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.

North America
Aileen Rivera North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers North America
347-449-4997
t.peppers@elsevier.com

EMEALA
Katy Parker EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC
Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

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>
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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 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>
<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

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Animation and expandable banners unavailable

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