

# The American Journal of Pathology

## Overview

*The American Journal of Pathology*, official journal of the American Society for Investigative Pathology, published by Elsevier, Inc., seeks high-quality original research reports, reviews, and commentaries related to the molecular and cellular basis of disease. The editors will consider basic, translational, and clinical investigations that directly address mechanisms of pathogenesis or provide a foundation for future mechanistic inquiries. Examples of such foundational investigations include data mining, investigation of biomarkers, molecular pathology, and discovery research. Foundational studies that incorporate deep learning and artificial intelligence are also welcome. High priority is given to studies of human disease and relevant experimental models using molecular, cellular, and organismal approaches.

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Global Print Circulation  
Online Only

Avg. Global Monthly Visits  
17,046

Avg. Global Monthly Unique Visitors  
14,202

Avg. Global Monthly Page Views  
27,588

Avg. Global eTOC Distribution  
3,186

Affiliation

American Society for Investigative Pathology

Audience

Biomedical scientists who investigate mechanisms of disease, Research Pathologists

Editor-in-Chief

Martha Furie, PhD

Issuance

12 times per year

## Digital Specs

### Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

FORMATS

jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS

Yes

MAX FILE SIZE

200 KB

MAX ANIMATION (TIME/LOOPS)

15 seconds/ 3 loops

PRESTITIAL FREQUENCY

1 impression/6hrs/user

\*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

### eTOC Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

FORMATS

jpeg, png, gif, (static image only)

TRACKING PIXELS

No

MAX FILE SIZE

200 KB

MPU banners, positions 1, 2, 3, are stacked vertically  
Animation and expandable banners unavailable

### AIP Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

FORMATS

jpeg, png, gif, (static image only)

TRACKING PIXELS

No

MAX FILE SIZE

200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.

## Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	Available upon request	
eTOC Leaderboard	Available upon request	
eTOC Large Rectangle	Available upon request	
eTOC AIP	Available upon request	
Prestitial	Available upon request	

Digital rates vary by country, please contact the relevant contact person for rates outside of the US.

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eTOC Metrics: 6 Month Average of eTOC sends - Nov 2022 to April 2023