

2024

MEDIA KIT



Clara Jones, MSN, FNP-BC

2022 Cover Model, Georgia State University

BUILD EARLY RECOGNITION, BECOME THEIR TRUSTED BRAND



Melissa Moya, MSN, AGACNP-BC
2019-2020 NP Student Ambassador
Georgia Baptist College of Nursing at Mercer University

NP Student® Magazine is the leading resource for aspiring nurse practitioners and nurse practitioner students across the globe. Our audience spans from high school students, registered nurses, NP educators, state-level NP organizations, to healthcare stakeholders invested in the growth and development of the NP profession. We offer valuable exposure for businesses and organizations seeking to serve, recruit, and empower this dynamic community.

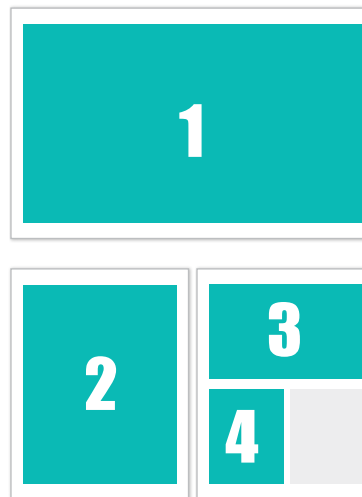
As of 2024, the U.S. News and World Report ranks NPs as the top healthcare profession, with over 300,000 NPs in the U.S. and a projected growth rate of 45% by 2032."

Source: U.S. News and World Report



AD SPECIFICATIONS & RATES

Ad Type (Color Only)	Dimensions (W x H)	Rate Per Issue	Rate for 4 Issues
Two Full Page	17" x 11"	\$3,500	\$12,600
Full Page	8.5" x 11"	\$1,750	\$6,300
Half Page	8.5" x 5.5"	\$875	\$3,150
Quarter Page	4.25" x 5.5"	\$438	\$1,577
Covers			
Back Cover	8.5" x 11"	\$2,188	\$7,877
Inside Front Cover	8.5" x 11"	\$2,100	\$7,560
Inside Back Cover	8.5" x 11"	\$2,000	\$7,200



1. Two Full Page

17" x 11"

2. Full Page

8.5" x 11"

3. Half Page

8.5" x 5.5"

4. Quarter Page

4.25" x 5.5"

DIGITAL BENEFITS

All advertisers also receive:

- **Link to your website** in the digital version of the magazine.
- **Social media promotion** (1 post) across our platforms: Instagram, Facebook, LinkedIn.
- **Newsletter feature** mentioning your company in one of our email campaigns to subscribers.



Jonathan Llamas, DNP, PMHNP-BC
2019, Loma Linda University, California

Premium Placement: Additional 15% for placement in high-traffic sections (e.g., Cover Stories, Special Features).

*Inside and Back Cover Do Not Apply.

Kadia Prospero, MSN, FNP-C
2018 NP Student® Magazine Cover Model
Georgia State University



DIGITAL ADVERTISING OPPORTUNITIES

Maximize your brand's visibility with our **digital advertising** options. Engage directly with *NP Student®* readers through banners, newsletters, and social media promotion. Our digital channels offer a powerful way to connect with nurse practitioner students and professionals, driving traffic to your site and boosting brand awareness.

Click the Link Below for Digital Ad Specs

https://npstudent.com/wp-content/uploads/2024/09/Spec-Sizes-for-Digital-Ads_2021.jpg

CUSTOM SPONSORSHIP SOLUTIONS

Looking for a tailored approach? We offer custom sponsorship packages designed to meet your specific goals and increase engagement. Whether you're seeking unique placements, extended digital campaigns, or multi-platform promotions, we can create a package that aligns with your brand's vision.

To discuss custom options, please contact us directly at **editor@npstudentmagazine.com** for a personalized consultation and pricing.

PUBLICATION SCHEDULE

ISSUE	AD RESERVATION DEADLINE	MATERIALS DUE
August 2024 (<i>Essentials</i>)	July 1, 2024	July 25, 2024
November 2024 (<i>Best of NP Student®</i>)	October 1, 2024	October 20, 2024
February 2025 (<i>People Issue</i>)	December 1, 2025	January 25, 2025
May 2025 (<i>Graduate Edition</i>)	April 1, 2025	April 25, 2025

Essentials

The Essentials Issue is the starting point for your NP school experience. It's your go-to guide, filled with must-have resources like study guides, career planning tools, and supportive networks that keep you on track. From well-being guidance to the latest industry trends, Essentials ensures you have everything you need to succeed both in and out of NP school.

