Journal of Clinical Lipidology

Overview

The *Journal of Clinical Lipidology* is published to support the diverse array of medical professionals who work to reduce the incidence of morbidity and mortality from dyslipidemia and associated disorders of lipid metabolism. The Journal's readership encompasses a broad cross-section of the medical community, including cardiologists, endocrinologists, and primary care physicians, as well as those involved in the treatment of such disorders as diabetes, hypertension, and obesity. The Journal also addresses allied health professionals who treat the patient base described above, such as pharmacists, nurse practitioners and dietitians.

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Global Print Circulation

Online Only

Avg. Global Monthly Visits

12,830

Avg. Global Monthly Unique Visitors

6,057

Avg. Global Monthly Page Views

7,786

Avg. Global eTOC Distribution

2,013

Affiliation

National Lipid Association

Audience

Cardiologists, endocrinologists, primary care physicians
# 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).

## eTOC Email

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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

## AIP Email

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Animation and expandable banners unavailable

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2. Offer and acceptance/Data

2.1 Offer and acceptance/Description

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2.2 Offer and acceptance/Data

3. Payment

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4.1 Liability and claims

5. Payment

5.1 Payment

6. Distribution

6.1 Distribution

7. Advertising & Reprints

7.1 Advertising & Reprints

8. Liability and claims

8.1 Liability and claims

9. General

9.1 General

10. Advertising & Reprints

10.1 Advertising & Reprints

11. Applicability

11.1 Applicability

12. General

12.1 General

13. Compliance & Revisions

13.1 Compliance & Revisions

14. General

14.1 General

*Note: The text above is a natural language representation of the document content and is subject to the context and terms outlined in the document.*