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

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 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitital*</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 prestititial banners.

†Excluding personally identifiable information (PII).
Contact your sales representative for all digital advertising rates and opportunities.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
   These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and the Client ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). These terms supersede any previous supply terms and conditions. This TC shall not amend or vary any of the terms and conditions of the Client’s order or the order acknowledgement, as applicable, nor will any variation or amendment to these terms and conditions be effective unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

2. Offer and acceptance
   Unless otherwise specified by Elsevier in writing, the Client shall be deemed to have accepted a TC by placing an order for the Products and Services subject to the TC. In no case shall the Client be deemed to have accepted a TC until written acknowledgement of a order issued by Elsevier or [Insert Elsevier location]. Elsevier shall issue the Product or services, or its equivalent, to the Client within a reasonable time after the date of receipt of the order. If the Client is a Client of Elsevier in respect of the Products and Services then the Client shall notify Elsevier in writing of any changes or cancellations to an order prior to the date of delivery. Elsevier may cancel or suspend an order or modify the terms of delivery for any reason it deems necessary or desirable and in its sole discretion. Payments for products and services shall be due and payable in full within thirty (30) days from the invoice date.

3. Payment
   Payment for the Products and Services shall be due and payable on the due date of the invoice. Payments shall be made to Elsevier for the full invoice price, without discount or set-off, by remittance drawn on a bank authorized by Elsevier, in payment of the full amount of the invoice. All payments shall be made in the currency specified on the invoice. If the Client is a Client of Elsevier in respect of the Products and Services then the Client shall notify Elsevier of any changes or cancellations to an order prior to the date of delivery. Elsevier may cancel or suspend an order or modify the terms of delivery for any reason it deems necessary or desirable and in its sole discretion. Payments for products and services shall be due and payable in full within thirty (30) days from the invoice date.

4. Taxes and currencies
   Unless otherwise agreed by Elsevier in writing the price for the Products and Services shall be exclusive of any value added tax, sales tax, income tax or other similar tax or surcharge in respect of the sale of the Products and Services. All sums paid by the Client shall be subject to the payment of all taxes, duties, levies, charges or other similar tax or surcharge in respect thereof, unless otherwise agreed by Elsevier in writing.

5. Liability and remedies
   To the maximum extent permitted by law, Elsevier shall not be liable for any loss or damage suffered by the Client or any third party arising out of or in connection with the Products or Services or any act or omission by Elsevier or any of its agents or employees or its licensors or suppliers or any act or omission by the Client or any of its agents or employees or its licensors or suppliers.

6. Intellectual property
   The Client acknowledges that it is the exclusive owner of all intellectual property rights in the Products or Services and that Elsevier shall take reasonable steps to avoid the effects of any such event to the extent possible.

7. Audit
   Unless otherwise agreed in writing, payment shall be effected within thirty (30) days from the invoice date. In the event that any payment is not made by the Client to Elsevier, Elsevier shall be entitled to charge the Client interest at a rate of 1% per annum on the amount not paid until the date of payment. The Client shall be entitled to make payments to Elsevier for the Products or Services without deduction or set-off of any kind and further, the Client shall not be entitled to make any set-off or deduction from any payment due to Elsevier for any reason whatsoever.

8. Compliance with laws
   The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and similar enactments in connection with the use of the Products and Services.

9. Force majeure
   In the event that a force majeure event occurs, the Client shall be entitled to terminate the TC by giving written notice to Elsevier. The Client shall be entitled to terminate the TC if Elsevier determines, in its sole discretion, that the Products or Services are not capable of being delivered on the agreed date or for the agreed period. Payment for the Products or Services shall be due and payable in full within thirty (30) days from the invoice date. All sums paid by the Client shall be subject to the payment of all taxes, duties, levies, charges or other similar tax or surcharge in respect thereof, unless otherwise agreed by Elsevier in writing.

10. Advertising & Reprints
   The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to the delivery of the Products or Services, without limitation to cancel all bank charges and foreign exchange charges. The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to the delivery of the Products or Services, without limitation to cancel all bank charges and foreign exchange charges.

11. Audit
   The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to the delivery of the Products or Services, without limitation to cancel all bank charges and foreign exchange charges.

12. Compliance with laws
   The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to the delivery of the Products or Services, without limitation to cancel all bank charges and foreign exchange charges.

13. Liability and remedies
   To the maximum extent permitted by law, Elsevier shall not be liable for any loss or damage suffered by the Client or any third party arising out of or in connection with the Products or Services or any act or omission by Elsevier or any of its agents or employees or its licensors or suppliers or any act or omission by the Client or any of its agents or employees or its licensors or suppliers.

14. Intellectual property
   The Client acknowledges that it is the exclusive owner of all intellectual property rights in the Products or Services and that Elsevier shall take reasonable steps to avoid the effects of any such event to the extent possible.

15. Audit
   Unless otherwise agreed in writing, payment shall be effected within thirty (30) days from the invoice date. In the event that any payment is not made by the Client to Elsevier, Elsevier shall be entitled to charge the Client interest at a rate of 1% per annum on the amount not paid until the date of payment. The Client shall be entitled to make payments to Elsevier for the Products or Services without deduction or set-off of any kind and further, the Client shall not be entitled to make any set-off or deduction from any payment due to Elsevier for any reason whatsoever.

16. Compliance with laws
   The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and similar enactments in connection with the use of the Products and Services.

17. Force majeure
   In the event that a force majeure event occurs, the Client shall be entitled to terminate the TC by giving written notice to Elsevier. The Client shall be entitled to terminate the TC if Elsevier determines, in its sole discretion, that the Products or Services are not capable of being delivered on the agreed date or for the agreed period. Payment for the Products or Services shall be due and payable in full within thirty (30) days from the invoice date. All sums paid by the Client shall be subject to the payment of all taxes, duties, levies, charges or other similar tax or surcharge in respect thereof, unless otherwise agreed by Elsevier in writing.

18. Audit
   The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to the delivery of the Products or Services, without limitation to cancel all bank charges and foreign exchange charges.

19. Compliance with laws
   The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and similar enactments in connection with the use of the Products and Services.

20. Force majeure
   In the event that a force majeure event occurs, the Client shall be entitled to terminate the TC by giving written notice to Elsevier. The Client shall be entitled to terminate the TC if Elsevier determines, in its sole discretion, that the Products or Services are not capable of being delivered on the agreed date or for the agreed period. Payment for the Products or Services shall be due and payable in full within thirty (30) days from the invoice date. All sums paid by the Client shall be subject to the payment of all taxes, duties, levies, charges or other similar tax or surcharge in respect thereof, unless otherwise agreed by Elsevier in writing.

21. Audit
   The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to the delivery of the Products or Services, without limitation to cancel all bank charges and foreign exchange charges.