The Lancet Planetary Health

Overview

The Lancet Planetary Health is a new online-only title in The Lancet’s growing family of specialty journals, joining The Lancet Public Health and The Lancet Global Health to provide a third pillar in The Lancet’s open-access programme. Building on the foundation of The Rockefeller Foundation–Lancet Commission on planetary health, this monthly journal is committed to publishing high-quality original research Articles, Editorials, Comments, and Correspondence that cover the interplay between health and the determinants of health in our living and physical world.

Display Advertising

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

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

Robert Bayliss Europe
44 20 7424 4454
r.bayliss@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
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>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

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</tr>
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- **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

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Contact your sales representative for all digital advertising rates and opportunities.
12. **Compliance with laws**

11. **Liability and claims**

10. **Intellectual property**

9. **Prices, taxes and currencies**

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3. **Price terms and conditions**

4. **Compliance with laws**

5. **Intellectual property**

6. **Liability and claims**

7. **Compliance with laws**

8. **Liability and claims**

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11. **Compliance with laws**

12. **Compliance with laws**

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