The Lancet Infectious Diseases

Overview

The Lancet Infectious Diseases, published monthly, provides infectious diseases specialists something truly rare and valuable—definitive coverage of all aspects of infectious diseases from around the world—in a single, highly readable source. Every month, The Lancet Infectious Diseases reviews the most recent research, highlighting those advances with the greatest and most immediate impact. Our global reporting capabilities ensure that The Lancet Infectious Diseases 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 infectious disease specialist. We are confident that The Lancet Infectious Diseases is the first place infectious disease specialists look when investigating well-respected opinion, news and reviews, or the latest in important clinical trials. Combining print advertising with electronic advertising opportunities on The Lancet Infectious Diseases web site, we give you, our advertisers, a first-class media solution, which rivals anything available in medical publishing. The Lancet Infectious Diseases is your best opportunity to reach the infectious disease professional.

Display Advertising

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

Robert Bayliss Europe
44 20 7442 4454
r.bayliss@elsevier.com

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

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

Recruitment Advertising

Philip Prigal Global
347-556-0473
p.prigal@elsevier.com

Global Print Circulation
10,000

Avg. Global Monthly Visits
292,563

Avg. Global Monthly Unique Visitors
244,519

Avg. Global Monthly Page Views
399,652
### 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>23/1</td>
<td>January 2023</td>
<td>11/16/2022</td>
<td>11/21/2022</td>
<td>12/02/2022</td>
</tr>
<tr>
<td>23/2</td>
<td>February 2023</td>
<td>12/14/2022</td>
<td>12/19/2022</td>
<td>12/30/2022</td>
</tr>
<tr>
<td>23/3</td>
<td>March 2023</td>
<td>01/20/2023</td>
<td>01/25/2023</td>
<td>02/03/2023</td>
</tr>
<tr>
<td>23/4</td>
<td>April 2023</td>
<td>02/16/2023</td>
<td>02/22/2023</td>
<td>03/03/2023</td>
</tr>
<tr>
<td>23/5</td>
<td>May 2023</td>
<td>03/17/2023</td>
<td>03/22/2023</td>
<td>03/31/2023</td>
</tr>
<tr>
<td>23/6</td>
<td>June 2023</td>
<td>04/21/2023</td>
<td>04/26/2023</td>
<td>05/05/2023</td>
</tr>
<tr>
<td>23/7</td>
<td>July 2023</td>
<td>05/25/2023</td>
<td>05/31/2023</td>
<td>06/09/2023</td>
</tr>
<tr>
<td>23/8</td>
<td>August 2023</td>
<td>06/21/2023</td>
<td>06/26/2023</td>
<td>07/07/2023</td>
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<tr>
<td>23/9</td>
<td>September 2023</td>
<td>07/21/2023</td>
<td>07/26/2023</td>
<td>08/04/2023</td>
</tr>
<tr>
<td>23/10</td>
<td>October 2023</td>
<td>08/24/2023</td>
<td>08/29/2023</td>
<td>09/08/2023</td>
</tr>
<tr>
<td>23/11</td>
<td>November 2023</td>
<td>09/22/2023</td>
<td>09/27/2023</td>
<td>10/06/2023</td>
</tr>
<tr>
<td>23/12</td>
<td>December 2023</td>
<td>10/20/2023</td>
<td>10/25/2023</td>
<td>11/03/2023</td>
</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>$ 3,380</td>
<td>$ 1,690</td>
</tr>
<tr>
<td>3x</td>
<td>$ 3,280</td>
<td>$ 1,635</td>
</tr>
<tr>
<td>6x</td>
<td>$ 3,185</td>
<td>$ 1,595</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,090</td>
<td>$ 1,550</td>
</tr>
<tr>
<td>24x</td>
<td>$ 2,985</td>
<td>$ 1,490</td>
</tr>
<tr>
<td>48x</td>
<td>$ 2,820</td>
<td>$ 1,410</td>
</tr>
<tr>
<td>96x</td>
<td>$ 2,770</td>
<td>$ 1,360</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.

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.

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>
</tr>
</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>
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Classified / back of book print advertising

Rates

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<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,690</td>
<td>$1,268</td>
</tr>
<tr>
<td>3x</td>
<td>$1,640</td>
<td>$1,226</td>
</tr>
<tr>
<td>6x</td>
<td>$1,593</td>
<td>$1,196</td>
</tr>
<tr>
<td>12x</td>
<td>$1,545</td>
<td>$1,163</td>
</tr>
<tr>
<td>24x</td>
<td>$1,493</td>
<td>$1,118</td>
</tr>
<tr>
<td>48x</td>
<td>$1,410</td>
<td>$1,058</td>
</tr>
<tr>
<td>96x</td>
<td>$1,385</td>
<td>$1,020</td>
</tr>
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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

Sizing

Trim: 210mm x 276mm (Global), 8.25" x 10.875" (US)

1/4" from all trim edges.

