JAAD International

Overview

JAAD International is one of two open access companion titles to the highly-respected Journal of the American Academy of Dermatology (JAAD). It publishes original, peer-reviewed articles of interest to an international audience of researchers, clinicians, and trainees in all dermatologic subspecialties, as well as physicians in related fields. Clinical and translational research studies containing new information that advances the understanding and practice of dermatology on a broad and inclusive basis are welcome.

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Affiliation

American Academy of Dermatology

Audience

Dermatologists
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>

Formats

- jpeg, png, gif, HTML5†, 3rd party tags
- Yes
- 200 KB
- 15 seconds/3 loops
- 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**

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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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**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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