Journal of Manipulative & Physiological Therapeutics

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.

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Global Print Circulation

Online Only

<table>
<thead>
<tr>
<th>Activity</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Global Monthly Visits</td>
<td>13,111</td>
</tr>
<tr>
<td>Avg. Global Monthly Unique Visitors</td>
<td>5,725</td>
</tr>
<tr>
<td>Avg. Global Monthly Page Views</td>
<td>7,411</td>
</tr>
<tr>
<td>Avg. Global eTOC Distribution</td>
<td>3,947</td>
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</tbody>
</table>

Affiliation

National University of Health Sciences American Chiropractic Association

Audience

Chiropractors, osteopaths, physical therapists, phyisiatrists, radiologists, and sports medicine specialists.
## 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>
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</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

**Notes**
- MPU banners, positions 1, 2, 3, are stacked vertically
- Animation and expandable banners unavailable

### AIP Email

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

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

**Tracking Pixels**
- No

**Max File Size**
- 200 KB

**Notes**
- Animation and expandable banners unavailable

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8. Liability and claims

7. Intellectual property

1. Applicability

Monthly average web metrics based on the period of July 2022 to June 2023

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