Overview

The Journal of Cartilage & Joint Preservation will capture the best clinical, translational and basic science articles in this rapidly growing area of discovery and expertise. JCJP will publish peer-reviewed original research articles and state-of-the-art reviews, as well as techniques videos showing the applications of new findings to the care of patients in need of cartilage repair and joint preservation.

Because it sits at the intersection of basic and applied research, JCJP will bring important new findings to the toolbox of all researchers and clinicians involved in cartilage repair, development, function, degeneration, transplantation and rehabilitation, and with a strong new emphasis on joint preservation, including cartilage restoration techniques such as microfracture surgery, drilling, abrasion arthroplasty, autologous chondrocyte implementation, osteochondral autograft transplantation and osteochondral allograft transplantation.

To sponsor a print collection of articles for conference distribution, please visit http://reprints.elsevier.com/.
**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>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</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

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<tbody>
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<tr>
<td>Middle</td>
<td>MPU</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 2, 3, are stacked vertically

Animation and expandable banners unavailable.

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### AIP Email

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