Overview

As one of the most cited journals devoted to lipids, the Journal of Lipid Research (JLR) is a key resource to expand your reach to a broad reader base of researchers investigating the role of lipids in disease and their clinical and nutritional implications, mechanisms and genetics of lipid metabolism. JLR publishes a robust collection of primary research, methods papers and patient-oriented epidemiological research, appealing to primary and clinical research scientists worldwide who study aspects of:

- Alzheimer's disease
- atherosclerosis
- cholesterol
- diabetes
- fertility and reproduction
- hormone biology and cell signaling
- inflammation
- metabolism
- nutrition
- obesity

Visit Website
**Digital Specs**

**Website**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<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 300 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

**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**

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<tbody>
<tr>
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<td>728 x 90</td>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
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**FORMATS**
- jpeg, png, gif, (static image only)

**TRACKING PIXELS**
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**AIP Email**

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MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable
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