Overview

With a strong clinical focus, *The Lancet Child & Adolescent Health* will be an independent journal with an international perspective. The monthly journal will present the most influential and innovative practice-changing original research, as well as authoritative reviews and insightful opinion pieces to promote the health of the whole child, from the fetal period through to young adulthood.
Audience
General paediatrics, adolescent medicine, child development. All paediatric subspecialties including (but not limited to) allergy and immunology, cardiology, critical care, endocrinology, fetal and neonatal medicine, gastroenterology, haematology, hepatology and nutrition, infectious diseases, neurology, oncology, psychiatry, respiratory medicine, and surgery.

Editor-in-Chief
Jane Godsland

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
Terms and conditions shall apply to offers, proposals, and materials made by Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties (the "TC"). They supersede any previous oral or written agreements between the parties.

2. Compliance with laws
In the case where a provision of the TC is void, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, or unenforceability be deemed voidable, unenforceable or unreasonable and cancelled and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or collecting its rights, shall neither constitute nor be construed as a waiver of the provision in question or as a consent to any breach of the provision by the Client. The Client further agrees that it will not accept any payment or other benefit in money or in kind from any person or entity, if in its agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the client's account and not on behalf of any other person or entity. The Client agrees that it will not cause any breach of the RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, but not limited to, the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted.

3. Execution and modification of the order
(i) Modifications to the order or order descriptions, budget or schedule, as well as to the payment terms or any other provision of this TC, under which some provision of the TC may not be deemed voidable, unenforceable or unreasonable, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier modifies the price and/or delivery schedule the Client is bound to accept such modification. (ii) In the event of any dispute, the Client shall first make an offer to Elsevier to settle the dispute amicably. Should Elsevier fail to accept the offer within sixty (60) days the Client may then institute proceedings in accordance with the laws of the country where the dispute arises.

4. Payment and terms of payment
Unless otherwise agreed by Elsevier in writing the price for the Products and Services shall be in accordance with any price lists or rates published by Elsevier and the price for the Products and Services is exclusive of any value added tax, and, if invoiced, any sales tax or other similar tax.

5. Payment
Any returns of the products shall be subject to the relevant Elsevier company’s return policy. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

6. Distribution
The Client shall not engage, acquire, reproduce or plagiarize the Products or any other products of Elsevier, unless with Elsevier’s consent or otherwise unless it is specifically otherwise agreed and otherwise shall be deemed to be a violation of these terms and conditions. Elsevier shall retain sole ownership of the Products and the Client shall have no right to the Products.

7. Audit
Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or any other premises) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC. The Client shall bear all expenses incurred in connection with the audit.

8. Liability and claims
To the maximum extent PERMITTED BY RELEVANT LAWS the Client and any of Client’s advertising and/or terminate this TC if Elsevier determines, in its sole discretion, that the Advertising Content or any of Client’s advertising is or may be liable or may result in a claim of tortious interference or breach of contract.

9. Cancellation & Returns
If the Client wishes to cancel any part of an order the Client shall, at least thirty (30) days in advance of the invoice and time in advance, be entitled to cancel any part of an order on written notice to Elsevier. Failure or delay by Elsevier in confirming its consent or otherwise shall neither constitute nor be construed as a waiver of the provision in question or as a consent to any breach of the provision by the Client.

10. Jurisdiction
Any disputes arising out of or in connection with this TC shall be subject to the exclusive jurisdiction of the courts of that same corporate domicile. The exclusive jurisdiction of the courts of that same corporate domicile is subject to any requirement that any arbitration be held in a particular country.

11. Audit
Audit of any卞 modification to the subject matter of this TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY DAMAGES OR LOSS OF ANY KIND WHATSOEVER ARISING FROM OR IN CONNECTION WITH THE USE OF ANY ADVERTISEMENT OR ADVERTISING MATERIAL PROVIDED BY ELSEVIER TO THE CLIENT OR THE USE MADE THEREOF.