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

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

**Editor-in-Chief**  
Co-Editors-in-Chief: Nicholas O. Davidson, MD, DSc and Kerry-Anne Rye, PhD

**Digital Specs**

**Website**

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<thead>
<tr>
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<td>600 x 250</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</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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**FORMATS**  
jpeg, png, gif (static image only)

**MAX FILE SIZE**  
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9. Force majeure

9.1 If the Client or Elsevier is prevented, hindered or delayed in the performance of its obligations under this TC by any cause beyond its control, including, without limitation, acts of war, insurrection, fire, floods, storms, strikes, lockouts, terrorism, epidemics, embargoes, disturbances or any other causes beyond the reasonable control of either party, such party shall be relieved of those obligations to the extent it is prevented, hindered or delayed in performing its obligations.

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10.1 Either party may terminate this TC at any time by written notice to the other party if the other party fails to perform any of its obligations under this TC, and the non-breaching party shall be relieved of its obligations to the extent that the breach of contract by the other party makes further performance impossible or impracticable.

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12.1 These terms and conditions constitute the entire agreement between the parties and supersede all previous negotiations or representations of the parties. Any amending or cancelling of these terms and conditions must be in writing and signed by an authorized representative of Elsevier. No failure to exercise and no delay in exercising any right or power granted by this TC, or any other right or power hereunder, shall constitute a waiver of such right or power at any time or for any event.

13. Compliance

13.1 The Client shall comply with all applicable laws and regulations in respect of its use of the Products and any other materials supplied by Elsevier under this TC.

14. General

14.1 All communications between the Client and Elsevier shall be in writing and shall be sent to the address of Elsevier specified below or such other address as Elsevier may from time to time notify the Client of. All communications shall be deemed to be receipted by the Client if sent by registered mail, airmail, telex, facsimile, telex or electronic transmission to the address of Elsevier specified below or such other address as Elsevier may from time to time notify the Client of. All communications shall be deemed to be receipted by Elsevier if sent by registered mail, airmail, telex, facsimile, telex or electronic transmission to the address of Elsevier specified below.

15.2 If the Client is an individual, the Client acknowledges that any arbitration agreement under this TC is a waiver of its right to a jury trial and, if the Client is a corporation, the Client acknowledges that any arbitration agreement under this TC is a waiver of its right to a trial by jury.

16.2 Any notice or other communication given by either party under this TC shall be in writing and shall be delivered at the address specified below or such other address as the party may direct in writing by: (a) registered mail; (b) telex; (c) facsimile; (d) electronic mail; or (e) by any other means agreed by the parties in writing.

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