The Lancet Child & Adolescent Health

Overview

With a strong clinical focus, The Lancet Child & Adolescent Health will be an independent journal with an international perspective. The monthly journal will present the most influential and innovative practice-changing original research, as well as authoritative reviews and insightful opinion pieces to promote the health of the whole child, from the fetal period through to young adulthood.

Display Advertising

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Global Print Circulation
Online Only
Avg. Global Monthly Visits
66,406
Avg. Global Monthly Unique Visitors
55,870
Avg. Global Monthly Page Views
103,677
**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>
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</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>
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### MAX FILE SIZE
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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction of the courts of the corporate domicile of the Elsevier company which is providing the Products or Services for the resolution of any dispute arising out of or in connection with the TC or any other agreement entered into by the parties in connection with the TC. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this TC.

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If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, acts of God, war, terrorism, acts of war, or any other cause beyond the reasonable control of a party, such party’s performance of its obligations under the TC may be delayed or interrupted.

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4. Prices, taxes and currencies

If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but not later than the due date stated in such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for full payment until such dispute is resolved. If the Client disputes an invoice on any ground other than non-receipt of the Products or Services, Elsevier shall not be required to verify Client’s compliance with the TC or to release the Products or Services under any order or to release the Products or Services under any order or to release the Products or Services under any order.

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9. Warranties

The Client acknowledges that all prices are quoted net of all taxes, duties, duties of customs and other similar fees, with exception of any taxes, duties, duties of customs and other similar fees that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges. If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but not later than the due date stated in such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for full payment until such dispute is resolved. If the Client disputes an invoice on any ground other than non-receipt of the Products or Services, Elsevier shall not be required to verify Client’s compliance with the TC or to release the Products or Services under any order or to release the Products or Services under any order.

10. Audit

The TC includes a provision entitling Elsevier to verify Client’s compliance with the TC. If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, acts of God, war, terrorism, acts of war, or any other cause beyond the reasonable control of a party, such party’s performance of its obligations under the TC may be delayed or interrupted.

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14. Modifications to the order

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16. Payment

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