Overview

JAMDA is a peer-reviewed journal that publishes original and timely articles of importance to medical directors and other physicians working in the long-term care continuum. Issue features include Original Studies, Case Reports, Clinical Experience, and Point-of-View Editorials.

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Affiliation
AMDA – The Society for Post-Acute and Long-Term Care Medicine

Audience
Association members who work as medical directors and attending physicians in all long-term care settings including skilled nursing and assisted living facilities.

Editor-in-Chief
Philip D. Sloane, MD, MPH ; Sheryl Zimmerman, PhD

Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
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<th>EXPANDABLE DIRECTION</th>
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<td>Top</td>
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<td>728 x 315</td>
<td>Down</td>
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<td>Top</td>
<td>Mobile Leaderboard</td>
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<td>NA</td>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</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>
<thead>
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<tr>
<td>Middle</td>
<td>MPU</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

### AIP Email

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200 KB

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