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.

Visit Website
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**

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</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**

This contract is governed by the laws of the Dutch Republic. The court of the Netherlands will have exclusive jurisdiction over any dispute arising from or connected to this agreement.

2. **Compliance with laws**

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, rules, and generally prevailing custom and practice. The Client shall not commit any act or omission which results in the imposition of any fine, penalty, or other monetary penalty on Elsevier or any of its agents.

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**SERVICES AGREED BY BOTH PARTIES**

This agreement between the parties (the "TC") is for the provision of the Products. The Client agrees to pay for the Products and Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of supply are not applicable, the terms and conditions of this agreement shall apply.

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**ORDER SPECIFICATION**

The order specification shall include the following:

- **Product**
- **Quantity**
- **Description**
- **Unit of measurement**
- **Price**
- **Due date**
- **Payment terms**

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**PRICES, TAXES AND CURRENCIES**

4. Prices, taxes and currencies

Unless otherwise agreed in writing, all prices, taxes, and currencies shall be in accordance with the currency specified in the order specification or, if not specified, in the currency agreed upon in writing.

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**EXECUTION AND MODIFICATION OF THE ORDER**

3. Execution and modification of the order

The Client may request modifications to the order specification up to 5 days before the space closing date. Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier may terminate this TC at any time in the event of a breach of this TC by the Client. The Client shall pay all costs and expenses incurred by Elsevier in connection with the breach.

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**LIABILITY AND CLAIMS**

8. Liability and claims

Elsevier shall not be liable for any of the following losses which are not due to Elsevier's negligence or breach of contract:

- Losses due to any act or omission of the Client or any third party
- Losses due to any act or omission of any agent, officer, or employee of Elsevier or any other person acting on behalf of Elsevier
- Losses due to any act or omission of any person, entity, or organization to which Elsevier is liable

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**INTELLECTUAL PROPERTY**

6. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other products or services shall remain with Elsevier unless agreed in writing.

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**ADVERTISING & REPRINTS**

10. Advertising & reprints

The Client shall be responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and with the relevant details on or before the Closing Date. Where copy is received late or not at all, Elsevier may terminate this TC at any time in the event of a breach of this TC by the Client. The Client shall pay all costs and expenses incurred by Elsevier in connection with the breach.

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**CANCELLATIONS & RETURNS**

13. Cancellations & returns

The Client shall have the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier may terminate this TC at any time in the event of a breach of this TC by the Client. The Client shall pay all costs and expenses incurred by Elsevier in connection with the breach.

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**DISTRIBUTION**

6. Distribution

The Client shall have the right to supply the full text of the Products or Services under the current order if the full cost of the Product or Service is fully paid. Elsevier shall not apply any restriction for payment to the Client, if the full cost of the Product or Service is fully paid.

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**ECONOMIC AND MANAGEMENT**

12. Economic and management

The Client shall have the right to supply the full text of the Products or Services under the current order if the full cost of the Product or Service is fully paid. Elsevier shall not apply any restriction for payment to the Client, if the full cost of the Product or Service is fully paid.

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**SUBSTITUTE ADVERTISEMENTS**

9. Force majeure

If by reason of labor dispute, strikes, lockouts, or other actions of a similar nature, the operations of Elsevier or any of its agents, or any other cause beyond the control of Elsevier, the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. The 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 immediate injunctive relief requiring the Client to disavow Elsevier's and its Suppliers from all contracts, agreements, and understandings with the Client. Elsevier shall use commercially reasonable efforts to comply with the provisions of the Products and Services agreed by both parties to the relevant order, including such things as format, presentation, production design, style and color of text, words, headings and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described in the same. They shall not form part of the TC. The publishing process, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

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**APPENDIX**

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