

# AJO-DO Clinical Companion

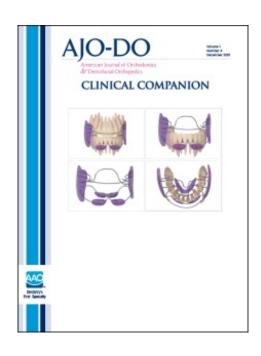
#### Overview

For more than a century, the *American Journal of Orthodontics and Dentofacial Orthopedics* (AJO-DO) has been the leading orthodontic resource. The success of the journal, however, has resulted in a significant increase in submissions to the extent that a backlog of accepted articles has been created. This bottleneck in the publication process slows the dissemination of information that is certain to be of value to the orthodontic community. This community is inclusive of those involved in education, research, and patient care.

In response, the American Association of Orthodontists has approved the creation of a related publication titled the *AJO-DO Clinical Companion*, which will be an international journal dedicated to excellence in clinical orthodontics.

Every other month, readers will have online access to featured information and original peerreviewed articles that examine all aspects of orthodontic treatment.

Visit Website



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Affiliation

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# **Digital Specs**

## Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	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

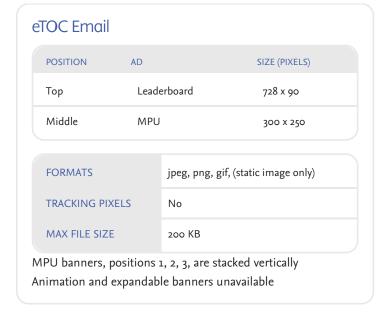
FORMATS	jpeg, png, gif, HTML5†, 3rd party tags
TRACKING PIXELS	Yes
MAX FILE SIZE	200 KB
MAX ANIMATION (TIME/LOOPS)	15 seconds/ 3 loops
PRESTITIAL FREQUENCY	1 impression/6hrs/user

<sup>\*</sup>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).







POSITION	AD	SIZE (PIXELS)	
Тор	Leaderbo	oard 728 x 90	
Side	Skyscrap	er 160 x 600	
Middle	MPU	300 x 250	
FORMATS		jpeg, png, gif, (static image only)	
TRACKING PIXELS		No	
MAX FILE SIZE		200 KB	

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#### 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		

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