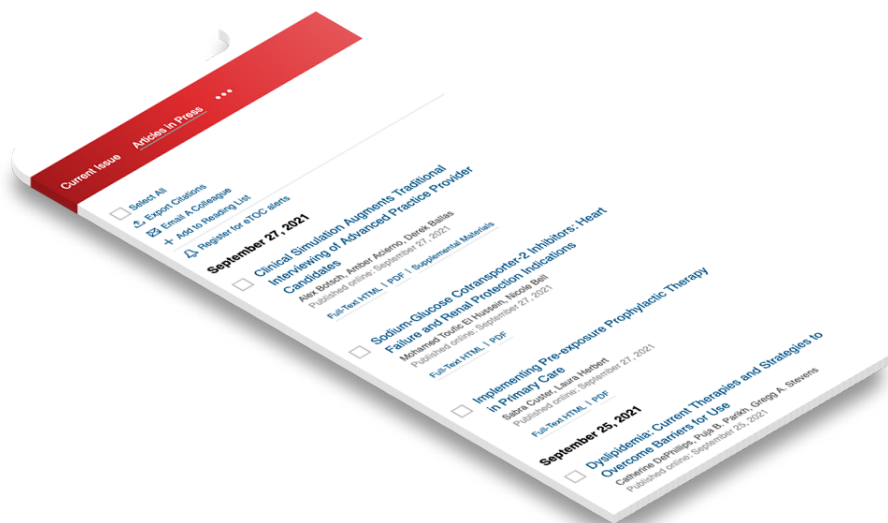
Leaderboard (top)	728 x 90
Skyscraper (right side)	160 x 600
Medium Rectangle (bottom)	300 x 250



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*Amazon SES: September 2020 to August 2021

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.

Rate

\$3,000 Net/Month

2-month minimum

Metrics*

Opt-in Distribution	3,700
Average Open Rate	21%
Estimated sends per month	12

Banner Positions

Leaderboard (top)	728 x 90
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+ Select one of these other two sizes:

Skyscraper (right side)	160 x 600
Medium Rectangle (bottom)	300 x 250



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* Amazon SES, April-September 2021

Topic Collections



Exclusive 100% SOV banner advertising within a collection of select articles

Featuring a series of articles selected and reviewed by our independent JNP editorial board, Topic Collections provide an exclusive opportunity for advertisers to reinforce their message within editorially relevant content via banners on a dedicated section of our journal website, and within a multi-wave email campaign to our proprietary list of specialists.

Exclusive advertising opportunity includes the following:

- Banner placement on JNP website Topic Collection landing page
- Placement of a leaderboard banner on a 3-wave email Topic Collection promotional campaign

Existing Topic Collections include:

- Cardiovascular
- Diabetes
- Hot Topics in Primary Care
- Obesity
- Oncology and Hematology Updates
- Psych/Mental Health
- Vaccination Updates

Banner Positions (2 available)

Leaderboard (top)	728 x 90
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Choice of

Skyscraper (right side)	160 x 600
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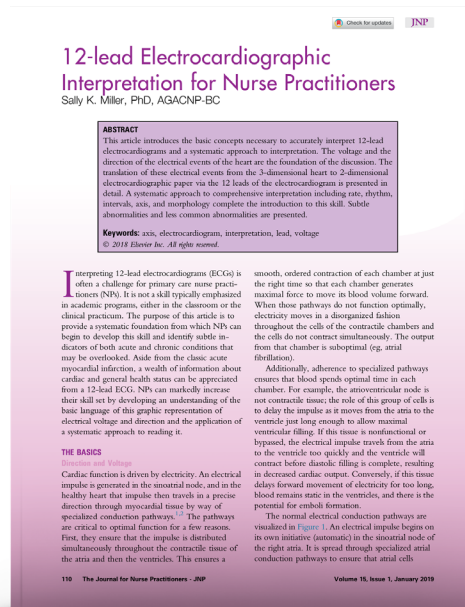
Medium Rectangle (bottom)	300 x 250
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Rate

Please contact your Sales Representative.



*All targeted solutions are subject to society and Editor approval.



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 multi-media programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

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

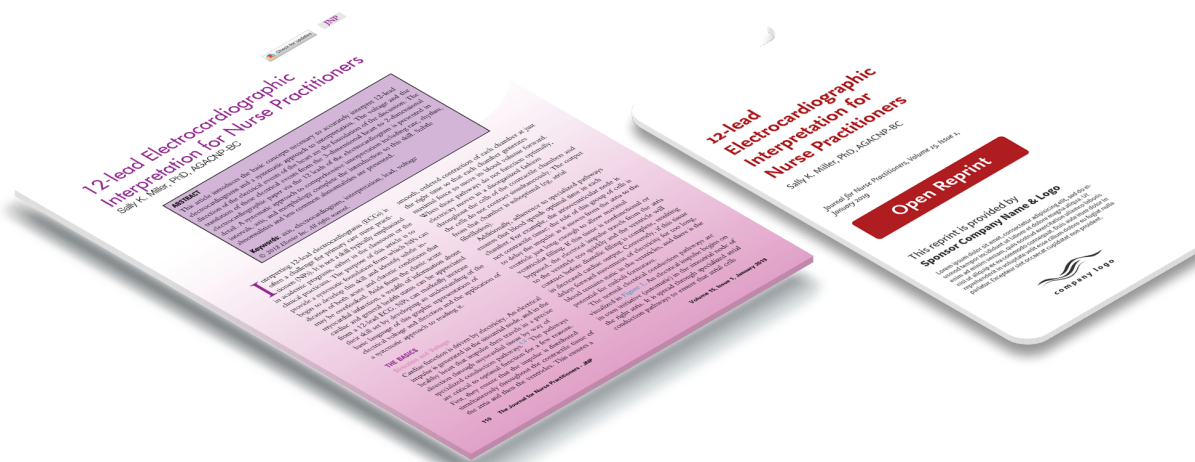
Packaging

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



Reprint Capabilities

(continued)



Digital Reprints

E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints

[View a demo](#)

Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes

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

Tablet Program

Install a suite of articles on a tablet for display during reprint details, conferences, or on the fly.

Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

Order Reprints Online

Visit us at www.reprints.elsevier.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





Journal Website Banner Ads

Creative Sizes

Leaderboard 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Skyscraper 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*)

Large Rectangle 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

Desktop/Tablet	HTML5, 150kB
Mobile (mWeb or In-App)	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	medreprints.com



*Generic list of non-content pages available upon request though will vary by journal



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.



Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Large Rectangle	300 x 250

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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