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.

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

Rate Card
Effective January 2024
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</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</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitital*</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

**LANCET (ALL TITLES) AIP Email**

- MPU banners, positions 1, 2, 3, are stacked vertically
- Animation and expandable banners unavailable

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 agent on behalf of the Client ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, at the relevant time, the Elsevier Order acknowledgement and these terms and conditions of supply shall form the entire agreement between the parties. The terms and conditions of business are negotiated between the Client and Elsevier, and may be supplemented by any written agreement between the Client and Elsevier. Any variance to the terms and conditions of supply shall only be effective if agreed in writing and signed by an authorized representative of Elsevier. Nothing in the TC shall exclude or limit Elsevier’s liability for death or personal injury caused by Elsevier’s negligence.

2. **Order and acceptance**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

3. **Price**

   The Client shall be responsible for any costs relating to the Products during the Client’s own account period. The Client shall be responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

4. **Entitlement to deliver and rights and responsibilities**

   Subject to the payment of the full invoice value under the TC, Elsevier shall deliver the Products or provide the Services to the Client at the Client’s own account period. Elsevier reserves the right to withhold delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

5. **Payment**

   The Client shall be responsible for any costs relating to the Products during the Client’s own account period. The Client shall be responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

6. **Distribution**

   The Client shall be responsible for any costs relating to the Products during the Client’s own account period. The Client shall be responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

7. **Cancellations & Returns**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

8. **Liability and claims**

   The Client shall be responsible for any costs relating to the Products during the Client’s own account period. The Client shall be responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

9. **Force majeure**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

10. **Relocation/Company Change**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

11. **Audit**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

12. **Cancelling an advertisement**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

13. **Cancellations & Returns**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

14. **General**

   Each order for the Products and Services from the Client delivered to 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 (or if earlier) Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the order by email. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control. If the Client’s order is for Products for Client’s own account and use and not for resale by any other person or entity ("Client’s own account"), the Client is responsible for ensuring that all the Products are delivered to the Client’s own account and use, and not for resale by any other person or entity. Elsevier is not liable for any delay in delivery of the Products or Services due to circumstances beyond Elsevier’s control.

THE LANCESTRON GLOBAL HEALTH