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

Jessica Jimenez-Ahmed United States
267-226-8166
jjimenez-ahmed@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

Ariel Medina Global
212-633-3189
a.medina@elsevier.com

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>

#### 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>

#### AIP 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>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</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).

**Contact your sales representative for all digital advertising rates and opportunities.**
12. Compliance with laws

6. Distribution

1. Applicability

voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, ... and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or

the advertisement. Any returns of the products shall be subject to the relevant Elsevier company’s return policy ... of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such ... for personal gain or for that of Elsevier or Elsevier’s affiliates (any such act, a “Prohibited Payment”). A Prohibited

12. Compliance with laws

the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes ... of published material and shall be entitled to reject any order for reprints of material that has not been published.

quoted volume, Elsevier shall return to the Client any amount overpaid by the Client. Orders specifying positions are ... to modify the space or alter the date or position of insertion or make any other alteration, the Client will have

arising out of or related to the Advertising Content or Client’s breach or alleged breach of any of the foregoing ... that are not consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and or services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed without

liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier,

or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, offensive, invasion of privacy or rights of solitude, violation of any anti-discrimination law or regulations, or any other right or any person or entity; (iii) Advertising

8. Liability and claims

7. Intellectual property

3. Execution and modification of the order

catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products ... including, but not limited to, typographical errors, having no significant effect on the editorial content or design

warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of ... properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with descriptions of the

fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any ... and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier’s liability for

Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier reads additional

in writing, and shall be subject to any exclusive or general jurisdiction or venue or arbitration clause set forth in any agreement between the parties (the “TC”). They supersede any previous agreements between the parties. Period of contract: the services...