AJO-DO Clinical Companion

Overview

For more than a century, the *American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO)* has been the leading orthodontic resource. The success of the journal, however, has resulted in a significant increase in submissions to the extent that a backlog of accepted articles has been created. This bottleneck in the publication process slows the dissemination of information that is certain to be of value to the orthodontic community. This community is inclusive of those involved in education, research, and patient care.

In response, the American Association of Orthodontists has approved the creation of a related publication titled the *AJO-DO Clinical Companion*, which will be an international journal dedicated to excellence in clinical orthodontics.

Every other month, readers will have online access to featured information and original peer-reviewed articles that examine all aspects of orthodontic treatment.

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Global Print Circulation
Online Only
Avg. Global Monthly Visits
3,024
Avg. Global Monthly Unique Visitors
647
Avg. Global Monthly Page Views
1,055
Avg. Global eTOC Distribution
6

Affiliation
American Association of Orthodontists

Audience
Orthodontists

Editor-in-Chief
Rolf G. Behrents, DDS, MS, 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>
</tr>
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<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 120 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>
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</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 prestitial banners.

†Excluding personally identifiable information (PII).

### eTOC Email

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
</table>

**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

<table>
<thead>
<tr>
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- 200 KB

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