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.
**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>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
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<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>
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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/dhrs/user

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*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).
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- The Client may request to assign a specific space for an advertisement on Elsevier's products or services. Requests for advertising are subject to availability, and the Client may be required to pay a fee for the use of Elsevier's products or services.

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- In the event of an event of force majeure, the parties shall use reasonable efforts to mitigate the effects of the event and to continue performance of their obligations to the extent possible. If a party is unable to perform its obligations due to an event of force majeure, it shall be relieved of those obligations to the extent it is reasonably practical.

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- The Client agrees that any modifications to the product or service description, budget, or schedule that the Client requests, including any request to extend the space closing date, must be agreed to in writing by both parties. Any changes to the terms of the TC must be agreed to in writing by both parties. The Client shall be responsible for any additional costs incurred as a result of any such changes.

2. Offer and acceptance/ Description

- If no dates are so specified, delivery/performance will be within a reasonable time.

1. Applicability

- If no dates are so specified, delivery/performance will be within a reasonable time.

Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are necessary for the purposes of the Services or the execution or performance of a contract provided that such payments are permissible under the Applicable monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such person to act on behalf of Elsevier. (iii) the use of any agent, employee, or other person or office of Elsevier to act on behalf of Elsevier. Elsevier shall not be liable for any loss, damage, or claims caused by any breach on the part of Elsevier; AND (ii) neither party shall be responsible for death or personal injury caused by any breach of its obligations under the TC or arising out of or related to its performance of the Advertising Content.

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