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

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
29,314

Avg. Global Monthly Unique Visitors
14,340

Avg. Global Monthly Page Views
19,052

Avg. Global eTOC Distribution
125
Digital Specs

Website

<table>
<thead>
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<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<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>
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</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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<tr>
<td>Middle</td>
<td>MPU</td>
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</tbody>
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FORMATS
- jpeg, png, gif (static image only)

TRACKING PIXELS
- No

MAX FILE SIZE
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AIP Email

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FORMATS
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TRACKING PIXELS
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MAX FILE SIZE
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Animation and expandable banners unavailable

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

Page 2 of 4
Contact your sales representative for all digital advertising rates and opportunities.
5. Payment

1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Client order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous agreements and communications between the parties.

2. Payment terms

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency receivable. Remaining balances shall be invoiced and paid within thirty (30) days of receipt of invoice. All payments shall be made in the currency of the invoice.

3. Currency of payment

A dispute as to the amount due and owing shall be effectuated in writing. All such communications shall be in English.

4. Authority to collect

If the Client fails to make any payment when due, Elsevier shall have the right to collect such amount from the Client or any other person, entity or corporation, and all costs and expenses of collection, including reasonable attorneys' fees and any court costs.

11. Audit

The Client shall at all times during the term strictly comply with all relevant taxes, duties, duties, obligations and performance under this Agreement, including, without limitation, its obligations under these terms and conditions and all applicable laws, rules, regulations, industry codes and standards.

1. Acceptance and modification of the TC

If the Client and Elsevier mutually agree to the specific provisions, budget or schedule, as set out in the order acknowledgment, such agreement may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. In that event, the Client shall be bound by such price and delivery schedule.

2. Offer and acceptance/ Description

Any modifications to the Products or Services description, budget or schedule, as set out in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If the Client accepts the modified price and delivery schedule, the Client shall be bound by such price and delivery schedule.

3. Commission

16. Advertising

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction of the corporate domicile of the Elsevier company which is providing the Products or Services.

18. Force majeure

If the Client fails to make any payment when due, Elsevier shall have the right to collect such amount from the Client or any other person, entity or corporation, and all costs and expenses of collection, including reasonable attorneys' fees and any court costs.

20. Term and Termination

If the Client fails to make any payment when due, Elsevier shall have the right to collect such amount from the Client or any other person, entity or corporation, and all costs and expenses of collection, including reasonable attorneys' fees and any court costs.

21. Notices

The Client shall at all times during the term strictly comply with all applicable laws, rules, regulations, standards and official administrative order ("Applicable Law" or "Law") relevant to its duties, obligations and performance under this Agreement, including, without limitation, its obligations under these terms and conditions and all applicable laws, rules, regulations, industry codes and standards.