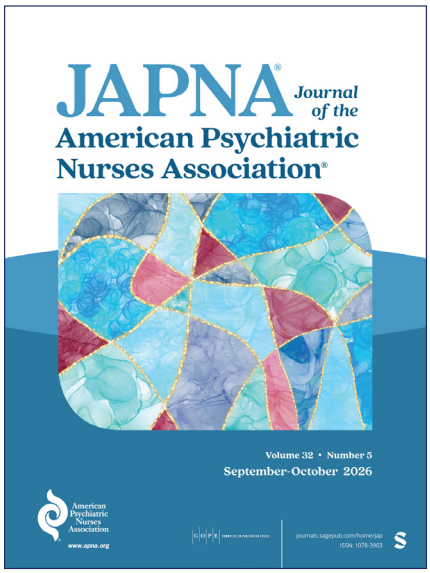
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: Michelle DeCoux Hampton, RN, PhD, MS, Stanford Health Care, Menlo Park, CA, USA

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: 2.1

RANKING: Nursing 78 out of 194 Psychiatry 170 out of 293

FREQUENCY: 6

CIRCULATION: 1,470

AVERAGE MONTHLY IMPRESSIONS: 53,550

AVERAGE MONTHLY PAGEVIEWS: 8,658

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	$5,536	$5,406	$4,959	$4,808	$4,525	$4,471	$4,222
• HALF PAGE	4 COLOR	$4,821	$4,763	$4,399	$4,277	$4,048	$4,002	$3,799
• QUARTER PAGE	4 COLOR	$3,677	$3,644	$3,421	$3,351	$3,325	$3,211	$3,185

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	3 DECEMBER 2026	7 DECEMBER 2026
APRIL	4 FEBRUARY 2027	8 FEBRUARY 2027
JUNE	9 APRIL 2027	16 APRIL 2027
AUGUST	10 JUNE 2027	14 JUNE 2027
OCTOBER	5 AUGUST 2027	9 AUGUST 2027
DECEMBER	7 OCTOBER 2027	11 OCTOBER 2027

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).

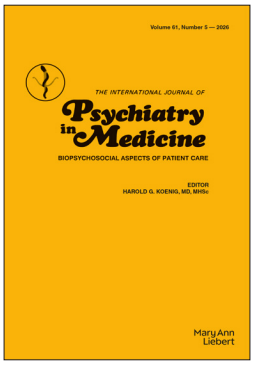
- **ARTWORK DELIVERY**

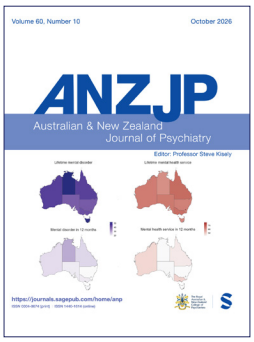
Email: advertising@sagepub.com

- **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	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

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.

WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

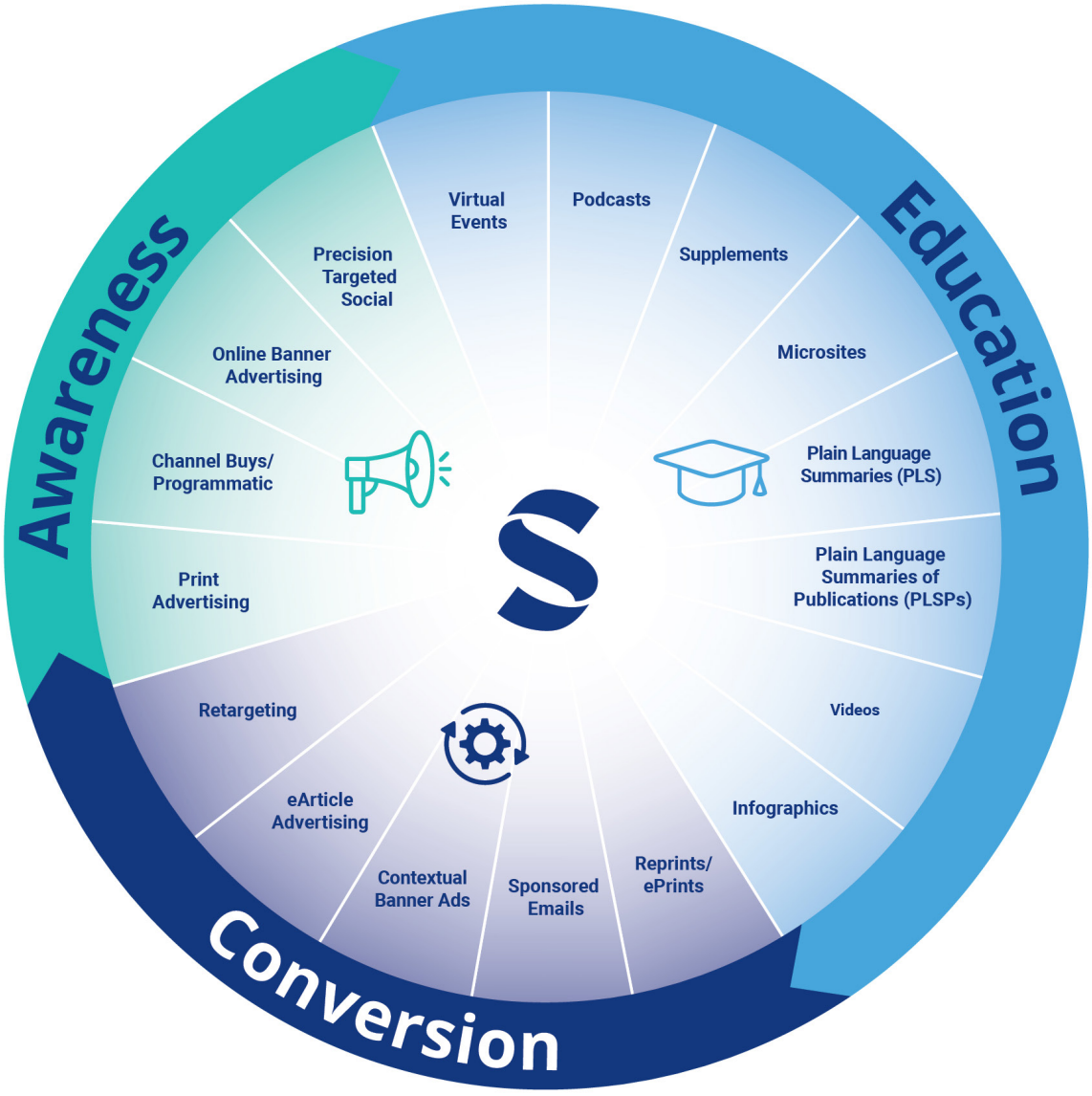
EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



ADVERTISING
Neil Chesher
+44 (0) 207.324.8601
Neil.Chesher@sagepub.co.uk



PUBLISHING SOLUTIONS
Alessandro Baliani
publishingsolutions@sagepub.com

REPRINTS
reprint@sagepub.com

American Psychiatric Nurses Association | Sage