Advances in Chronic Kidney Disease provides in-depth, scholarly review articles about the care and management of persons with early kidney disease and kidney failure, as well as those at risk for kidney disease. The full spectrum of basic science through clinical care is covered in these reviews. Clinical care issues stress the multidisciplinary team approach to the care of kidney patients. Each issue is devoted to a single topic. The journal is available full text online through www.ackdjournal.org for subscribers, who receive access as part of their print subscription.
**Digital Specs**

**Website**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</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

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*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).

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**eTOC Email**

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<tbody>
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<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

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**AIP Email**

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**FORMATS**

- jpeg, png, gif (static image only)

**TRACKING PIXELS**

- No

**MAX FILE SIZE**

- 200 KB

Animation and expandable banners unavailable
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1. Applicability
   These terms and conditions shall apply to offers, proposals, and agreements made between the Client and EELSEVIER ("the Client") relating to the products and/or services of EELSEVIER ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form, together with the entire agreement between the parties (the "TC"), any and all modifications and/or supplements to the TC. The TC supersedes any previous supply terms and conditions. EELSEVIER reserves the right to vary the TC from time to time, subject to any additional terms. Any orders placed after the date of issue of the TC shall be governed by the terms and conditions in force at the time of despatch of the Products or Services ordered. EELSEVIER reserves the right, at its absolute discretion, to refuse to accept any order. EELSEVIER reserves the right, at its absolute discretion, to modify or cancel any order at any time before the order is accepted by written confirmation by EELSEVIER. EELSEVIER reserves the right, at its absolute discretion, to cancel any Products or Services that have been accepted for delivery. EELSEVIER reserves the right, at its absolute discretion, to exclude any Products or Services from the TC if it reasonably believes, in its absolute discretion, that the Client is unable to fulfill its obligations under the TC.

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3. Execution and modification of the order
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