JAMDA

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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Global Print Circulation
Online Only

Avg. Global Monthly Visits
Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request

Avg. Global eTOC Distribution
13,007
### 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>
<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 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).
# Rate Card

**Effective January 2024**

## eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
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<th>SIZE (PIXELS)</th>
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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>
</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

<table>
<thead>
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</tbody>
</table>

**FORMATS**: jpeg, png, gif (static image only)

**TRACKING PIXELS**: No

**MAX FILE SIZE**: 200 KB

Animation and expandable banners unavailable

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10. Advertising & Reprints

11. Audit

12. Compliance with laws

13. Cancellations & Returns

14. Execution

15. Intellectual property

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18. Payment

19. Terms, taxes and terms

20. Offer and acceptance

21. Offer and acceptance

22. Offer and acceptance