# 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.

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>National University of Health Sciences American Chiropractic Association</td>
<td>Chiropractors, osteopaths, physical therapists, physiatrists, radiologists, and sports medicine specialists.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Only</td>
<td>13,111</td>
<td>5,725</td>
<td>7,411</td>
<td>3,947</td>
</tr>
</tbody>
</table>

**Display Advertising**

Kenneth Naylor  **United States**
212-633-3835  k.naylor@elsevier.com

Robert Bayliss  **Europe**
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**Recruitment Advertising**

Kenneth Naylor  **Global**
212-633-3835  k.naylor@elsevier.com
## 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).

### 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

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

Animation and expandable banners unavailable

### AIP Email

<table>
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<tr>
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</tbody>
</table>

**Formats**: jpeg, png, gif, (static image only)

**Tracking Pixels**: No

**Max File Size**: 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
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13. Cancellations & Returns

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous agreements or understandings between the parties.

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15. Audit

The Client agrees to be responsible for collecting all amounts due to Elsevier from any third party. The Client agrees to provide Elsevier with all necessary information and documentation required to verify the accuracy and completeness of the reports provided to Elsevier and to ensure that all financial transactions are settled in the currency of the applicable Elsevier invoice.

16. Cancellation & Returns

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