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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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>
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</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).

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**eTOC Email**

<table>
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<tbody>
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<td>728 x 90</td>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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**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

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**AIP Email**

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No

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200 KB

Animation and expandable banners unavailable

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