

AMA / JAMA Network: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Homepages

Desktop Platform

Banner Position	Sizes Supported
Leader	728x90
Box (Right)	300x250
Anchor	728x90

The screenshot shows the desktop version of the JAMA Network homepage. At the top, there is a search bar and navigation links. The main content area features a large article titled "Geographic Variation in US Cardiovascular Mortality, 1980-2014". Below this, there is a "Just Published" section with several article teasers. A red box highlights a banner at the top center and another at the bottom center, both with the text "Make a world of difference. Northwestern | GLOBAL HEALTH".

Mobile / Smartphone Platform

Banner Position	Sizes Supported
Box (InLine-Below Feat. Art.)	300x250

The screenshot shows the mobile version of the JAMA Network app. The interface is optimized for a smartphone screen, featuring a search bar and the JAMA logo at the top. The main content area displays a featured article titled "A Comparison of Intraocular Pressure Measurements for Glaucoma Stage". Below the article, there is a large advertisement for "Topics in Ophthalmology" with the text "The new blog from JAMA Ophthalmology. Take a look".

AMA / JAMA Network: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

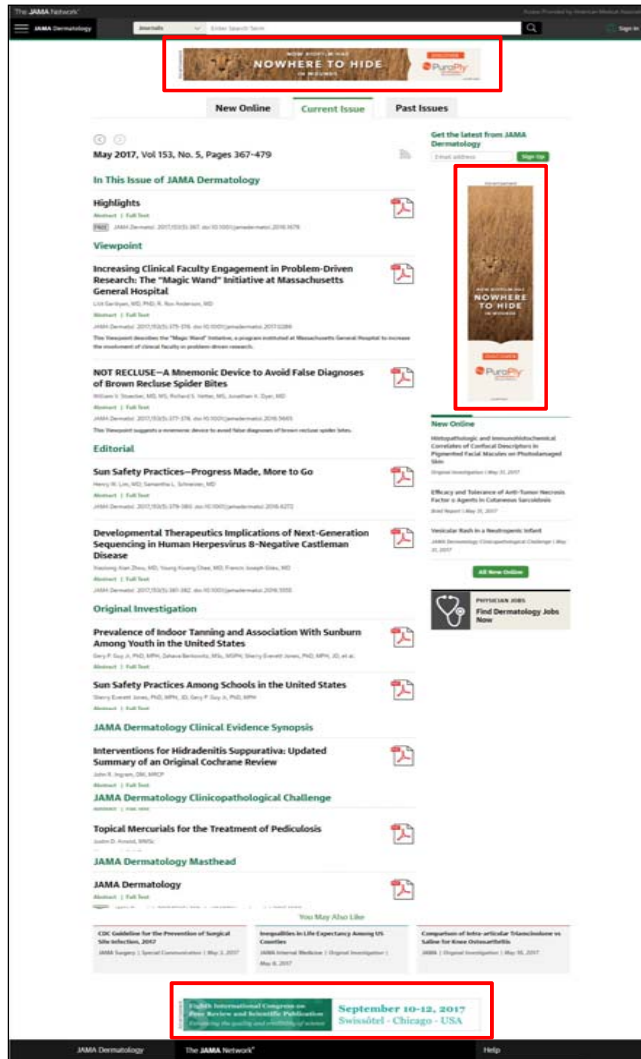
Table of Contents (TOC) / Article List Pages

Desktop Platform

Banner Position	Sizes Supported
Leader	728x90
Skyscraper-Box (Right)	120x600, 160x600, 300x250, 300x600
Box (Right)	300x250
Anchor	728x90

Mobile / Smartphone Platform

Banner Position	Sizes Supported
Box (InLine, Below Abstract)	300x250



AMA / JAMA Network: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Non-Research Article Page

Desktop Platform

Banner Position	Sizes Supported
Leader, Anchor	728x90
Box (Right)	300x250, 300x600



Mobile / Smartphone Platform

Banner Position	Sizes Supported
Box (InLine-Below Abstract)	300x250, 300x600
Box (Anchor)	300x250



AMA / JAMA Network: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Research Article Page (Split-Screen View)

Desktop Platform

Banner Position	Sizes Supported
Skyscraper-Box (Right)	120x600, 160x600, 300x250, 300x600
Riser	728x90

Mobile / Smartphone Platform

Banner Position	Sizes Supported
Box (InLine-Below Abstract)	300x250

The screenshot shows the desktop version of the JAMA Network website. The article title is "Hierarchical Organization of Tau and Amyloid Deposits in the Cerebral Cortex". The page layout includes a navigation bar, a search bar, and a sidebar with "Top of Article" links. Two advertisements are highlighted with red boxes: a "Skyscraper-Box" advertisement on the right side of the article content, and a "Riser" advertisement below the abstract section.

