The Lancet Global Health

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.
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 300 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>
</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.
1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or to any part of (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 agreements or understandings between Elsevier and the Client. If any provision of this Agreement is invalid, illegal or unenforceable, that provision shall be severable and all other provisions shall remain in full force and effect.

2. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, rules or "Laws" relevant to its duties, obligations and performance under this Agreement, including, without limitation, the United States Export Administration Regulations (EAR), the United States Economic Sanctions Act (EESA), any relevant financial sanctions programs and any other relevant laws of any country or jurisdiction in which the Client is located or from which the Order is being fulfilled.

3. Misrepresentation

By reason of dispute, strike, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, such party shall be relieved of those obligations to the extent it is thereby rendered, in whole or in part, unable to perform.

4. Advertising & Reprints

Advertising

Each party’s obligations under the provisions for the Products and Services by the Client from Elsevier 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. Elsevier shall deliver the Products or issue the invoice to the Client only upon receipt of the order and all sums due. 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 that the copy is received on or before the space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the space as if it had been placed.

5. Distribution

The Client shall at all times during the term strictly comply with all applicable laws, including the United States Foreign Corrupt Practices Act (FCPA), the United States Anti-Kickback Statute (AKS), the United States False Claims Act (FCA), the United States Health Care Fraud and Abuse Act (HCFAA), the United States Physician Payment Sunshine Act (PPSA), the United States Anti-Registration Act (ARA), the United States Sarbanes-Oxley Act (SOX), the United States Foreign Agents Registration Act (FARA), the United States Trade Agreements Act (TAA), the United States Export Administration Act (EAA), the United States Export Control Act (ECA), the United States Export Administration Regulations (EAR), the United States Economic Sanctions Act (EESA), the United States regulations implementing the United Nations Security Council Resolutions (UNSCR), any relevant financial sanctions programs and any other relevant laws of any country or jurisdiction in which the Client is located or from which the Order is being fulfilled. The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, or shall it directly or indirectly facilitate any other party to engage in such 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 all amounts due in respect of the Sales of the Products, exercising full control and solely bearing all its own losses resulting from any uncollected amounts. Delays in follows or in achieving such payments will not affect the Client’s obligation to make payments to Elsevier in accordance with the TC.

6. Prohibited Payments

The Client acknowledges that it or any of its controlled entities (including, without limitation, state run universities, hospitals and libraries), or political parties, or any individual, corporate or other entity, including, without limitation, any entity controlled by any individual, corporate or other entity, or any other person (a "controlled entity") of the Client, or any of its personnel, customers, or agents (a "Person") shall not engage in, make or authorize or facilitate any payment or transfer of anything of value to any commercial contact or Government Official for the purpose or intent to induce such person to use or influence the use of the Client’s products, services, business or property for the benefit or advantage of the Client, or any other Person, or for that of Elsevier or Elsevier’s affiliates (any such act, a “Prohibited Payment”). A Prohibited Payment does not include any (i) payment of amounts that are made to any commercial contact or Government Official in connection with the legitimate and bona fide expenses of a Person in the course of lawful commercial transactions, (ii) payment of amounts in connection with research grants or fellowships, (iii) travel or similar expenses that are made to any Person in connection with a Person’s lawful business or professional activities, or (iv) a payment of amounts in connection with a Person’s lawful business or professional activities.

7. Payment

Otherwise in agreement in writing, payment shall be effected within thirty (30) days of the date of the invoice is currency received in full by Elsevier. If payment is not made in accordance with these terms and conditions, Elsevier may invoice the Client for all late charges payable for the Products as well as any late charges payable by its third parties.

8. Liability and claims

8.1 The Client shall release for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other representation made by Elsevier or its affiliates: (i) any loss or damage suffered by the Client or any other party as a result of the Client’s negligence or wilful intent; (ii) any loss or damage suffered by the Client or any other party as a result of any breach of the Client’s obligations set forth in this TC, or any other event of force majeure; (iii) any loss or damage suffered by the Client or any other party as a result of the Client’s breach of any anti-discrimination law or regulation, or any other right of any person or entity; (iv) the Client shall indemnify Elsevier for any and all fees, costs, expenses, damages, liabilities or losses (including, without limitation, reasonable attorneys’ fees) incurred by Elsevier as a result of or in connection with any action, suit or proceeding brought by a third party against Elsevier or its affiliates arising from or related to the Client’s use of the Products or Services, or its failure to comply with any of the Client’s obligations hereunder.

9. Audit

The Client shall provide the TC to a third party auditor to conduct an audit of the TC in accordance with the standards prescribed by the American Institute of Certified Public Accountants. Elsevier shall have the right to conduct such audit at any time during the term, and shall have the sole right to determine the extent of such audit and the identification of the parties to be included in such audit.

10. Termination

Either party may terminate the TC at any time upon thirty (30) days written notice to the other party without prejudice to any other rights or remedies arising hereunder. Termination of the TC will not affect any remaining obligations of the parties under the TC.

11. Force Majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby rendered, in whole or in part, unable to perform.

12. Compliance with laws

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 that the copy is received on or before the space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the space as if it had been placed.

13. Severance

If any provision of this Agreement is invalid, illegal or unenforceable, that provision shall be severable and all other provisions shall remain in full force and effect.

