Overview

Academic Pediatrics provides leadership in pediatric education, research, patient care and advocacy. Content areas include child health services research, quality of clinical care, pediatric education, child health policy, and research methodology. The Journal covers such diverse topics as adolescent medicine, child maltreatment and protection, chronic illness, community pediatrics, developmental and behavioral pediatrics, emergency medicine, environmental medicine, financing, global pediatrics, health disparities, holistic medicine, hospital medicine, informatics, injury, medical education across the continuum, pediatric advocacy, prevention, pediatric primary care and public health.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
17,747

Avg. Global Monthly Unique Visitors
6,591

Avg. Global Monthly Page Views
8,171

Avg. Global eTOC Distribution
4,012

Affiliation
Academic Pediatric Association

Audience
Pediatricians, academic researchers, educators and community practitioners involved in research and education in general pediatrics.
## 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/8hrs/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>

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

### AIP Email

<table>
<thead>
<tr>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

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

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

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