The screenshot shows the mobile version of the JAMA Network website. The article title is "JAMA Otolaryngology-Head & Neck Surgery". The page layout is optimized for a smartphone screen. A "Box (InLine-Below Abstract)" advertisement is highlighted with a red box, positioned below the abstract text.

AMA / JAMA Network: Digital/Web Advertising Placement Information and Material Spec Sheet

Page Type Banner Placement Detail and Sample Images

Interstitial

Desktop

The JAMA Network

JAMA® Journals

ADVAIR (mirtazapine) tablets

Advertisement

Jardiance
(empagliflozin) tablets

Indicated to **reduce the risk of CV death** in adult patients with type 2 diabetes and established CV disease*

Not for type 1 diabetes or diabetic ketoacidosis.

> [Prescribing Information](#) and [Patient Information](#)

IMPORTANT SAFETY INFORMATION, INDICATIONS AND USAGE

CONTRAINDICATIONS

JARDIANCE should not be used in patients with a history of serious hypersensitivity to JARDIANCE or in patients with severe renal impairment, end-stage renal disease, or dialysis.

ADVERTISMENT

Tig Notaro: A Comedian Makes "Sick" Humor the Main

Humanities | November 8, 2016

Views 1,913 Citations 0

JAMA Diagnostic Test Interpretation

December 13, 2016

Download PDF

Full Text

Cite This

Permissions

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Online/Digital Advertising FAQ

Cancellation / Termination Questions

Does the AMA have defined cancellation or early termination policies?

Yes, Advertisers may cancel the entire Insertion Order, or any portion thereof, as follows:

CPM (ROS and Interstitial) Banner Placements:

- * On written notice to the Director of Sales, 30 days or more before the campaign start date, advertiser may cancel all, or a portion of the campaign, without penalty.
- * For cancellations received less than 30 days before the campaign start date, the advertiser will incur a late-cancellation penalty charge equal to 50% of the campaign amount that was reserved for delivery within the first 30 days of the campaign.
- * For cancellations received after the start date of a campaign, but within the first 14 days of the campaign month/segment, the advertiser will be responsible for charges incurred for all served impressions/placements and a late-cancellation penalty charge equal to 50% of the remaining un-served (reserved) impressions/placements to the campaign's end-date or the current calendar month-end (whichever comes first).
- * For cancellations received after the start date of a campaign, after first 14 days of the campaign month/segment, the advertiser will be responsible for charges incurred for all served impressions/placements and a late-cancellation penalty charge equal to 50% of the campaign's remaining un-served (reserved) impressions/placements scheduled for the following 30 days (to be invoiced in full at the next month-end billing cycle).

Flat-fee or Fixed-Delivery Placements (including but not limited to Roadblocks, eTOC's, Online First Alerts and all other email products):

- * On written notice to the Director of Sales, 30 days or more before the delivery/start date of the placement, advertiser may cancel placement without penalty.
- * For cancellations received from 30 to 15 days before the delivery/start date of the placement, the advertiser will incur a late-cancellation penalty charge equal to 50% of the canceled placement's contracted value.
- * For cancellations received less than 15 days before the delivery/start date of the placement, the advertiser will incur a late-cancellation penalty charge equal to 100% of the canceled placement's contracted value.

Banner Size and Format Requirements

Does the JAMA Network accept 3rd Party served materials?

Yes, we have worked with the following 3rd Party Servers: Pointroll, Atlas, Doubleclick (DFA/DCM), Mediamind (Eyeblaster). Please check with our production office if a different 3rd Party Server is required.

What are the accepted file formats for JAMA Network Banner placements?

Accepted File Formats include HTML, HTML5, Flash, GIF, Animated GIF, JPEG - please check with our production office if a different file format is required.

Do the JAMA Network sites support Expandable Banners?

Yes, for most site positions. Expandable banners are not supported for Mobile/Smartphone serving, Interstitials, Email Alerts, the "Riser" position or serving on the JAMA Network Reader App. *Expandable banners must be 3rd Party served.* Please see the "Expandable Banner" section for detail on expansion size specs and restrictions.

For Expandable banners, does the Advertiser need to provide an iFrame Buster file?

Yes, ad banner placements on our website pages are served through an iFrame. If Expandable materials are to be served via 3rd Party, please identify and provide appropriate iFrame buster file. Expandable banners must be 3rd Party served

Does the JAMA Network accept Flash Materials?

Yes, for site placements only. Due to the issues that many browsers have with Flash materials, we encourage Advertisers to create their materials in a non-Flash format. Flash materials are *not* accepted for Mobile/Smartphone placements. Flash Ads must have Click Tag encoded in the creative

Does the JAMA Network accept Flash Materials for Email Newsletter/Alert Placements?

No, Flash materials are not accepted for Email Alert placements.

Are back-up banners required for Flash materials?

Yes, a default, non-Flash, ad file must be submitted for visitors without Flash or JavaScript.

