Overview

*THE LANCET Neurology*, published monthly, provides neurology-related specialists something truly rare and valuable—definitive coverage of all aspects of neurology from around the world—in a single, highly readable source.

Every month, *THE LANCET Neurology* reviews the most recent research, highlighting those advances with the greatest and most immediate impact. Our global reporting capabilities ensure that *THE LANCET Neurology* provides the most important and current international news from this vast medical specialty.

For our advertisers, this high profile journal provides an excellent platform from which to advertise your products and services relevant to the neurology professional. We are confident that *THE LANCET Neurology* is the first place neurology-related specialists look when investigating well-respected opinion, news and reviews, or the latest in important clinical trials.
Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>22/1</td>
<td>January 2023</td>
<td>11/11/2022</td>
<td>11/16/2022</td>
<td>11/29/2022</td>
</tr>
<tr>
<td>22/2</td>
<td>February 2023</td>
<td>12/15/2022</td>
<td>12/20/2022</td>
<td>01/03/2023</td>
</tr>
<tr>
<td>22/3</td>
<td>March 2023</td>
<td>01/12/2023</td>
<td>01/18/2023</td>
<td>01/27/2023</td>
</tr>
<tr>
<td>22/4</td>
<td>April 2023</td>
<td>02/09/2023</td>
<td>02/14/2023</td>
<td>02/24/2023</td>
</tr>
<tr>
<td>22/5</td>
<td>May 2023</td>
<td>03/10/2023</td>
<td>03/15/2023</td>
<td>03/24/2023</td>
</tr>
<tr>
<td>22/6</td>
<td>June 2023</td>
<td>04/14/2023</td>
<td>04/19/2023</td>
<td>04/28/2023</td>
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<tr>
<td>22/7</td>
<td>July 2023</td>
<td>05/18/2023</td>
<td>05/23/2023</td>
<td>06/02/2023</td>
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<tr>
<td>22/8</td>
<td>August 2023</td>
<td>06/16/2023</td>
<td>06/21/2023</td>
<td>06/30/2023</td>
</tr>
<tr>
<td>22/9</td>
<td>September 2023</td>
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<td>07/28/2023</td>
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<tr>
<td>22/10</td>
<td>October 2023</td>
<td>08/18/2023</td>
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<td>09/01/2023</td>
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<tr>
<td>22/11</td>
<td>November 2023</td>
<td>09/15/2023</td>
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<td>22/12</td>
<td>December 2023</td>
<td>10/13/2023</td>
<td>10/18/2023</td>
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</tr>
</tbody>
</table>

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,000</td>
<td>$ 2,500</td>
</tr>
<tr>
<td>3x</td>
<td>$ 3,900</td>
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<td>$ 3,800</td>
<td>$ 2,350</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,700</td>
<td>$ 2,250</td>
</tr>
<tr>
<td>24x</td>
<td>$ 3,500</td>
<td>$ 2,050</td>
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<tr>
<td>48x</td>
<td>$ 3,450</td>
<td>$ 2,000</td>
</tr>
<tr>
<td>96x</td>
<td>$ 3,400</td>
<td>$ 1,950</td>
</tr>
</tbody>
</table>

4 COLOR

$ 2,500

Cover Tips

Contact your sales representative for rates and opportunities.

Outserts

Contact your sales representative for rates and opportunities.

Premium Positions

Cover 4: 50% B/W Page rate
Cover 2: 35% B/W Page rate
Cover 3: 25% B/W Page rate
Opposite TOC: 25% B/W Page rate
First Right Hand Page: 25%
B/W Page rate Other Preferred Positions: 10% B/W Page rate

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
**Inserts**

Furnished inserts are billed at the black and white rate times the number of insert pages.

**Two-page insert (one leaf):** Two-times earned frequency rate.

**Four-page or larger insert:** Black & White earned frequency rate.

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**Composition**

All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
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</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

**Acceptance of Advertising**

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

**Classified / back of book print closings**

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
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Classified / back of book print advertising

Rates

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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 2,000</td>
<td>$ 1,875</td>
</tr>
<tr>
<td>3x</td>
<td>$ 1,950</td>
<td>$ 1,838</td>
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<td>6x</td>
<td>$ 1,900</td>
<td>$ 1,763</td>
</tr>
<tr>
<td>12x</td>
<td>$ 1,850</td>
<td>$ 1,688</td>
</tr>
<tr>
<td>24x</td>
<td>$ 1,750</td>
<td>$ 1,538</td>
</tr>
<tr>
<td>48x</td>
<td>$ 1,725</td>
<td>$ 1,500</td>
</tr>
<tr>
<td>96x</td>
<td>$ 1,700</td>
<td>$ 1,463</td>
</tr>
</tbody>
</table>

4 COLOR

$ 700

Confidential Email Inbox
Cost: $40.