Best of NP Student®

The Best of NP Student® Issue celebrates the top resources that have helped students excel. Featuring reader-voted favorites in exam prep, go-to vendors, and career services, this issue highlights the best tools for NP success. Discover the standout products and services that your peers recommend for acing exams and advancing your career.

People

The People Issue shines a light on the individuals shaping the NP community. Featuring students, faculty, and notable NP leaders, we bring you stories of inspiration, achievement, and the personal journeys that define the profession. From "Students You Should Know" to "Faculty Making an Impact," this issue celebrates the people driving excellence in nurse practitioner education and practice.

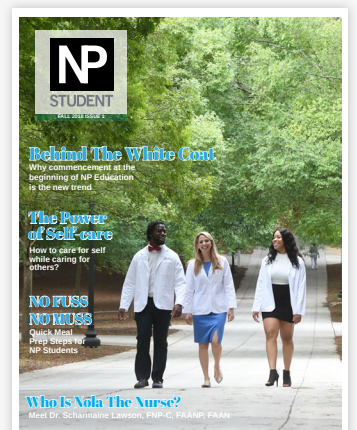
Lifestyle Issue

The Lifestyle Issue is devoted to helping NP students find balance in both their personal and professional lives. From self-care strategies and relationship tips to healthy, easy-to-make recipes, this issue offers practical guidance for maintaining your well-being amidst the demands of school and clinical practice. We believe that nurturing yourself is just as important as caring for your patients, and this edition provides the tools to do just that—ensuring you stay grounded, energized, and focused on your path to becoming an NP.

Special Editions (Anniversary and Yearbook)

Our Yearbook Issue is dedicated to celebrating NP students as they reach the significant milestone of graduation. This edition captures the stories, achievements, and future goals of the graduating class, offering a personal reflection on the journey from student to nurse practitioner. It's a keepsake that honors the hard work, perseverance, and accomplishments of our readers as they prepare to make their mark in healthcare.

The Anniversary Edition is a celebration of NP Student® itself—our impact, growth, and role as the go-to publication for nurse practitioner students. We take a moment to reflect on the milestones we've achieved, from expanding our readership to forming partnerships that shape the future of NP education. This edition showcases our journey, our influence, and the ways we continue to support NP students with timely, relevant, and empowering content.



HOW TO ADVERTISE

Interested in placing an ad? Contact us at advertising@npstudentmagazine.com or call (770) 325-5204 to secure your spot!

Remember, being an NP is more than a license—it's a lifestyle!

Terms & Conditions

- 1. Payment Terms:** All payments are due upon receipt of invoicing unless otherwise stated. Late payments are subject to a [5%] weekly late fee.
- 2. Cancellations:** Cancellations must be received in writing [X days] before the issue's closing date. Advertisers who cancel after this deadline will be responsible for the full payment.
- 3. Artwork Submission:** All ad materials must be submitted by the specified deadline. Late or non-compliant submissions may result in delays or the omission of the advertisement, for which NPSM holds no responsibility. Artwork specifications will be provided upon booking.
- 4. Positioning:** While NPSM will make every effort to accommodate specific positioning requests, final ad placement is at the discretion of the publisher and cannot be guaranteed.
- 5. Liability:** The advertiser assumes full responsibility for the content of the ads placed and agrees to indemnify NPSM from any claims related to defamation, copyright infringement, or any legal disputes arising from the advertisement.
- 6. Editorial Discretion:** NPSM reserves the right to refuse or edit any advertisement that does not align with its standards or values, or that may conflict with other advertisers.
- 7. Rate Changes:** NPSM reserves the right to modify ad rates at any time. Existing contracts will be honored at the originally agreed rate.
- 8. Ad Proofs:** Proofs will be provided upon request and must be approved by the advertiser prior to publication. Failure to provide approval by the deadline may result in the ad running as is.
- 9. Refund Policy:** All ad placements are final and non-refundable. Once space is reserved and production begins, NPSM commits significant resources to the layout, design, and distribution process. As a result, no refunds or credits will be issued for canceled ads after the closing date or for ads that do not run due to late submission of materials or non-compliance with guidelines.
- 10. Renewals:** Contracts for multiple issues will auto-renew unless cancellation is submitted in writing 45 days before the next issue's closing date.

PARTNERSHIPS

