The Lancet Child & Adolescent Health

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.

Display Advertising

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Global Print Circulation  
Online Only  
107,036

Avg. Global Monthly Visits  
107,036

Avg. Global Monthly Unique Visitors  
54,087

Avg. Global Monthly Page Views  
67,661

Avg. Global eTOC Distribution  
62,133
### 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 120 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).
<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
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<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

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

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**Contact your sales representative for all digital advertising rates and opportunities.**
1. Applicability
The terms and conditions shall apply to offers, proposals, and agreements made by Elsevier and every 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 acknowledgement, shall form the entire agreement between the parties (the “TC”). They supersede any previous supply terms and conditions. It is a condition of every order of the Client that, in accepting the Products and/or Services, the Client shall be deemed to have accepted the TC and to be bound by them and the Client agrees to pay for all products and/or services specified in an Elsevier order acknowledgement or invoice. The Client agrees that the terms and conditions of this TC are binding on the Client and that they shall prevail over any different or additional terms and conditions that may be communicated orally or in writing by the Client or in any other manner or form.

2. Offer and acceptance
Offers to supply the Products and Services by the Client from 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 acknowledgment of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice to the Client confirming the purchase of the Services for the Client. All products are supplied 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 other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the CLIENTS sole and of no other monef identify themselves as an agent or principal or if the agent is permitted to order products in personal specifications, the account will be closed and accepted by Elsevier only if the Client shall provide the required documentation that the order is made in accordance with the terms and conditions stated herein.

3. Payment
Payment of all invoices shall be made within thirty (30) days from the date of the invoice unless otherwise agreed in writing. Payment must be made in full without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid to the Client from the date of the invoice to the date of payment in full. Interest at the rate of 8% per annum will be charged on the entire amount of the invoice, if payment is not made within the thirty (30) days from the date of invoice. The Client shall not be entitled to any deduction for disbursement of the Products or Services.

4. Liability and claims
Elsevier shall be entitled to be reimbursed for any reasonable and bona fide expenditures, such as travel or lodging expenses, which the Client incurred in connection with the Products or Services provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person or entity for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

5. Prices, taxes and currencies
Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which the Client incurred in connection with the Products or Services provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person or entity for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

6. Delivery
The Client shall make payment for the Products and Services on the date of delivery. Delivery shall be made at the Client’s risk and cost. The Client shall be responsible for physical delivery of the Products at the address specified by Elsevier and for loading, unloading, and proper storage of the Products at such address.

7. Intellectual property
The Client shall not, in any manner, reproduce, modify, translate, adapt, distribute, sell, lease, rent, disclose, display, perform or prepare derivative works based on, or otherwise exploit the Products or Services for any purpose, without the prior written consent of Elsevier. The Client shall not resell the Products or Services except as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions apply, the Client shall be subject to the terms and conditions of this TC and the TC in respect of the sales of the Products or Services. The Client shall not assign or sub-license any right granted to it under this TC. The Client shall not acquire any intellectual property rights in the Products or Services. The Client shall not use the Products or Services in any manner that would infringe any intellectual property rights of Elsevier or in any manner that would violate any applicable laws, regulations or industry codes.

8. Liability and claims
The Client agrees to indemnify and hold Elsevier harmless from and against any and all claims, liabilities, losses, damages, costs, expenses or expenses, including without limitation reasonable legal fees and expenses, arising out of or related to the Advertising Content or Client’s breach or alleged breach of any of the foregoing representations.

9. Cancellation & Returns
If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and received by Elsevier prior to the space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the order. If the Client requests to withdraw any amounts payable to Elsevier under the TC, from the amount of the payment will be automatically increased to fully reflect such costs, so that the amount actually remitted by Elsevier, net of all charges, will amount to an amount equal to the amount invoiced or otherwise due. The Client will promptly forward Elsevier the official receipt of payment of such harmed to the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely responsible for canceling and completing any foreign exchange-related procedures in the country that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

10. Advertising & Reprints
The Client must reserve the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are made in writing and signed by an authorized representative of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

11. Audit
The Client is entitled to inspect any invoices or statements of account and to require Elsevier to supply further information from which to check the accuracy of such invoices or statements. In the event that any alterations or изменения are made to any copy of the final invoice or statements of account, the Client shall be entitled to require Elsevier to provide a further copy at Elsevier’s expense.

12. Right to cancel
The Client may cancel an order prior to the space closing date provided that the order is cancelled in writing to Elsevier at least 30 days prior to the date of the space closing date. The Client shall be entitled to a refund of the full amount of any sums paid to Elsevier under the TC, from the amount of the payment will be automatically increased to fully reflect such costs, so that the amount actually remitted by Elsevier, net of all charges, will amount to an amount equal to the amount invoiced or otherwise due. The Client will promptly forward Elsevier the official receipt of payment of such harmed to the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely responsible for canceling and completing any foreign exchange-related procedures in the country that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

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14. Payment
Payment shall be effected within thirty (30) days of the invoice date in the currency remitted. No payment of any invoice shall be sufficient unless it is paid clear and free of all charges or set off or counterclaim.

15. Right to cancel
The right to cancel orders for the Products or Services is limited to the under provisions of this TC. Accordingly, to avoid any liability, expense or inconvenience to Elsevier, the Client is required to notify Elsevier of any order to which it desires to make a cancellation. The Client must notify Elsevier of any order cancellation in writing to Elsevier at least 30 days prior to the date of the space closing date. If the Client fails to notify Elsevier of any order cancellation in writing prior to the date of the space closing date, Elsevier shall be entitled to charge the full cost of the order. If the Client requests to withdraw any amounts payable to Elsevier under the TC, from the amount of the payment will be automatically increased to fully reflect such costs, so that the amount actually remitted by Elsevier, net of all charges, will amount to an amount equal to the amount invoiced or otherwise due. The Client will promptly forward Elsevier the official receipt of payment of such harmed to the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely responsible for canceling and completing any foreign exchange-related procedures in the country that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

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