ADVERTISING RATES & SPECIFICATIONS - 2027



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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 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: 2.1

RANKING: Nursing 78 out of 194

FREQUENCY: 6

CIRCULATION: 16,355

AVERAGE MONTHLY IMPRESSIONS: 66,336

AVERAGE MONTHLY PAGEVIEWS: 9,494

This title is available online and as a digital edition.

DIGITAL EDITION RATES

COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• ONE PAGE	$5,116	$5,046	$4,593	$4,431	$4,121

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
FEBRUARY	10 DECEMBER 2026	15 DECEMBER 2026
APRIL	11 FEBRUARY 2027	16 FEBRUARY 2027
JUNE	6 APRIL 2027	13 APRIL 2027
AUGUST	11 JUNE 2027	16 JUNE 2027
OCTOBER	13 AUGUST 2027	19 AUGUST 2027
DECEMBER	6 OCTOBER 2027	8 OCTOBER 2027

DIGITAL EDITION ADVERTISING OPTIONS

HIGH IMPACT BANNER ADS

Rate: $2,363

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

MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.625" X 10.375"	8.375" X 11.125""

TRIM SIZE: 8.125" X 10.875"

- 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).

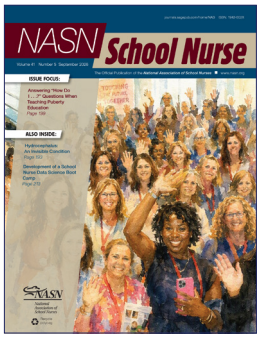
ARTWORK DELIVERY

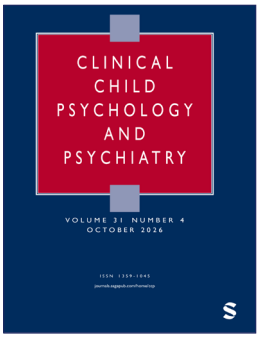
Email: advertising@sagepub.com

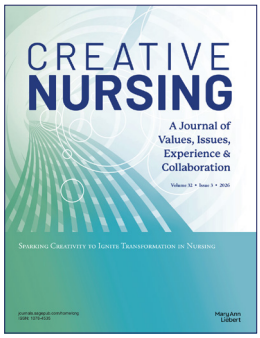
- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

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

RELATED TITLES







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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.
All prices are shown in Canadian dollars.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**$2,363 Monthly Sponsorship**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**$1,650 MONTHLY SPONSORSHIP**
FULL PAGE PDF	1237 X 1631 px	**$1,650 MONTHLY SPONSORSHIP**

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**

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.

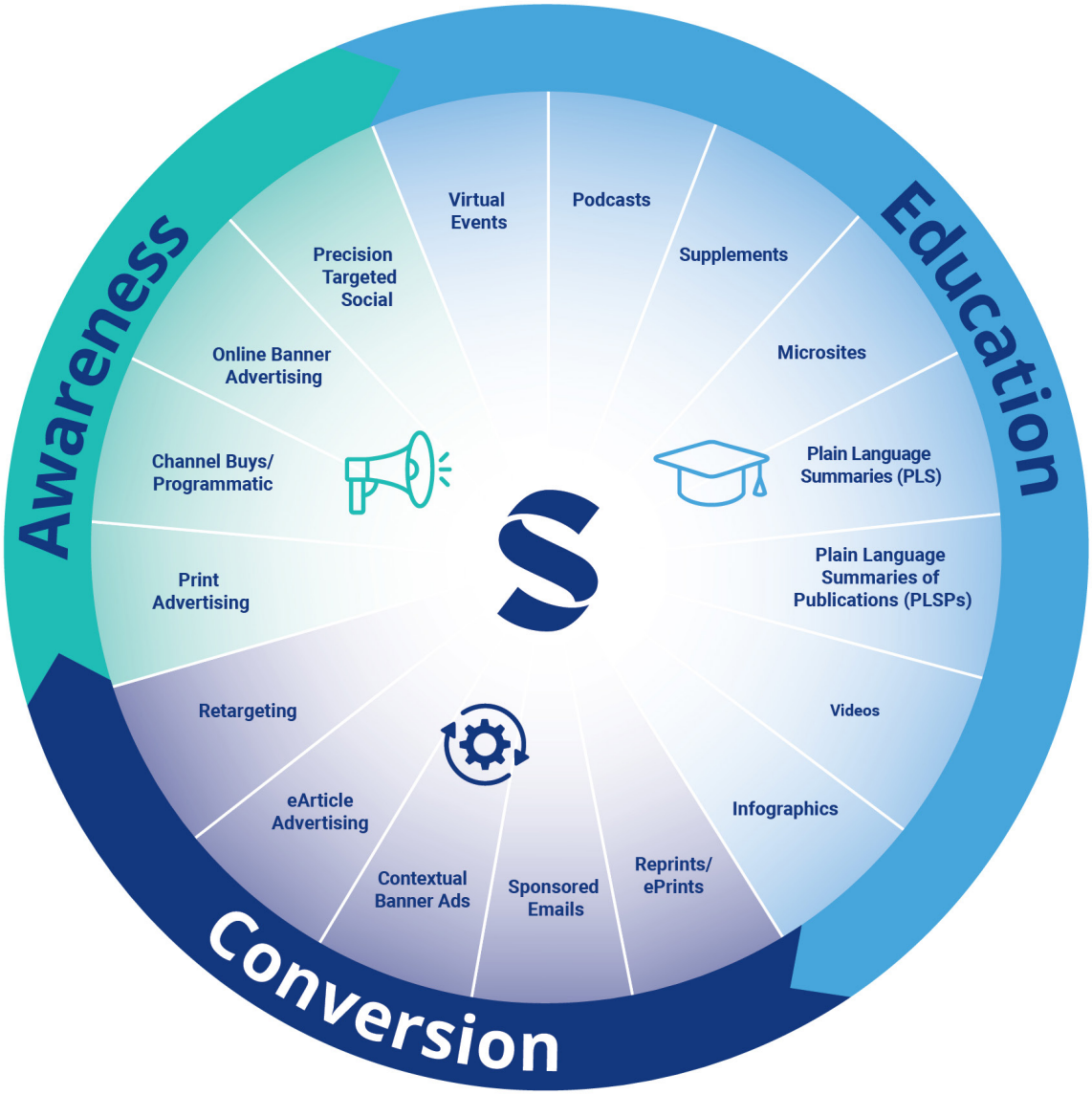
EBOOKS

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

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