



# The Journal of Rheumatology

## 2020 ONLINE ADVERTISING RATES

Take advantage of high-exposure Web opportunities on [jrheum.org](http://jrheum.org). With *The Journal of Rheumatology's* website, reach rheumatologists and various physicians looking for the latest clinical research on the treatment of the rheumatic diseases. Subscribing physicians come often for unlimited views and downloads of original clinical articles from 2001 to the current volume. You can reach an even wider audience with non-subscribers who stay current by browsing through *The Journal's* free tables of contents, abstracts, editorials, images, and case reports, or who avail of single article downloads and pay per view access. The website's constant growth also means innovative features such as video abstracts, RSS feeds, interactive polls, and fast publication of accepted manuscripts, all of which translate to engaging content that continually attracts repeat visits from subscribers and non-subscribers alike.

Jrheum.org offers superb visibility and maximum impact around the clock, and its responsive design makes it ideal for viewing on desktops, tablets, and mobile devices.

## JOURNAL STATISTICS

### READERSHIP

Physicians who are rheumatologists, internal medicine specialists, and GPs with an interest in rheumatoid arthritis, ankylosing spondylitis, psoriatic arthritis, osteoarthritis, and other rheumatic diseases.

### GLOBAL

*Impressions:*  
Over 2,000,000/year

### U.S.

*Impressions:* Over 50,000/month  
*Page views:* Over 2,400/month

## ADVERTISING RATES AND REQUIREMENTS

### RATES

Banner ads \$100 CPM  
Minimum purchase 30,000/month

### POSITIONS

Leaderboard and Page Banners 728 × 90  
Mobile\* 300 × 50  
Medium Rectangle 300 × 250

All advertising subject to publisher approval.  
\*Included where 300 × 50 file size supplied.

### MECHANICAL REQUIREMENTS

*Max size:* 40 kb (3 loops)  
*File types accepted:* .jpg and .gif  
*Animation effects* (not Flash): maximum 15 s  
*Frame rate:* up to 18 fps

### SUBMISSION

Art required 7 days in advance for testing.

For maximum reach at minimum spend, ask about our **Print + Web** opportunities:

**CLINICAL HIGHLIGHTS**  
for the Rheumatologist  
+  
[jrheum.org](http://jrheum.org)

## CONTACT

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