Metabolism

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.

Display Advertising

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
26,617

Avg. Global Monthly Unique Visitors
11,854

Avg. Global Monthly Page Views
14,955

Avg. Global eTOC Distribution
3,128

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

*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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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
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**FORMATS**
- jpeg, png, gif, (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
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MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

**AIP Email**

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These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevantElsevier order acknowledgement, shall form the entire agreement between the parties for the "TC". They supersede any previous understandings or communications between the parties. This TC shall become part of the Elsevier business group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall apply and the TC to the extent that they are inconsistent. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed or otherwise authorised by Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

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Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer to the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [Further Party] Elsevier delivers the Products or issues the invoice to the Client confirming performance of the Services for the Client. All orders accepted by Elsevier are subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warranties that it is purchasing Products and Services for its own account and not and on behalf of and for the benefit of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services for its client for the sole and exclusive benefit of its client as one of more that its client(s) has been identified as its principal(s) or, if the agent is permitted to order personal subscriptions in bulk, for the account and use of no more than one identifiable individual subscriber for self-based personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier, upon any violation of this representation and warranty, Elsevier shall be entitled to immediate revocable liquidated claim requiring the Client to discontinue all recipients of Elsevier Products and Services from the Client, including all actual recipients that have not been previously properly identified by Client. Elsevier shall commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, prepress work, technical design, size and of address, files and the like. All drawings, descriptive material, specifications and advertising imagery by Elsevier or any descriptions or illustrations contained in Elsevier catalogue or brochures are issued or published for the purpose of giving an approximate idea of the description and Services described therein. They will form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

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4. Prices, taxes and currencies
If any tax wishes to change the TC by the Products for the Services must be made to the Client, the Client’s order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall apply and the TC to the extent that they are inconsistent. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed or otherwise authorized by Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

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If the Client is an operator or controlled entity (including, without limitation, state run universities, hospitals and libraries), or the Client is an operator or controlled entity (including, without limitation, state run universities, hospitals and libraries), or the Client is an operator or controlled entity (including, without limitation, state run universities, hospitals and libraries), or the Client is an operator or controlled entity (including, without limitation, state run universities, hospitals and libraries), or the Client is an operator or controlled entity (including, without limitation, state run universities, hospitals and libraries), or the Client is an operator or controlled entity (including, without limitation, state run universities, hospitals and libraries), or the Client is an operator or controlled entity (including, without limitation, state run universities, hospitals and libraries), or the Client is an operator or controlled entity (including, without 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