Journal of Biological Chemistry

Overview

For 120 years, the Journal of Biological Chemistry (JBC) has delivered enduring, high-quality research to the scientific community. JBC is a hub for scientists across multiple disciplines, publishing research articles as well as reviews and methods papers in all fields related to biochemistry and molecular biology including:

- bioenergetics
- cell biology
- developmental biology
- DNA and chromosomes
- enzymology
- gene regulation
- genomics and proteomics
- glycobiology
- immunology
- lipids
- membrane biology metabolism
- microbiology
- molecular bases of disease
- molecular biophysics
- neurobiology
- plant biology
- protein structure and folding
- protein synthesis and degradation
- RNA biology
- signal transduction

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
215,524

Avg. Global Monthly Unique Visitors
103,790

Avg. Global Monthly Page Views
150,074

Avg. Global eTOC Distribution
732

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

Audience
Biochemists and Molecular Biologists
Digital Specs

Website

<table>
<thead>
<tr>
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<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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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>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<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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TRACKING PIXELS

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