Overview

Metabolism is an authoritative source of practical information on metabolic processes and diseases in the areas of nutrition, genetics, dystrophies, diabetes, and gout. Reviews and surveys on the status of research and practice in specific metabolic disorders are featured.

Audience
Physicians, Internists, nutrition scientists, endocrinologists (clinicians and researchers)
# 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

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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

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (Pixels)</th>
</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

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MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

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## AIP Email

<table>
<thead>
<tr>
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<td>300 x 250</td>
</tr>
</tbody>
</table>

**Formats**

- jpeg, png, gif, (static image only)

**Tracking Pixels**

- No

**Max File Size**

- 200 KB

Animation and expandable banners unavailable

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