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.
### 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 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>
<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

<table>
<thead>
<tr>
<th>Position</th>
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</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.

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### AIP Email

<table>
<thead>
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**Formats**
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**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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   - These terms and conditions apply to all proposals, quotations, and orders made by and to 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 relevant Elsevier order acknowledgement, shall constitute the entire agreement between the parties (the "TC"). These terms shall supersede any previous oral agreements between the parties for the products and/or services sold or provided by Elsevier. In the event of any inconsistency between the TC and any order acknowledgment, the terms of the Order shall prevail over any inconsistent terms in the TC. Any variation to the TC and any representations about the Products and/or Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

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   - Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any commercial contact or Government official for the purpose or intent to induce such commercial contact or Government official to make payments or do anything else for the benefit of the Client, or to influence such official in the performance of his/her official duties.

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   - Any price otherwise agreed by Elsevier in writing shall be in the currency or currencies specified in the quote. All such prices shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall exclude all of such expenses. If, apart from duties levied in respect of the Products and/or Services and such expenses which are or become due to Elsevier from the Client or any other third party, the Client may claim any refund from Elsevier of the total of any such duties or levies, Elsevier shall be entitled to regard such levies as a reduction in the amount payable by the Client (including without limitation all bank charges and exchange charges)

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   - Payment must be accepted in writing, payment shall be made within thirty (30) days of the invoice date in the currency time remitted. Invoices issued in U.S. Dollars or Euros will be subject to any applicable foreign exchange charges. If the Client does not make a timely payment, Elsevier shall have the right to charge interest on late payments, at a rate not in excess of ten percent (10%) per annum, unless otherwise agreed in writing.

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   - Elsevier shall be entitled to make any modifications to the agreed product or service description, budget and schedule that are in the ordinary course of business, in order to improve the quality of the product or service or to avoid the effects of such event to the extent possible. The Client shall not be entitled to make any alterations or changes unless agreed to by Elsevier in writing.

7. **Enforcement of IPR**
   - In the event of any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause above.

8. **Financial information**
   - Intellectual property. Copyright and other property rights in the Products and all other proposals, quotations and orders of the Client shall remain with Elsevier unless agreed otherwise in writing.

9. **Liability and exclusions**
   - To the maximum extent permitted by relevant laws, Elsevier shall not be liable for any of the following which may in any way be a reason of any breach of this TC, or for any implied warranty, condition or other representation, or any duty of care on the part of Elsevier, or of any of its employees or agents, to the Client or any other party:

10. **Compliance with law**
    - The provisions of this TC and to avoid the effects of such event to the extent possible. The TC shall be deemed to contain a waiver of any of its rights under the TC and from the amount of the payment will be automatically increased to forty (40) per cent (or such higher percentage as Elsevier may elect) which the Client is entitled to receive.

11. **Audit**
    - The Client is responsible for collecting from its customers amounts due and in respect of the Products and/or Services. The Client shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

12. **Review**
    - The Client will be solely responsible for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier, including without limitation all bank charges and exchange charges.

13. **Force majeure**
    - The Client is responsible for collecting from its customers amounts due and in respect of the Products and/or Services, and for any Service. Where an order for a series of advertisements on behalf of another person or entity, the Client shall have the right to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to charge the Client interest on late payments, at a rate not in excess of ten percent (10%) per annum, unless otherwise agreed in writing.

14. **General**
    - Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any commercial contact or Government official for the purpose or intent to induce such commercial contact or Government official to make payments or do anything else for the benefit of the Client, or to influence such official in the performance of his/her official duties.

15. **Payment**
    - If the Client wishes to dispute any invoice or part thereof, the Client shall, as soon as reasonably practicable, but not later than the due date of such invoice, send full details of such dispute to Elsevier in writing. Elsevier shall not accept any disputed payments under any contract, in connection with the Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable laws, the Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any commercial contact or Government official for the purpose or intent to induce such commercial contact or Government official to make payments or do anything else for the benefit of the Client, or to influence such official in the performance of his/her official duties.

16. **Distribution**
    - Elsevier shall be entitled to make any modifications to the agreed product or service description, budget and schedule that are in the ordinary course of business, in order to improve the quality of the product or service or to avoid the effects of such event to the extent possible. The Client shall not be entitled to make any alterations or changes unless agreed to by Elsevier in writing.

17. **Enforcement of IPR**
    - In the event of any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause above.

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    - Client is responsible for ensuring that all advertising and reprints are delivered in electronic form (or on such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where ads are remitted in late or not at all, Elsevier will endeavour to do so, to the extent possible. If the Client does not make a timely payment, Elsevier shall be entitled to refuse delivery of advertising in excess of the amount due. Elsevier shall be entitled to refuse delivery of advertising in excess of the amount due and solicitude the Client.

19. **Audit**
    - Client will be solely responsible for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier, including without limitation all bank charges and exchange charges.

20. **Compliance with law**
    - The provisions of this TC and to avoid the effects of such event to the extent possible. The Client is responsible for collecting from its customers amounts due and in respect of the Products and/or Services. The Client shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

21. **Review**
    - The Client will be solely responsible for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier, including without limitation all bank charges and exchange charges.