Overview

JPRAS An International Journal of Surgical Reconstruction is one of the world’s leading international journals, covering all the reconstructive and aesthetic aspects of plastic surgery.

The journal presents the latest surgical procedures with audit and outcome studies of new and established techniques in plastic surgery including: cleft lip and palate and other heads and neck surgery, hand surgery, lower limb trauma, burns, skin cancer, breast surgery and aesthetic surgery.

The journal has up-to-date papers, comprehensive review articles, letters to the editor and book reviews on all aspects of plastic surgery and related basic sciences.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
23,914

Avg. Global Monthly Unique Visitors
9,875

Avg. Global Monthly Page Views
12,087

Avg. Global eTOC Distribution
4,085
**Affiliation**
JPRAS is the official journal of the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS) and is affiliated to the Società Italiana di Chirurgia Plastica Ricostruttiva ed Estetica (SICPRE).

**Editor-in-Chief**
Andrew Hart, MBChB, BSc, MRCS, AFRCS, MD(Hons), PhD, FRCS(Plastic Surg)

**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>
<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

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</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.
8. Liability and claims
5. Payment
4. Prices, taxes and currencies
1. Applicability
Monthly average web metrics based on the period of July 2022 to June 2023
eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023
voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, ... and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or
14. General
Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which ... Services or the execution or performance of a contract provided that such payments are permissible under the Applicable
13. Advertising
(ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising ... or accuracy of any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a
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Exclusion: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any ... any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not
9. Force majeure
SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER. The parties agree that the ... of Goods shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into this TC in
4. Prices, taxes and currencies
Bed and breakfast rates of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. Where the Client wishes to dispute any invoice in part, the Client shall do so as soon as reasonably practicable, but not later than the due date of such invoice, such full details of dispute shall be received by Elsevier in writing. The Client shall retain full receipt for any undisputed part of such invoice, at any time, to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Where the Client is indebted to Elsevier for Services rendered under any other arrangement, full payment is due and Elsevier shall be entitled to apply any monies received by the Client to the outstanding balance of such indebtedness.
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8. Liability and claims
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Neither Client nor Elsevier shall have any liability to the other for any costs or losses resulting therefrom or in connection with the termination of this TC for any reason. The Client has no right to obtain from Elsevier an accounting for or demand of any money paid or other amounts received by Elsevier, nor to claim any payment, charge or rebate, direct or indirect, from Elsevier or any of its employees or agents.
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Unavoidable circumstances or conditions, including without limitation labor disputes or strikes, acts of God, war, or any other cause beyond the reasonable control of the parties affecting performance of either party (whether or not related to or connected to the subject matter of this TC). In an event of a force majeure, the TC shall be extended by a period equal to the period of delay or hindrance suffered by either party.
3. Allowance and adjustment of the order
My modifications to the initial description, budget or schedule set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If at the request of the Client, Elsevier redrafts additional
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