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.

Display Advertising

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Recruitment Advertising

Ariel Medina  Global
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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 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>
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<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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8. Right to cancel
If the alterations requested are unacceptable, unless such changes are requested after the publication of the Products and shall be entitled to reject any order for reprints of material that has not been published.

9. Right to cancel
If the alterations requested are unacceptable, unless such changes are requested after the publication of the Products and shall be entitled to reject any order for reprints of material that has not been published.

10. Advertising & Reprints
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