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.

Display Advertising

Joan Coffey United States  
513-480-4018  
j.coffey@elsevier.com

Kate Lach Europe  
48 500 259 970  
k.lach.1@elsevier.com

Virginia Van Homrigh APAC  
61 448 008 159  
v.vanhomrigh@elsevier.com

Derek Zakaib Canada  
514-730-8837  
derekjohnzakaib@gmail.com

Recruitment Advertising

Ariel Medina Europe  
212-633-3689  
a.medina@elsevier.com

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.

Global Print Circulation  
Online Only

Avg. Global Monthly Visits  
Available upon request

Avg. Global Monthly Unique Visitors  
Available upon request

Avg. Global Month Page Views  
Available upon request

Avg. Global eTOC Distribution  
13,007

Rate Card

Effective January 2024
**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 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).

**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>

**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>
<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, (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
These terms and conditions shall apply to all offers, proposals and agreements made between the first and any third party to appoint (“the Client”) relating to the products and/or services of Elsevier (“the Products and Services”) and, as relevant, the Elsevier order acknowledgement (“the TC”). The Client shall be deemed to have agreed to the TC on or before the date on which the Client accepts and/or executes the order. The Client acknowledges that these terms and conditions are subject to and include the terms and conditions of supply and/or sale of the applicable third party(s) and shall be deemed to have agreed to be bound by any such terms and conditions. The TC may only be amended in writing by an authorized representative of Elsevier. Nothing in the TC shall exclude or limit Elsevier’s liability for death or personal injury caused by the negligence of Elsevier. Nothing in these terms and conditions shall affect the statutory rights of the Client that cannot be excluded or limited by contract.

2. Offer and acceptance
Each offer, proposal or order for the Products and Services from the Client shall be deemed to be an offer to the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or Elsevier’s representatives.

3. Execution and modification of the order
The Client must return any order for the Products and Services to Elsevier in accordance with the TC. If the Client fails to do so, Elsevier reserves the right to cancel or modify the order at its sole discretion.

4. Prices, taxes and currencies
Prices shall be based on the date of issue of the TC, subject to prevailing rates of tax and to any change in those rates. Prices include VAT (where applicable) to the extent that it is chargeable to the Client. Elsevier reserves the right to increase published prices at any time during the period of the TC.

5. Payment
The Client shall pay the purchase price of the Products and Services upon receipt of an invoice from Elsevier. Payments shall be made in accordance with the terms and conditions specified in the TC or, if not specified, in accordance with the terms and conditions of payment specified by Elsevier in the TC. Elsevier reserves the right to adjust published price and terms of payment at any time during the period of the TC.

6. Distribution
Objections to the advertised material or the advertisement shall be made in writing to Elsevier within 7 days from the date of insertion. If the advertisement is not published within 14 days from the date of insertion, Elsevier will refund the Client for the full amount of the advertisement.

7. Advertiser’s liability
If an advertisement is not properly inserted or if an error is made in the advertisement, Elsevier will refund to the Client the full amount of the advertisement.

8. Liability and claims
Elsevier shall not be liable for any breach of contract, breach of warranty, negligence, or any other loss, damage, or expense caused by the Client or any third party, or any loss or damage caused by the Client’s or any third party’s failure to comply with any of the provisions of the TC, except as otherwise provided herein.

9. Force majeure
If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or any other cause beyond the control of a party, such party is unable to perform in whole or in part its obligations under the TC or its duties or the TC cannot be performed, such party shall notify the other party in writing and shall be excused from liability for any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not caused by the Client’s or Elsevier’s own negligence.

10. Advertising & Reprints
The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to the Client the full amount of the advertisement.

11. Audit
Any disputes relating to the validity of any of the foregoing representations and warranties shall be resolved by an independent expert appointed by the parties, whose decision shall be final and binding on the parties. Elsevier shall be entitled to examine the Client’s records and books of account at the Client’s place of business and Elsevier may require access to any premises of the Client for the purposes of the audit.

12. Intellectual property
Except where an advertisement is inserted in a representative capacity, for the account and use of no more than one identified individual subscriber for personal use, the Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to the Client the full amount of the advertisement.

13. Cancellation & Return of the Products
The Client cants cancel advertisements, including the date of cancellation. No new external costs shall be incurred or committed excepted from the date of receipt of written notice of cancellation by Elsevier. Orders specifying positions are accepted subject to availability and Elsevier reserves the right to refuse space for advertisements that are in contravention of the terms and conditions of the TC.

14. General
The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to the Client the full amount of the advertisement.