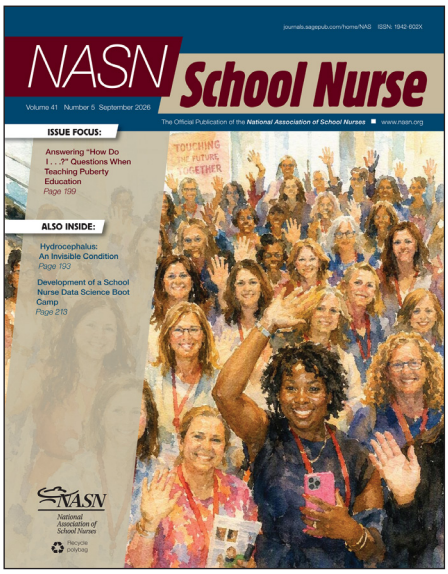
ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: Catherine F. Yonkaitis,DNP, RN, NCSN, PHNA-BC, FNASN, Clinical Assistant Professor, University of Illinois at Chicago, USA

NASN School Nurse is a bimonthly peer-reviewed nursing journal that focuses on the field of school nursing. It was established in 2001 and publishes evidence-based clinical resource articles related to the broad scope of school nursing practice. The editorial advisory board seeks articles on emerging issues, innovation in school health, and resources related to student health while also providing regular sections such as asthma/allergies, diabetes/endocrine, mental/behavioral health, chronic disease management, healthy communities, immunizations/infectious disease, screenings & referral, and advocacy/systems-level leadership.

NASN School Nurse 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.

SOCIETY AFFILIATION: National Association of School Nurses (NASN)

READERSHIP PROFILE: NASN School Nurse is read by school nurses and school health researchers worldwide, as well as by all the members of the National Association of School Nurses (NASN).

FREQUENCY: 6

CIRCULATION: 19,030

AVERAGE MONTHLY IMPRESSIONS: 23,104

AVERAGE MONTHLY PAGEVIEWS: 4,197

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	$5,214	$5,142	$4,680	$4,516	$4,200
• HALF PAGE	$4,444	$3,975	$3,982	$3,851	$3,601
• QUARTER PAGE	$3,206	$3,167	$2,930	N/A	N/A

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	INSERTS DUE
JANUARY	5 NOVEMBER 2026	12 NOVEMBER 2026	27 NOVEMBER 2026
MARCH	26 JANUARY 2027	2 FEBRUARY 2027	16 FEBRUARY 2027
MAY	1 APRIL 2027	6 APRIL 2027	20 APRIL 2027
JULY	17 MAY 2027	20 MAY 2027	8 JUNE 2027
SEPTEMBER	8 JULY 2027	13 JULY 2027	27 JULY 2027
NOVEMBER	9 SEPTEMBER 2027	14 SEPTEMBER 2027	28 SEPTEMBER 2027

PRINT 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:** Saddle Stitched
  - 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
- **PRE-PRINTED INSERTS**

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

  SHIP TO:

  Rob Daniels
  Sheridan NH
  69 Lyme Road
  Hanover, NH 03755 USA
  Phone: (603) 653-7253

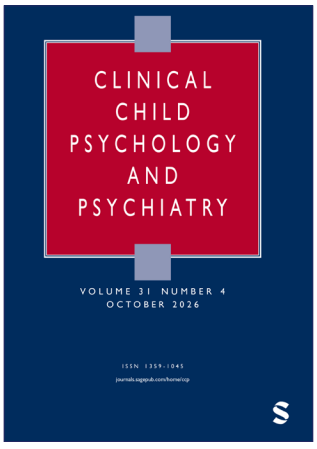
- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply).
- **ARTWORK DELIVERY**

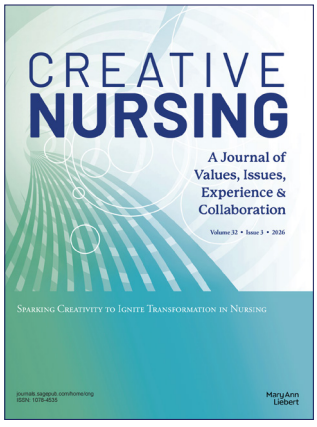
  Email: advertising@sagepub.com

- **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/nas

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	**$2,000 MONTHLY SPONSORSHIP**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**$1,500 MONTHLY SPONSORSHIP**
FULL PAGE PDF	1237 X 1631 px	**$1,500 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.