Agency Discount
For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:
Must be received in writing on or before the announced closing date.
Run of Book Print Ads

Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.
Images
All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.
Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Supplied Print Ad Pieces

**Size - 2 page:**

**Size - 4 page:**

**Trimming:** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

**Closing Date for Booking Inserts:** Same as ad space closing

**Insert delivery date:** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.
Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

The Lancet Neurology

Contact Production

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

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>
</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>
Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent (the "Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC").

2. Price
Unless otherwise expressly agreed by Elsevier in writing, all prices are quoted on an ex-works basis and include V.A.T. (Value Added Tax) and are exclusive of any applicable shipping cost or delivery charge. Where payment terms are agreed to be on account, the Client undertakes to make payment in accordance with the payment terms and conditions agreed.

3. Terms of payment
Unless otherwise expressly agreed by Elsevier in writing, payment shall be made within 30 days of the invoice date. Where delivery terms are agreed to be ex-works, payment shall be made on receipt of a delivery note. Payment may be made by bank transfer to an account stated in the TC. The TC may specify that the price shall be subject to any adjustment in the event of exchange rate fluctuations. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

4. Force majeure
If the Client is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of its obligations under this TC and shall not be liable to the other party for any failure or delay resulting therefrom. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

5. Liability and claims
Except as otherwise expressly agreed by Elsevier in writing, Elsevier shall not be liable to the Client for any loss or damage of whatever nature (whether direct, consequential or otherwise) suffered by the Client in connection with the supply of the Products and/or Services unless such loss or damage is caused by Elsevier's negligence or breach of this TC. Elsevier's liability under any provisions of these terms and conditions shall be limited to the amount actually paid to Elsevier in respect of the purchase of those tax-affected personal injury or death and any user shall not be liable in the event of any breach of this TC or any tortious act which is committed by or under the control of the Client.

6. Law and jurisdiction
These terms and conditions shall be governed by English law. The Client and Elsevier each agree that any dispute arising from or relating to these terms and conditions or any breach thereof shall be settled by arbitration in London. The English language shall be used for the conduct of such arbitration. The Client acknowledges that it has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that the price agreed by Elsevier is payable for the Products or Services but for such limitations.

7. Intellectual property
Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products or Services shall remain with Elsevier unless expressly agreed otherwise in writing. The Client shall not assign, transfer or sublicense without the prior written permission of Elsevier. The Client shall not acquire any personal use. The Client acknowledges that the Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall be held by Elsevier as a security interest for and subject to the security interest of the Client in respect of any sums due to Elsevier under this TC. Any such Products shall remain Elsevier's absolute property and the Client shall not sell or dispose of such Products, or any part thereof, or allow any person or entity to sell or dispose of such Products, without the prior written consent of Elsevier.

8. Advertisements
The Client shall not engage in any form of libel, slander, blackmail, unfair competition, false advertising, invasion of privacy or rights of celebrity, violation of any personal rights or rights of another person; nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any libel, slander, plagiarism of the Products or any other products or Services of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any libel, slander, plagiarism of the Products or any other products or Services of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities.

9. Force majeure
If the Client is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of its obligations under this TC and shall not be liable to the other party for any failure or delay resulting therefrom. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

10. Compliance with laws
Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to the Client and Elsevier to perform 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 its agent). Elsevier shall be entitled to accept any order or to reject any part thereof or to cancel any order wholly or partly at any time and for any reason which Elsevier considers to be reasonable.

11. Termination and modification of order
Any modifications to the agreed product or service description, budget or schedule, as set out in the order in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional services in connection with the performance of the TC, Elsevier shall add such services to the TC at the then current rate for such services and the Client shall make payment in accordance with the then current rate for such services.

12. Compliance with laws
The Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or any reasonable place where any of the Products are stored) for the purpose of inspecting Client's facilities, books and records to the extent necessary to make payments to Elsevier under this TC.