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.

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146,411
Digital Specs

**Lancet Websites**

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<th>EXPANDABLE (PIXELS)</th>
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<td>728 x 315</td>
<td>Down</td>
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<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
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<td>Side</td>
<td>MPU</td>
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<td>600 x 250</td>
<td>Left</td>
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<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>Prestitlial*</td>
<td>300 x 250 or 480 x 640</td>
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</tbody>
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**FORMATS**

- jpeg, png, gif, HTML5†, 3rd party tags

**TRACKING PIXELS**

- Yes

**MAX FILE SIZE**

- 200 KB

**MAX ANIMATION (TIME/LOOPS)**

- 15 seconds/ 3 loops

**PRESENTIAL FREQUENCY**

- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for presential banners.

†Excluding personally identifiable information (PII).

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<table>
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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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