Journal of Lipid Research

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

Affiliation
The American Society for Biochemistry and Molecular Biology (ASBMB)

Audience
Biochemists and Molecular Biologists

Editor-in-Chief
Co-Editors-in-Chief: Nicholas O. Davidson, MD, DSc and Kerry-Anne Rye, PhD
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>
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<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>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
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<td>On page load</td>
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<td>300 x 250 or 480 x 640</td>
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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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<td>Middle</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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