Overview

Launched in June, 2013, *The Lancet Global Health* is a new open access, online title from *The Lancet*. This exciting new journal is dedicated to publishing high-quality original research, commentary, correspondence, and blogs on the following subjects as they pertain to low- and middle-income countries: reproductive, maternal, neonatal, and child health; adolescent health; infectious diseases, including neglected tropical diseases; non-communicable diseases; mental health; the global health workforce; health systems; health policy; and public health. All original research is subjected to *The Lancet*s usual rigorous standards of external clinical and statistical peer review, and will be edited by experienced copy editors to the highest standards.

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
Available upon request
Avg. Global Monthly Unique Visitors
Available upon request
Avg. Global Monthly Page Views
Available upon request
Avg. Global eTOC Distribution
146,411

Editor-in-Chief
Zoë Mullan
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 |

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 |

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 to any individual ("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 and shall supersede any prior or contemporaneous communications or representations, whether oral or written, between the parties. In the event of any conflict between the terms of this TC and any prior agreement between the Client and Elsevier, the terms of this TC shall govern. The Client shall receive a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content (if Client has paid for display of Advertising Content) and shall be entitled to reject any order for reprints of material that has not been published. The Client is solely responsible for collecting from its customers amounts due in respect of the Products and Services, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

2. Offer and acceptance
"Description of the order for the Products and Services from 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 (if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the Services for the Client. All Products are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client warrants and represents that it is purchasing the Products and Services from Elsevier for its own account and use and not for any profit or other reward. (Client is a agent, representatives and warrants that it is purchasing the Products and Services from Elsevier for the account and use of none of its then identified institutional subscribers or as principal if, as the agent, it is permitted to order products or subscription in a representative capacity, for the account and use of no more than one then identified eligible individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to injunctive relief requiring all disposal of Elsevier’s Products and Services from Client; and from any identifiable recipient(s) that have been previously properly identified by Elsevier. Client shall use commercially reasonable efforts to comply with all such representations and warranties and shall do its best to take all necessary steps to ensure that no violation of such representations and warranties by any such recipient(s) that have been previously properly identified by Elsevier. Client shall use commercially reasonable efforts to comply with all such representations and warranties and shall do its best to take all necessary steps to ensure that no violation of such representations and warranties by any such recipient(s) that have been previously properly identified by Elsevier.

3. Compliance with laws
The Client further agrees that it will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier. RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation, the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void or unenforceable. In the event of any such determination, the Client acknowledges that it has no right to any remedy or compensation under this TC or against the other party for any loss incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad.

4. Settlement
If by reason of labor dispute, strike, disturbance or any loss of or damage to the Products or Services or for any other reason, such loss or damage cannot be avoided, the Client hereby agrees to pay Elsevier all the sum of monies recoverable from such person or cause of such loss or damage. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

5. Force majeure
If by reason of labor dispute, strike, disturbance or any loss of or damage to the Products or Services or for any other reason, such loss or damage cannot be avoided, the Client hereby agrees to pay Elsevier all the sum of monies recoverable from such person or cause of such loss or damage. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

6. Audit
If by reason of labor dispute, strike, disturbance or any loss of or damage to the Products or Services or for any other reason, such loss or damage cannot be avoided, the Client hereby agrees to pay Elsevier all the sum of monies recoverable from such person or cause of such loss or damage. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

7. Payment terms
Unless otherwise agreed in writing, payment shall be effected within thirty (30) days of the invoice date is the currency involved. If payment for the services of the existence. Elsevier may not seek for any account and shall be entitled to refuse to supply any Client who has exceeded its credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain until such time as Elsevier has received payment in full for such products and all other products which are or which become due from the Client to Elsevier in respect of any account. The Client shall be responsible for all merchandise, transportation and other charges, insurance, storage, duties or other charges applied to such Products. The Client shall be responsible for all such charges and shall pay for all transportation required to deliver said Products. The Client shall be responsible for these costs and shall be entitled to receive a pro rata share of any refund paid to Elsevier by any third party.

8. Compliance with laws
The Client further agrees that it will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier. RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation, the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void or unenforceable. In the event of any such determination, the Client acknowledges that it has no right to any remedy or compensation under this TC or against the other party for any loss incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad.

9. Force majeure
If by reason of labor dispute, strike, disturbance or any loss of or damage to the Products or Services or for any other reason, such loss or damage cannot be avoided, the Client hereby agrees to pay Elsevier all the sum of monies recoverable from such person or cause of such loss or damage. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

10. Advertising & Reprints
Client is responsible for collecting from its customers amounts due in respect of the Products and Services, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

11. Audit
If by reason of labor dispute, strike, disturbance or any loss of or damage to the Products or Services or for any other reason, such loss or damage cannot be avoided, the Client hereby agrees to pay Elsevier all the sum of monies recoverable from such person or cause of such loss or damage. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

12. Compliance with laws
The Client further agrees that it will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier. RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation, the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void or unenforceable. In the event of any such determination, the Client acknowledges that it has no right to any remedy or compensation under this TC or against the other party for any loss incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad.

13. Cancellations & Returns
If by reason of labor dispute, strike, disturbance or any loss of or damage to the Products or Services or for any other reason, such loss or damage cannot be avoided, the Client hereby agrees to pay Elsevier all the sum of monies recoverable from such person or cause of such loss or damage. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.