

# Journal of the American Academy of PAs

**72,782**  
Total Subscribers

**833,796**  
General Medicine Specialty Average Monthly Visits

## Website

<http://www.jaapa.com/>

## Specialty

General Medicine

## Content Focus

*JAAPA* is the peer-reviewed clinical journal of the American Academy of PAs. Published for more than 25 years, its mission is to support the ongoing education and advancement of physician associates by publishing current information and research on clinical, health policy, and professional issues.

## Organizational Affiliation

Official Journal of the American Academy of PAs (AAPA)

## Editor-in-Chief

Richard W. Dehn, MPA, PA-C, DFAAPA

## Frequency

Monthly

## Advertising Guidelines

Subject to approval by Editor and the AAPA. New copy must be received by the Publisher two weeks before closing date. [View the AAPA Advertising Policy.](#)

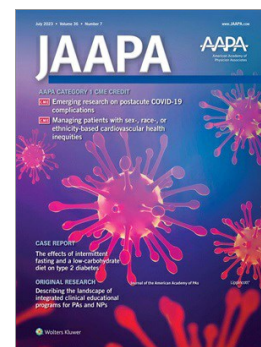
## Distribution



	US	ROW	TOTAL
Total Subscribers	72,368	414	72,782
Print Circulation	72,350	1	72,351
Online-Only Circulation	18	413	431

## Digital Audience Engagement

	US	ROW	TOTAL
General Medicine Specialty Average Monthly Visits	376,705	457,091	833,796



General Medicine Specialty Average Monthly Page Views

509,483

662,500

1,171,983

## Run of Book Rates

Journal of the American Academy of PAs

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$8,625	\$6,155	\$6,165	\$3,695
12 x	\$8,205	\$5,735	\$5,945	\$3,475
24 x	\$7,875	\$5,405	\$5,780	\$3,310
36 x	\$7,525	\$5,055	\$5,555	\$3,085
48 x	\$7,335	\$4,865	\$5,460	\$2,990
60 x	\$7,195	\$4,725	\$5,370	\$2,900
72 x	\$7,065	\$4,595	\$5,280	\$2,810
96 x	\$6,870	\$4,400	\$5,115	\$2,645

### Cover and Preferred Position Rates

**Cover 2:** 35% of earned B/W (PI) page rate

**Cover 3:** 25% of earned B/W (PI) page rate

**Cover 4:** 50% of earned B/W (PI) page rate

**Other Preferred Positions:** 25% of earned B/W (PI) page rate

### JAAPA/The Nurse Practitioner Combination Rates

Rates apply to inclusion in Print issues of *Journal of the American Academy of PAs* and *The Nurse Practitioner*. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$10,082	\$7,163	\$7,531	\$4,612
12 x	\$9,656	\$6,737	\$7,261	\$4,342
24 x	\$9,312	\$6,393	\$7,086	\$4,167
36 x	\$8,951	\$6,032	\$6,930	\$4,011
48 x	\$8,727	\$5,808	\$6,793	\$3,874
60 x	\$8,535	\$5,616	\$6,679	\$3,760
72 x	\$8,330	\$5,411	\$6,566	\$3,647
96 x	\$8,038	\$5,119	\$6,403	\$3,484

### Agency Commission

15% agency discount should be applied. All prices shown as gross.

## Career & Events Section Rates

Rates apply to inclusion in Print issues. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

Full Page	1/2 Page	1/4 Page	1/8 Page
\$6,570	\$4,480	\$2,255	\$1,255

### Agency Commission

15% agency discount should be applied. All prices shown as gross.

## Digital Rates

Please contact your [Sales Representative](#) for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

## Reprints

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

## Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/18/2022	11/28/2022	11/30/2022	12/8/2022	12/27/2022
February	12/20/2022	12/27/2022	12/29/2022	1/9/2023	1/26/2023
March	1/20/2023	1/26/2023	1/30/2023	2/7/2023	2/23/2023
April	2/22/2023	2/28/2023	3/2/2023	3/10/2023	3/28/2023
May	3/22/2023	3/28/2023	3/30/2023	4/7/2023	4/25/2023
June	4/21/2023	4/27/2023	5/1/2023	5/9/2023	5/25/2023
July	5/23/2023	5/30/2023	6/1/2023	6/9/2023	6/27/2023
August	6/20/2023	6/26/2023	6/28/2023	7/7/2023	7/25/2023
September	7/26/2023	8/1/2023	8/3/2023	8/11/2023	8/29/2023
October	8/22/2023	8/28/2023	8/30/2023	9/8/2023	9/26/2023
November	9/22/2023	9/28/2023	10/2/2023	10/10/2023	10/26/2023
December	10/18/2023	10/24/2023	10/26/2023	11/3/2023	11/21/2023

To inquire about extension dates, please contact your [Sales Representative](#).

## Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

### Type of Binding

Perfect

### Journal Trim Size

7 3/4" x 10 1/2". Safety allowance for live matter: 1/2" from trim.

### Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page:	7"	x	10"	8"	x	10 3/4"
1/2 page horizontal:	6 7/8"	x	5"	7 1/8"	x	5 1/4"

	Non-Bleed Size		Bleed Size	
	Width	Height	Width	Height
1/2 page vertical:	3 1/8"	x	10"	x

## Career & Events Section Page Sizes

	Non-Bleed Size		
	Width	Height	
Full page:	6 3/4"	x	8 1/2"
1/2 page horizontal:	6 3/4"	x	4 1/4"
1/2 page vertical:	3 1/3"	x	8 1/2"
1/4 page:	3 1/3"	x	4 1/4"
1/8 page:	3 1/3"	x	2"

[Download Career & Events Section guidelines](#)

## Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

## Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

[Contact Us](#)

Copyright ©2023, Wolters Kluwer Health. All rights reserved.