The Lancet Global Health

Overview

Launched in June, 2013, <i>The Lancet Global Health</i> is a new open access, online title from <i>The Lancet</i>. 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 <i>The Lancet</i>'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>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</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>
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<tbody>
<tr>
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<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

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In the event of a breach of contract by Elsevier, or as a result of any breach of any obligation by the Client, Any claim by the Client shall be limited to the amount paid. In no event shall Elsevier’s liability for any losses or damages be greater than the amount of the invoice for the Products and/or Services. Except as otherwise agreed in writing, any claim by the Client shall be in writing and given to Elsevier within six months from the date that the Client became aware of the occurrence of the event giving rise to such claim. Further, unless otherwise agreed in writing, any claim shall be in addition to and not a substitute for any other rights or remedies available to the Client.

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Each offer from the Products and Services by the Client delivered 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 may be deemed accepted until a written acknowledgement of order is received from Elsevier (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or otherwise commences performance of the Services for the Client.

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Any cancellation of orders for the Products and/or Services by the Client must be in writing and given to Elsevier within sixty (60) days from the date of the applicable purchase order and shall be subject to a cancellation charge of twenty-five percent (25%) of the purchase price of the Products and/or Services ordered and returnable subject to the Client’s refusal to accept such Products and/or Services.

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The Client shall have the right to conduct an audit of the Client’s use of the Products and/or Services at Elsevier’s reasonable request and expense and at a mutually convenient date and time.

11. Force majeure

Neither party shall be liable to the other for any act or omission which is beyond its control and which is not avoidable by the party subject to such event. Without limiting the generality of the foregoing, force majeure shall mean any act of God, civil insurrection, war, civil unrest, civil disorder, riots, acts of terrorism or sabotage, labor disputes or strikes, failure of any governmental authority or other public or regulatory authority, embargo, or restrictions imposed by any government, or other event beyond the reasonable control of the party subject to such event to the extent possible.

12. Compliance with laws

Client shall always comply with any applicable laws, rules, industry codes, regulations and generally prevailing custom and practice, including any applicable anti-corruption laws, regulations, codes of conduct, or other laws and regulations imposing similar obligations. Client shall not use the Products and/or Services in any manner or for any purpose that is prohibited by law or that is illegal, unethical, or that violates the rights of a third party.

13. Cancellations & Returns

In the event of cancellations or returns of the Products and/or Services by the Client, Elsevier shall be entitled to retain a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content (if Client has paid and such payment has not been previously or currently refunded to the Client). Elsevier may terminate this TC at any time in the event of a breach of this TC by Client.

14. Confidentiality

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 Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the United States Federal Data Protection Privacy Act, the U.K. Data Protection Act, and all other applicable laws, rules and regulations of any governmental jurisdiction in which the Client or the Products and/or Services are located. Additionally, the Client shall be required to maintain a strict confidentiality with respect to all information acquired in the course of its business relationship with Elsevier, including the dates on which the Products and/or Services are delivered to Elsevier. Elsevier shall be entitled to require Client to disclose all recipients of Elsevier products or information to which Client had access in the course of its business relationship with Elsevier, and Elsevier may terminate this TC at any time in the event of a breach of the confidentiality provisions hereunder by Client.

15. Enforcement

In the event of any breach of the terms of this TC, the non-breaching party shall be entitled to such equitable relief as may be available to it in a court of competent jurisdiction, including, but not limited to, the specific performance of the TC. In the event of any breach of the terms of this TC, the non-breaching party shall have the right to terminate this TC at any time, without notice, and all payments made by the Client hereunder shall be immediately due and payable to the non-breaching party.

16. Governing Law and Dispute Resolution

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or agent ("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 Elsevier and the Client. Payment for the Products and/or Services shall be due in the currency agreed to in writing and paid to Elsevier as indicated on the invoice issued by Elsevier to the Client.

17. Audit

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