Overview

Launching in Summer 2019, *The Lancet Rheumatology* is a new specialty journal published by *The Lancet*. This monthly journal is committed to publishing content relevant to rheumatology specialists worldwide, with a focus on studies that advance clinical practice, challenge the status quo, and advocate change in health policy.

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Global Print Circulation
Online Only

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>151,779</td>
<td>129,470</td>
<td>207,349</td>
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## Digital Specs

### Lancet Websites

<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 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

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*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).
<table>
<thead>
<tr>
<th>LANCET (ALL TITLES) eTOC Email</th>
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</thead>
<tbody>
<tr>
<td><strong>POSITION</strong></td>
<td><strong>AD</strong></td>
<td><strong>SIZE (PIXELS)</strong></td>
</tr>
<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

<table>
<thead>
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Animation and expandable banners unavailable

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