

ADVERTISING RATES & SPECIFICATIONS - 2025



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The Journal of School Nursing (JOSN) publishes original research, reviews, and innovations in clinical policy and practice. The journal provides a forum with the aim of improving the health of school children and the school community. JOSN also contains contributions from areas such as epidemiology, health services research, and medicine. JOSN is peer-reviewed and is indexed in the Cumulative Index to Nursing & Allied Health Literature and Journal Citation Reports®.

JOSN is published by the National Association of School Nurses (NASN), the leading worldwide expert for school health

services. NASN improves the health and educational success of children and youth by developing and providing leadership to advance school nursing practice. NASN also represents school nurses on national and federal committees which affect health services to children, supplies written and oral testimony to Congress about school health services on request, and advises members of federal legislation affecting school health services.

AFFILIATION: National Association of School Nurses (NASN)

READERSHIP PROFILE: The Journal of School Nursing is read by school nurses and school health researchers worldwide, as well as by all the members of the National Association of School Nurses.

IMPACT FACTOR:

• 1.5

RANKING:

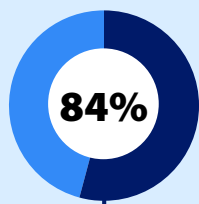
• Nursing 99 out of 191

• Circulation: 17,000

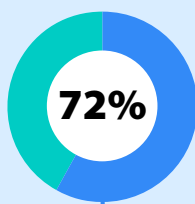
• Frequency: 6



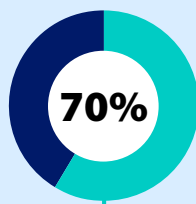
Actions taken after viewing an advertisement for a medical product, procedure, or treatment



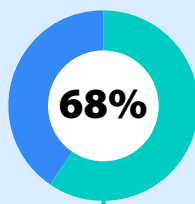
learn something new or recall facts about advertised product



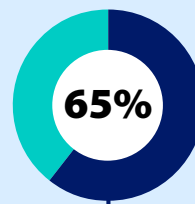
discuss the product with colleagues



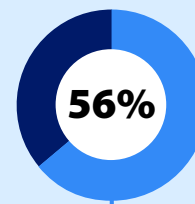
discussed product with a rep



research the product or another website or offline resource



go to the advertised brand's website



start using the product

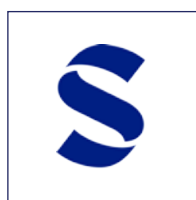
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DIGITAL EDITION ADVERTISING

COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• ONE PAGE	\$4,528	\$4,467	\$4,072	\$3,931	\$3,662

DIGITAL EDITION ADVERTISING OPTIONS

HIGH IMPACT BANNER ADS

- Rate: \$2,250
- Pricing includes 2 of the options below per issue (can mix & match):
- Bottom Banner pop up (728 X 90)
 - Box ad pop up (300 X 250)
 - Specs: JPG or PNG, less than 1 MB.

SPONSORED DISTRIBUTION

- Sponsorship includes:
- Banner (468 X 60) and your logo (120 X 60) in an email promoting the digital issue.
 - Faux cover with journal masthead at top and the rest of the page your ad. (This will be the first page to appear in the sponsored issue)
 - Full Page (color) Ad
 - One Pop Up Ad of your choice in the digital issue

DIGITAL EDITION ADVERTISING UPGRADE OPPORTUNITIES

CALL TO ACTION BANNER:

Banner ad at the top of page with clickable URL. Included with your ad space.

EMBEDDED VIDEO:

\$500 in addition to ad placement rate

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

SCHEDULE

CLOSING DATES

COVER MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
FEBRUARY	6 DECEMBER 2024	13 DECEMBER 2024	26 DECEMBER 2024
APRIL	7 FEBRUARY 2025	14 FEBRUARY 2025	18 FEBRUARY 2025
JUNE	4 APRIL 2025	11 APRIL 2025	24 APRIL 2025
AUGUST	9 JUNE 2025	13 JUNE 2025	30 JUNE 2025
OCTOBER	14 AUGUST 2025	18 AUGUST 2025	2 SEPTEMBER 2025
DECEMBER	3 OCTOBER 2025	7 OCTOBER 2025	23 OCTOBER 2025

MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)	• TRIM SIZE: 8.125" X 10.875"
• FULL PAGE	7.625" X 10.375"	8.375" X 11.125"	<ul style="list-style-type: none"> • All advertising is subject to NASN approval • Ad dimensions are listed in inches • All live copy should be no closer than 1/4" from trim. • Full page ads need to be provided with bleed - a white border will print if not provided with bleed. • Printed copies are provided to NASN, editors and production for internal use.

• BANNER ADVERTISING REQUIREMENTS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

All prices are gross CPM unless otherwise noted. Minimums may apply. Additional costs may apply to high-impact banners.



Digital
Advertising
Examples



Digital
Edition
Examples

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

	CPM
STANDARD BANNERS	\$100
GEOTARGETED BANNERS	\$105
STICKY BANNERS	\$130
EXPANDABLE	\$125
INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px \$2,500 Monthly Sponsorship

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
728 x 90 px; 160 x 600 px;
300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Nursing channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
Sponsored Emails	Custom HTML	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD

Recommended size is 1237 x 250
Smaller banner sizes can be accepted but will not display optimally.

\$1,500 MONTHLY SPONSORSHIP

FULL PAGE PDF

1237 X 1631 px

\$1,500 MONTHLY SPONSORSHIP

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

RELATED TITLES

