The Lancet Diabetes & Endocrinology

Overview

*The Lancet Diabetes & Endocrinology* was launched in print and online in September 2013. The journal offers the same unique fast track experience offered by its sister journals for all authors of research papers that are selected for peer review, where articles can be published online within 8 weeks of submission. Timely news, views, research, and reviews in diabetes, endocrinology, and metabolism are published. Topics considered by the journal include: diabetes, obesity, nutrition and metabolism, osteoporosis, adrenal disorders, bone metabolism, growth disorders, lipid disorders, neuroendocrinology, pediatric endocrinology, pituitary disorders, reproductive endocrinology, and thyroid disorders.

Display Advertising

Joan Coffey United States
551-480-4018
j.coffey@elsevier.com

Robert Bayliss Europe
44 20 7424 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
Online Only
82,461

Avg. Global Monthly Visits
82,461

Avg. Global Monthly Unique Visitors
66,425

Avg. Global Monthly Page Views
140,484
Audience
Diabetes educators, endocrinologists, and internal medicine physicians treating patients with diabetes

Editor-in-Chief
Rob Brierley

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>

### 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).
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"). They supplant any previous supply 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 order acknowledgement together with any other company within the Elsevier holding company which is providing the relevant Products or Services.

2. Compliance with laws

Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the client that contain third party software or software such a sale may be subject to additional licence terms.

3. Offer and acceptance/ Description

Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No offer 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. Any representation or warranty of the performance of the Services for the Client are subject to acceptance by the Client. Any services or products are subject to your acceptance by the Client and no acceptance of order or contract shall be formed under these terms until the Client has returned an acceptance of the order or the invoice is deemed to have been delivered.

4. Liability and claims

Except as provided herein, the Client expressly acknowledges that Elsevier, its licensors and other suppliers of the Products and Services are not liable for any direct, indirect, special, incidental, punitive, or consequential damages of any kind arising out of or in connection with the use of the Products and Services, even if Elsevier is advised of the possibility of such damages or losses. In that regard, the Client acknowledges that it is responsible for relieving Elsevier of any claims or damages.

5. Intellectual property

All rights to the Products and Services are reserved by Elsevier and no part of the Elsevier proposals, publications or other Products or Services may be stored or reproduced in any electronic form, except as specified in writing by Elsevier. Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and Services are reserved by Elsevier unless agreed otherwise in writing. The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, Elsevier reserves the right to make any changes as may be necessary to ensure that the copy is received within the relevant deadline.

6. Distribution

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products 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 sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delay or failure in obtaining such collections shall have no effect upon Elsevier's obligation to make payments to the Client.

7. Advertising & Reprints

The Client may be required to provide Elsevier with advertising copy, at the Client's cost. If the Client fails to provide advertising copy, Elsevier reserves the right to do so by any law enforcement agency, court or government agency; (3) are the subject of a claim asserted by an entity representing the Client's interest in the Products or Services; or (4) are otherwise objectionable to Elsevier. In such event, Elsevier may either (i) cease publication of the Products or Services or (ii) amend the Products or Services so as to make them acceptable.

8. False advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any law or regulation, or any provision of these Terms and Conditions;

9. Client shall provide Elsevier with a return copy of any Products sent to them, which will then be subject to Elsevier's return and exchange policy. The Client shall be responsible for any losses or damages incurred in returning the Products to Elsevier.

10. Payment

The Client shall be responsible for any actions taken by the Client or its representatives or agents or employees, and for the performance of the Services and for all expenses, losses, claims, and costs, including any losses or damages resulting from any breach of these Terms and Conditions by the Client or any of its representatives or agents or employees.