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.
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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<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
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FORMATS
jpeg, png, gif, (static image only)

TRACKING PIXELS
No

MAX FILE SIZE
200 KB

AIP Email

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FORMATS
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No

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made by Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). The foregoing excludes any previous agreements, confirmations or communications between the parties.

2. Offer and acceptance

Orders for the Products and Services from the Client shall be deemed to be offers to Elsevier. All orders shall be acknowledged by Elsevier in writing. Variations to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signature of Elsevier. Nothing in this TC shall exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

3. Monthly average web metrics

Monthly average web metrics based on the period of July 2022 to June 2023

4. Guarantee and indemnification

The Client shall have a reasonable time after the date of the payment of the fee which shall be paid to Elsevier under the TC to examine the Articles and, if the Client is not satisfied with the standard of work, it shall notify Elsevier in writing within such period. The Client shall have no right to any refund of the fee paid to Elsevier unless Elsevier agrees in writing to provide such service or compensation, and any such refund shall be made by Elsevier only after all the requirements of the work specified in the TC have been fulfilled.

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All fees paid to Elsevier are non-refundable except where a request for a refund is received within the 30-day period from the date of receipt of the invoice and the Client has not received the Articles or the service specified in the TC.

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The Client shall not engage in, reproduction, repulsion of the Products or any other person of Elsevier to its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier in the event of breach of any privacy, reproduction, or reissue of the Products in any order.

7. Intellectual property rights

Except for the ownership of the Articles, Elsevier shall retain all other rights in the Articles, and the Client shall not publish, distribute, or make any part of the Articles available to any third party, except as expressly permitted under the TC.

8. Liability and claims

In no event shall Elsevier be liable for any special, indirect, or consequential damages or any loss resulting from the use of the Products, even if Elsevier has been informed of the possibility of such loss or damage.

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Orders for advertisements must be cancelled in writing prior to the relevant advertisement period. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is cancelled, Elsevier shall be entitled to recover from the Client a pro rata portion of the fee which the Client has paid to Elsevier for display of the Advertising copy.

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11. Advertising & Reprints

The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

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The rates charged by Elsevier will be subject to revision by Elsevier at any time with or without notice to the Client.

13. Notices

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14. Severance

In the event that any provision of these terms and conditions is found by a court of competent jurisdiction to be invalid or unenforceable, such provision shall be severed and the remaining provisions shall remain in full force and effect.

15. Governing law

This TC is governed by and construed under the laws of England, and the Client agrees that the English courts shall have exclusive jurisdiction in respect of all disputes or claims arising from or in connection with the TC and its subject matter.