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

Avg. Global Monthly Visits
82,461

Avg. Global Monthly Unique Visitors
66,425

Avg. Global Monthly Page Views
140,484
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).
### LANCET (ALL TITLES) eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</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

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

---

### LANCET (ALL TITLES) AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Animation and expandable banners unavailable

---

Contact your sales representative for all digital advertising rates and opportunities.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

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"). If they supersede 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 TC. The parties agree that the TC and any amendment, modification, or supplement thereto from time to time constitutes a binding agreement, and that the terms and conditions are in addition to and supersede any other terms and conditions of supply.

2. Offer and acceptance/ Description
   An offer of a Product or Service by Elsevier to the Client 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 (at Elsevier's option) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for any of the Products.

3. Prices, taxes and currencies
   Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products or Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for personal use. Client acknowledges that violation of this representation and warranty shall cause irrevocable harm to Elsevier. Upon violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Client, including all actual recipients that have not previously properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both the parties in the relevant order, including such things as format, printing, pre-design, technical details, size and kind of address file, words and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued as published for the sole purpose of giving an approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for returning any part of the order, as the case may be, unless they are the result of a miscalculation.

4. Payment
   Payment shall be made in accordance with the provisions of the TC. Any undelivered portion of an order will be cancelled and the invoice(s) issued therefor will be cancelled and any payments made thereunder will be refunded to the Client. Any order may be cancelled by Either Party upon written notice to the other Party and such cancellation will become effective upon receipt of such notice by the other Party. If such cancellation results in a refund of money, the Client agrees to repay any amounts actually paid to Elsevier, including any payments made under the TC, and the Client agrees to release the Products to Elsevier. The Client shall further release the Products to Elsevier and Elsevier shall have the right, at any time, to remove any Products from the Client's premises if the Client fails to pay for such Products.

5. Intellectual property
   Copyright and other intellectual property rights to all Products, publications and other Products or Services shall remain with Elsevier unless otherwise agreed in writing. The Client's right to receive the Products, publications or other Products or Services is subject to the Client's compliance with the TC and to the Client's payment of the agreed price for such Products, publications or other Products or Services.

6. Liability and claims
   The Client shall not be liable for any of the following losses which may arise by reason of any breach of these TC or any implied warranty, condition or other term, any representation or any document of any kind impressed on Elsevier by operation of law: (a) loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any damages, costs or expenses payable by Elsevier to any third party; (d) loss of any order or contract; or (e) loss that was not foreseen by Elsevier. In addition, the Client shall not be liable for any loss, damage or expense resulting from any act or omission of Elsevier in the performance of the TC or for any loss or damage arising out of any failure to observe by Elsevier the TC. Where the Client is required to provide advertising space to Elsevier, the Client shall not be liable for any loss, damage or expense resulting from any act or omission of Elsevier in the performance of the TC or for any loss or damage arising out of any failure to observe by Elsevier the TC. The Clients risk shall be limited to financial losses and expenses which are directly related to the products of Elsevier. If any order is cancelled, the Client shall be liable for all expenses incurred by Elsevier in connection with the order, including any expenses that are incurred as a result of the cancellation or the failure to deliver the order.

7. Intellectual property
   Elsevier reserves the right to make changes in the Specifications or in its offers, as judged by Elsevier's management, to meet any situation of which it may become aware or which may be necessary for the best execution of the order or for improvement of the quality of the Products or Services. The Client agrees to accept such changes without claim or protest and at the price agreed for the order. Elsevier may not be liable for any consequences, direct or indirect, arising from the Client's failure to meet the space, time or quantity commitments made to Elsevier. In the event that any order is cancelled, the Client shall be liable for any expenses incurred by Elsevier in connection with the order, including any expenses that are incurred as a result of the cancellation or the failure to deliver the order.