Overview

*JMPT* is dedicated to the advancement of chiropractic health care principles and practice. *JMPT* is the premier chiropractic journal and is indexed in Index Medicus.

A multidisciplinary board ensures that subscribers get the latest information on current developments in therapeutics, reviews of clinically oriented research, and practical information to use in clinical settings.

**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**
13,111

**Avg. Global Monthly Unique Visitors**
5,725

**Avg. Global Monthly Page Views**
7,411

**Avg. Global eTOC Distribution**
3,947
Digital Specs

Website

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<thead>
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<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tbody>
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<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>
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</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 prestitical banners.

†Excluding personally identifiable information (PII).

eTOC Email

<table>
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<td>Middle</td>
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</tbody>
</table>

FORMATS: jpeg, png, gif (static image only)

TRACKING PIXELS: No

MAX FILE SIZE: 200 KB

AIP Email

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Animation and expandable banners unavailable.

Affiliation
National University of Health Sciences
American Chiropractic Association

Audience
Chiropractors, osteopaths, physical therapists, physiatrists, radiologists, and sports medicine specialists.

Editor-in-Chief
Claire Johnson, DC
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14. General

10. Advertising & Reprints

7. Intellectual property

6. Distribution

3. Execution and modification of the order

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