The Lancet Planetary Health

Overview

The Lancet Planetary Health is a new online-only title in The Lancet’s growing family of specialty journals, joining The Lancet Public Health and The Lancet Global Health to provide a third pillar in The Lancet’s open-access programme. Building on the foundation of The Rockefeller Foundation–Lancet Commission on planetary health, this monthly journal is committed to publishing high-quality original research Articles, Editorials, Comments, and Correspondence that cover the interplay between health and the determinants of health in our living and physical world.

North America
Aileen Rivera North America
917-825-3954
mailto:a.rivera@elsevier.com
Traci Peppers North America
347-449-4997
t.peppers@elsevier.com

EMEALA
Katy Parker EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com
Monika Giergielewicz EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC
Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Global Print Circulation
Online Only

Avg. Global Monthly Visits
76,480

Avg. Global Monthly Unique Visitors
37,486

Avg. Global Monthly Page Views
53,137

Avg. Global eTOC Distribution
38,349

Editor-in-Chief
Raffaella Bosurgi
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 its agent ("the Client") relating to the products and/or services of Elsevier ("the Product(s) and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC, "order" means any order for the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation. Where Products are sold under licence, the Client shall take third party products or software in such a way may be subject to additional terms.

2. Offer and acceptance/Description

Each order for the Products and Services by the Client 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 [further] Elsevier delivers the Products or issues the invoice to the Client or confirms performance of the Services for the Client. All product specifications are subject to availability of the ordered products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products from Elsevier for its own internal use and not and not on behalf of and/or other person or entity if: (a) in client’s agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the client’s own internal use and not on behalf of any other person or entity; or (c) such person or entity receives any benefit in any manner from the purchase, use or sale of the Products and Services for the client’s own internal use and not on behalf of any other person or entity.

3. Terms and Conditions

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Product(s) and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC, "order" means any order for the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation. Where Products are sold under licence, the Client shall take third party products or software in such a way may be subject to additional terms.

4. Prices, taxes and currencies

5. Payment

Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are customary and reasonable in the circumstances at the time of payment. In the case of any Processing or Publishing Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Law or right of any person or entity; (iii) Advertising or other material that is defamatory, obscene, indecent, harassing or inappropriate or that violates any anti-discrimination law or regulation, or any other right of any person or entity; (iv) Advertising or other material that violates the terms and conditions of agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC, "order" means any order for the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation. Where Products are sold under licence, the Client shall take third party products or software in such a way may be subject to additional terms.