

ADVERTISING RATES & SPECIFICATIONS - 2026



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Journal of the American Psychiatric Nurses Association (JAPNA) is a peer reviewed journal designed to inform psychiatric nurses about important clinical and useful psychiatric care developments.

The American Psychiatric Nurses Association (APNA) was founded in 1986. In the ensuing 26 years, APNA has grown to be the largest professional membership organization committed to the specialty practice of psychiatric-mental health (PMH) nursing and wellness promotion, prevention of mental health problems, and the care and treatment of persons with psychiatric disorders.

AFFILIATIONS: American Psychiatric Nurses Association

READERSHIP PROFILE: All members of the American Psychiatric Nurses Association plus individual psychiatric nurse subscribers. The readership consists of 65% advance practice nurses, including Nurse Practitioners with prescriptive authority and Clinical Nurse Specialists, who have prescriptive authority in 37 of 50 states in psychiatric mental health nursing.



IMPACT FACTOR:
1.7

RANKING:
Nursing
86 out of 192
Psychiatry
187 out of 288

FREQUENCY:
6

CIRCULATION:
13,656

AVERAGE MONTHLY VISITORS:
71,908

AVERAGE MONTHLY PAGEVIEWS:
7,861

DIGITAL EDITON AND PRINT ADVERTISING RATES

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS	36 INSERTIONS	48 INSERTIONS
• FULL PAGE*	4 COLOR	\$5,174	\$5,053	\$4,634	\$4,493	\$4,229	\$4,179	\$3,946
• HALF PAGE	4 COLOR	\$4,505	\$4,452	\$4,111	\$3,997	\$3,783	\$3,740	\$3,550
• QUARTER PAGE	4 COLOR	\$3,437	\$3,406	\$3,197	\$3,132	\$3,108	\$3,001	\$2,977

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.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING
FEBRUARY	14 NOVEMBER 2025	21 NOVEMBER 2025
APRIL	14 JANUARY 2026	20 JANUARY 2026
JUNE	18 MARCH 2026	23 MARCH 2026
AUGUST	20 MAY 2026	26 MAY 2026
OCTOBER	15 JULY 2026	20 JULY 2026
DECEMBER	14 SEPTEMBER 2026	18 SEPTEMBER 2026

MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.625" X 10.375"	8.375" X 11.125"
• HALF PAGE VERTICAL	3.5" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.5" X 5"	N/A
• QUARTER PAGE VERTICAL	3.5" X 5"	N/A

• **TRIM SIZE:** 8.125" X 10.875"

• **BINDING:** Perfect Bound

- All advertising is subject to APNA approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

• **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid
SHIP TO:

Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext.8145

• **BANNER ADVERTISING REQUIREMENTS**

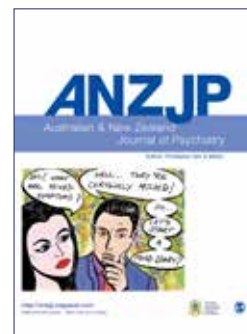
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• **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.**

RELATED TITLES



BANNER ADVERTISING • www.journals.sagepub.com/home/jap

STANDARD

Minimum of 10,000 impressions per month

CPM/Cost Per Thousand

STANDARD BANNERS

\$100

GEOTARGETED BANNERS

\$105

STICKY BANNERS

\$130

EXPANDABLE

\$125

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.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

\$3,000 MONTHLY SPONSORSHIP

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD

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

\$1,000 MONTHLY SPONSORSHIP

FULL PAGE PDF

1237 X 1631 px

\$1,750 MONTHLY SPONSORSHIP

eBLASTS

Email Alerts

728 X 90 px

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

Sponsored Emails

Custom HTML

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 **Psychiatry channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

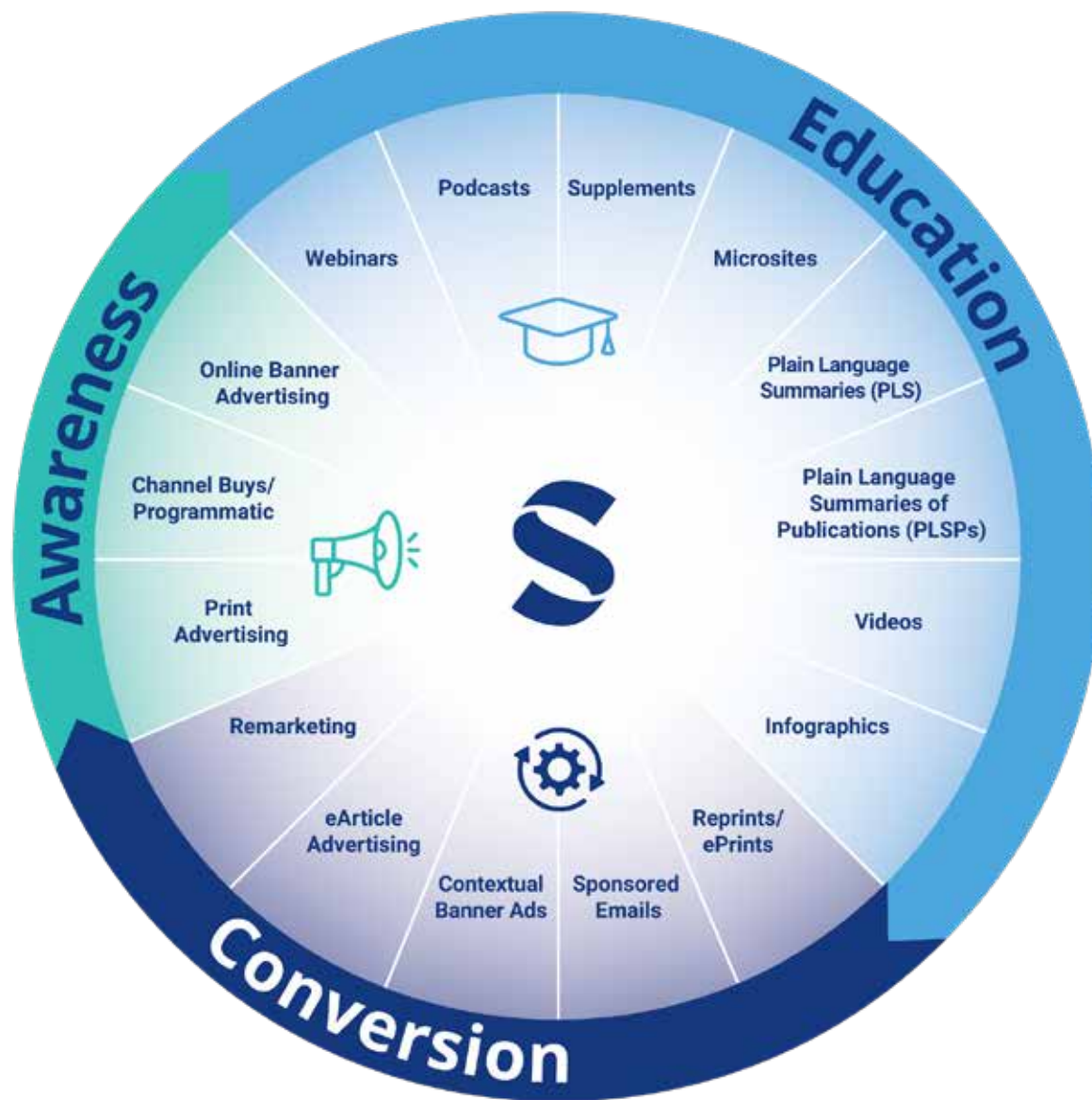
CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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