Binding: Perfect;

Printing Process:

Halftone Screen: Cover: Text:
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 Infectious Diseases**

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>
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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>MobileLeaderboard</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).

**LANCET (ALL TITLES) eTOC Email**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
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</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

**LANCET (ALL TITLES) AIP Email**

<table>
<thead>
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</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
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”). The TC supersedes any previous phone or written terms and conditions. For the purposes of the TC, Elsevier shall mean the company within the Elsevier group that is providing the Products or Services as set out on the TC and an “Recipient”, shall mean any person, company, or other organization to which Elsevier has supplied Products or Services.

2. Offer and acceptance/ Description
Each order for the Products shall be deemed to be an offer by 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 if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services under the TC. For all Products and Services ordered, Elsevier reserves the right to refuse any order, or to accept orders subject to variation of terms and conditions, or to cancel any order, without prejudice to its rights to claim any and all damages and losses. All prices on the TC include VAT. Where the TC is for any supply outside the EU, then it does not apply to any taxes, duties, levies, or charges of any kind which may be payable by the Client or else by Elsevier in respect of the supply of Products or Services.

3. Prices, taxes and currencies
Unless otherwise agreed by Elsevier in writing, all prices on the TC will be exclusive of taxes, duties, levies, or charges of any kind which may be payable by the Client or else by Elsevier in respect of the supply of Products or Services. In the event of any change in the sales taxes, duties, levies, or charges of any kind which may be payable by the Client or else by Elsevier in respect of the supply of Products or Services, the Client shall pay Elsevier, as the case may be, the amount then charged.

4. Prices, taxes and currencies
The Client shall not engage in piracy, reproduction, or plagiary 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 those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiary of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sale of the Products, exercising full control and solely keeping all of its losses resulting from such uncollected amounts.

5. Payment
If the Client does not pay in full or on time, any fees, fines, penalties, costs, or damages owed to Elsevier, Elsevier may, in its discretion, choose to cease delivery of the Products or Services without any further notice, and/or initiate an action for the recovery of those fees, fines, penalties, costs, or damages.

6. Distribution
The Client shall not engage in piracy, reproduction, or plagiary 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 those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiary of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sale of the Products, exercising full control and solely keeping all of its losses resulting from such uncollected amounts.

7. Intellectual property
Copyright and other intellectual property rights in the Products and Services, as well as all related material and marketing materials, are owned by Elsevier or its licensees. The Client shall not sell, transfer, assign, or sublicense the Products or Services or any part thereof without the prior written consent of Elsevier. The Client shall not modify, combine, alter, create derivative works of, or reverse engineer any Products or Services, except as otherwise provided herein.

8. Liability and claims
痕TC shall not be liable for any of the following losses which may arise by reason of breach of this TC or any implied warranty, condition or term, any representation or any duty of any kind imposed on Elsevier by operation of law (including, without limitation, loss of anticipated profit, any expectations, costs or expenses payable by Elsevier to any third party or (f) any loss of any order or contract or (g) any loss which is not foreseeable by the Client and Elsevier in the event of breach of this TC, and (e) any indirect loss or consequential loss of any kind shall be deemed severable and the remaining provisions of the TC shall continue in force.

9. Risk of loss and damage
In the event of default by the Client, or breach of any term of the TC, Elsevier may, without prejudice to any other rights or remedies it may have, terminate the TC immediately by giving written notice to the Client.

10. Advertising & Reprints
The Client shall not repurpose, reproduce, or plagiarise 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 those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sale of the Products, exercising full control and solely keeping all of its losses resulting from such uncollected amounts.

11. Audit
The Client shall verify Client’s compliance with the TC.

12. Compliance with laws
The Client shall verify Client’s compliance with the TC.

13. Indemnification
The Client shall verify Client’s compliance with the TC.

14. Termination
If the Client does not pay in full or on time, any fees, fines, penalties, costs, or damages owed to Elsevier, Elsevier may, in its discretion, choose to cease delivery of the Products or Services without any further notice, and/or initiate an action for the recovery of those fees, fines, penalties, costs, or damages.

15. Governing law
The Client shall verify Client’s compliance with the TC.

16. Jurisdiction
The Client shall verify Client’s compliance with the TC.