Journal of Dairy Science

Overview

The official journal of the American Dairy Science Association, *Journal of Dairy Science (JDS)* is the leading general dairy research journal in the world. *JDS* readers represent education, industry, and government agencies in more than 70 countries with interests in biochemistry, breeding, economics, engineering, environment, food science, genetics, microbiology, nutrition, pathology, physiology, processing, public health, quality assurance, and sanitation. *JDS* is the top-ranked dairy research journal in the world. *JDS* is ranked 4th in the Agriculture, Dairy and Animal Science category of the 2018 Journal Citation Reports®, published by Clarivate, with an Impact Factor of 3.082. The *JDS* 5-year Impact Factor (3.208) is also ranked 4th in the Agriculture, Dairy and Animal Science category. The journal has secured a top five journal ranking for seventeen consecutive years. *JDS* is also highly ranked in the Food Science and Technology category: 34th of 135 journals for Impact Factor and 5-year Impact Factor.

Visit Website

Display Advertising

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Affiliation

Official journal of the American Dairy Science Association

Audience

JDS readers represent education, industry, and government, including research, teaching, administration, veterinary medicine, extension, management, quality assurance, product development, and technical services in more than 70 countries.
## 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 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>
<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 prestitial banners.

†Excluding personally identifiable information (PII).

### eTOC Email

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

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Contact your sales representative for all digital advertising rates and opportunities.
2. Offer and acceptance/Description. No contract for the delivery of any Products or services shall be deemed to have been formed until Elsevier has sent a written order acknowledgment to the Client. The price to be charged to the Client shall be the price set forth in the written order acknowledgment. If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing to the Client. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation.

3. Execution and modification of the order. Any modifications or changes to the order shall be in writing and signed by authorized representatives of both parties. Only modifications that are approved in writing by Elsevier shall be binding on Elsevier. The Client shall not be entitled to any reduction in price as a result of any request for alteration or change. The Client shall be liable for the additional costs incurred as a result of any alteration or change requested by the Client.

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5. Position of material. The Client acknowledges that, unless otherwise approved by Elsevier, its position of material is for personal subscriptions in a representative capacity, for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to act on behalf of any other person or entity, the agent shall not use the positions of material for any purpose other than for the account and use of the said principal or authorized entity.

6. Distribution. The Client acknowledges that, unless otherwise permitted by Elsevier, no part of the Client’s advertising shall be distributed to any media, channel, or distribution method other than the media, channels, and distribution methods specified in the TC. The Client shall not cause any advertising to be distributed in any manner that would be inconsistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove any advertising that is not consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove any advertising that is not consistent with Elsevier’s standards.

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