Are back-up banners required for Rich Media materials?

Yes, a default, static, back-up ad file must be submitted for Rich Media serving campaigns.

Can Rich Media materials be set to "Auto-Play"?

No, banners must not be set to 'autoplay' when ads appear. Expansion, video-start and audio-start must be user initiated. Please see "Rich Media" section for rules on user initiated actions.

What banner sizes can run for Interstitial placements?

Interstitial placements on our network generally run a 300x250 banner, however if another ad unit is desired our production team will test it to ensure it performs correctly within our templates.

Do the JAMA Network sites support video advertisements?

Yes, however video content must be streamed via 3rd party serving.

Do the JAMA Network sites support materials with multiple hyperlinks?

Yes, a maximum of 5 Click-through URL's are permitted. Advertisement must link directly to client website, which must clearly display the sponsoring company/entity. Linking to 3rd party websites or interstitial registration pages is not permitted.

JAMA Network / AMA: Digital/Web Advertising Placement Information and Material Spec Sheet

Online/Digital Advertising FAQ

General JAMA Network Online/Digital Advertising Questions

Who can I contact with specific questions regarding advertising materials?

Should you have any questions not covered here, or need any additional information, please contact your AMA Sales Rep or our online advertising team (online-advertising@jamanetwork.com).

Where can I find information on rates for advertising on the JAMA Network?

For questions regarding rates for JAMA Network print or digital/online advertising, please contact the JAMA Network Advertising Sales Office.

What Ad Server does the AMA use for their banner advertising?

The AMA uses the Doubleclick for Publishers ad serving platform.

How does the AMA handle Reporting and Billing for 3rd Party Served materials?

If campaign is being served via client/3rd party server, access the 3rd Party server account must be provided to AMA Online Advertising Services, for impression/billing reconciliation, by the 20th day of the month in which campaign is active.

Are banners on the JAMA Network sites served through an iFrame?

Yes.

Are materials with Ad Blocking function (Ad Safe, DoubleVerify, etc) allowed to serve to the JAMA Network Sites?

Many advertisers now create their materials to include ad verification functionality, like DoubleVerify or Ad Safe. Contextual or Domain-Domain ad blocking from this setup does occasionally pose an issue for banners serving on our sites. Because the content of the JAMA Network Sites is non-Commercial, scientific in nature and geared toward the Medical Professional, we request that clients "Whitelist" our sites in order to ensure that their campaign serve correctly.

What special targeting options are available for Email Alerts?

The JAMA and JAMA Internal Medicine email alerts support selective subscriber targeting by Specialty. Geo-Targeting is not available for our Email Alert programs.

Submission / Ad Approval Questions

When are creative materials due for placements?

Creative material is due via email to AMA Online Advertising Services (email: online-advertising@jamanetwork.com) **a minimum of 7 business days prior to campaign/placement launch.**

What is the AMA's Ad Approval process?

All Advertising and Landing Pages are subject to AMA Editorial review. The AMA reserves the right to decline any submitted advertisement creative or campaign. Prior to the start of the campaign, the AMA will review the materials submitted and, once approved, set the campaign placement live.

Can creative/campaign materials be later updated or changed on the 'back-end' without prior AMA approval?

No. The JAMA Network has strict policies regarding pre-approval of all creative materials before they run live on our sites. New/Revised creatives (served locally or via 3rd Party) must be provided to the AMA for review, and approved by AMA, *before* changes are pushed live. Failure to secure pre-approval before serving may result in the campaign being paused while Ad Approval is being secured.

Does the AMA have defined rules regarding advertising placements that can be served on the JAMA Network?

Yes, all advertising must comply with the AMA's "Principles for Advertising and Sponsorship" (document available via: <http://jamanetwork.com/pages/advertisers>). Banners and Landing Pages must be oriented toward the professional. Banners must clearly indicate a product or company logo.

Do the JAMA Network sites utilize a Responsive platform design?

Yes, all of the JAMA Network family of journal sites utilize a responsive site design that optimizes screen sizes for viewing ease when viewed on Desktop, Tablet or Smartphone devices.

Placement and Position Questions

Are there sample screenshots available to show the various page/placement positions?

Yes, please see the Screenshot sample section in this document.

Is there a set email alert schedule available to review?

Yes, please see the Email Alert Schedule section in this document.

Is there any special targeting available for Email Alerts?

Some JAMA Network email alerts can be selectively targeted based on a recipients identified "Specialty" (please contact your AMA Sales contact for details). Email alerts cannot be Geo-Targeted.

Are the email alert subscriber lists, numbers or open rate data available for review?

Subscriber lists are not available for review, however data on list sizes, actual sends, opens and open rates can be requested from your JAMA Network Sales contact.

How are the ROS/Article (Ads on Articles) placements targeted?

ROS/Article placements are served only to positions on the JAMA Network Site's Article Content pages (Full-Text content).