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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Kenneth Naylor  **United States**
212-633-3735
k.naylor@elsevier.com

Robert Bayliss  **Europe**
44 20 7424 4454
r.bayliss@elsevier.com

Virginia Van Homrigh  **APAC**
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib  **Canada**
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Kenneth Naylor  **Global**
212-633-3735
k.naylor@elsevier.com

Affiliation

National University of Health Sciences
American Chiropractic Association

Audience

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

Global Print Circulation

Online Only

Avg. Global Monthly Visits: 13,111
Avg. Global Monthly Unique Visitors: 5,725
Avg. Global eTOC Distribution: 3,947
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<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>
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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 prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

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<tr>
<td>Middle</td>
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<td>300 x 250</td>
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FORMATS: jpeg, png, gif, (static image only)

TRACKING PIXELS: No

MAX FILE SIZE: 200 KB

AIP Email

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

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