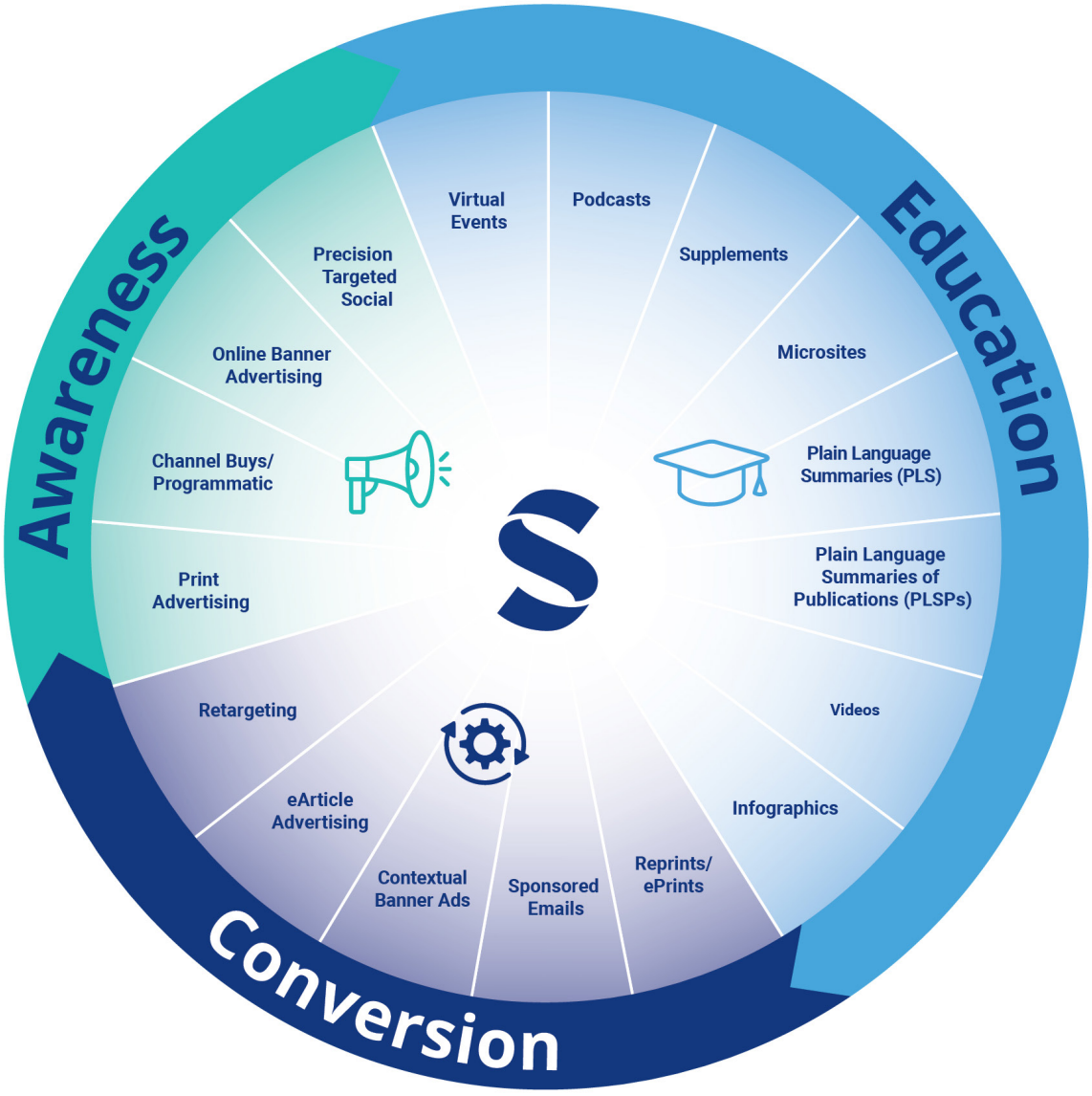
EBOOKS

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

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



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