Overview

The official journal of the American Dairy Science Association, *Journal of Dairy Science (JDS)* is the leading general dairy research journal in the world. *JDS* readers represent education, industry, and government agencies in more than 70 countries with interests in biochemistry, breeding, economics, engineering, environment, food science, genetics, microbiology, nutrition, pathology, physiology, processing, public health, quality assurance, and sanitation. *JDS* is the top-ranked dairy research journal in the world. *JDS* is ranked 4th in the Agriculture, Dairy and Animal Science category of the 2018 Journal Citation Reports®, published by Clarivate, with an Impact Factor of 3.082. The *JDS* 5-year Impact Factor (3.208) is also ranked 4th in the Agriculture, Dairy and Animal Science category. The journal has secured a top five journal ranking for seventeen consecutive years. *JDS* is also highly ranked in the Food Science and Technology category: 34th of 135 journals for Impact Factor and 5-year Impact Factor.
### Digital Specs

#### Website

<table>
<thead>
<tr>
<th>Positions</th>
<th>Ad</th>
<th>Size (Pixels)</th>
<th>Expandable (Pixels)</th>
<th>Expandable Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Genres**
- 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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**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

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
2. Offer and acceptance/ Description

(Continued from previous page)

The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or any other relevant premises) for the purpose of inspecting Client’s facilities, books and records to verify compliance with the terms of this TC. Client will be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory to the extent that the Client is required to obtain any such foreign exchange-related procedures. Also, the Client will have no right to terminate this TC in the event of a breach of any such representation and warranty by Publisher. For the purpose of this TC, Client shall not have a right to assign the TC or any part of the TC to any person, firm or company. If any provision of the TC is found by any court, tribunal or other competent authority to be invalid or unenforceable, the invalidity or unenforceability of such provision shall not affect the validity or enforceability of the remaining provisions of the TC and the remainder of the TC shall continue to be effective and enforceable. Written modifications to the terms and conditions of the TC are not possible, unless agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any rights, title or interest in the term or any part of the TC or any other part of the product, unless such use is expressly agreed upon. Any other use shall require the prior written permission of Elsevier.

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(Continued from previous page)

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(Continued from previous page)

If the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can refuse to proceed if the Client alters the order or other content of the advertisements, or if the Client alters the content of any announcement or any other content of the advertisements, or if the Client alters the content of any announcement or any other content of the advertisements.

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(Continued from previous page)

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6. Liability and claims

(Continued from previous page)

If by reason of labor dispute, strikes, riot, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part in any obligation set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The subject matter of this agreement is the liability of Elsevier to be limited in accordance with these terms and conditions and the charges have been agreed upon accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

7. Force majeure

(Continued from previous page)

If by reason of labor dispute, strikes, riot, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part in any obligation set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The subject matter of this agreement is the liability of Elsevier to be limited in accordance with these terms and conditions and the charges have been agreed upon accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

8. Advertising & Reprints

(Continued from previous page)

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