Overview

The Lancet Diabetes & Endocrinology was launched in print and online in September 2013. The journal offers the same unique fast track experience offered by its sister journals for all authors of research papers that are selected for peer review, where articles can be published online within 8 weeks of submission. Timely news, views, research, and reviews in diabetes, endocrinology, and metabolism are published. Topics considered by the journal include: diabetes, obesity, nutrition and metabolism, osteoporosis, adrenal disorders, bone metabolism, growth disorders, lipid disorders, neuroendocrinology, pediatric endocrinology, pituitary disorders, reproductive endocrinology, and thyroid disorders.
**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

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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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**LANCET (ALL TITLES) eTOC Email**

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<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**

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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.
1. Applicability of terms and conditions shall all apply to 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 Products and/or Services") and, in any case, 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 Elsevier shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement.

2. Offers and acceptance/ Description Each order for the Products and Services by the Client 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 to have been accepted unless a written acknowledgement of order is issued by Elsevier confirming that the order is accepted. Until Elsevier has provided written confirmation of acceptance, the Client shall have no right to any payment of the costs of any cancelled order or a part thereof.

3. Price. Unless otherwise agreed in writing, the prices charged for the Products and Services will be those set out in Elsevier's current price list at the time of order. All such prices/shares shall be exclusive of any handling, packing, loading, freight, shipping and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Elsevier shall provide to Elsevier by the date of the Client's order a forecast of all relevant external costs (subject to any adjustments to be made in accordance with the TC). Where such forecasts cannot be provided by Elsevier, the Client shall be liable to pay all such external costs at the time of acceptance of the order. In the event that any such external costs are incurred after the date of acceptance of the order, such costs shall be charged to the Client at the then current market rates.

4. Payments. Payment for all Products and Services shall be made by the Client to Elsevier in accordance with the terms and conditions set out in the order acknowledgement, and, in any case, the TC. The Client shall be responsible for obtaining all necessary permissions and approvals necessary for the importation or delivery of the Products and Services to the Client. All payments must be made to Elsevier and receipt thereof will be the absolute indication of acceptance of the Products and Services by the Client, and Elsevier shall not be liable for any delay, whether caused by the Client or otherwise, in the receipt or delivery of any Products and Services for which payment has been made.

5. Cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad 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 advertising. All returns of the products/services shall be subject to the relevant Elsevier company’s return policy applicable to the products at the time of their return. Details of such policies will be provided to the Client upon request. Returns cannot be refused on these grounds.

6. Force Majeure. The Client shall not engage in any advertising, reproduction, distribution or reproduction of the Products or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products to the third party. The Client is solely responsible for collecting from its customers amounts due in respect of the sale of the Products, exercising full credit control and solely bearing all of its losses resulting from any unaccounted amounts. Delay or failure in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under the TC.

7. Advertising. Except for the Products and services agreements, such as for subscription to Elsevier's journals, all advertising and promotion by the Client in any medium, shall be subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier confirming that the order is accepted. Written acknowledgement of a cancellation of a cancelled order or order confirmation shall be written on a part of the order form or order acknowledgement. All cancellations must be in writing, including the date of cancellation, and sent to Elsevier within the period specified in the order form or order acknowledgement. In the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertising. All returns of the products/services shall be subject to the relevant Elsevier company’s return policy applicable to the products at the time of their return. Details of such policies will be provided to the Client upon request. Returns cannot be refused on these grounds.

8. Compliance with laws. Each order for the Products and Services by the Client 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 to have been accepted unless a written acknowledgement of order is issued by Elsevier confirming that the order is accepted. until Elsevier has provided written confirmation of acceptance, the Client shall have no right to any payment of the costs of any cancelled order or a part thereof.

9. Force majeure. The Client shall not engage in any advertising, reproduction, distribution or reproduction of the Products or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products to the third party. The Client is solely responsible for collecting from its customers amounts due in respect of the sale of the Products, exercising full credit control and solely bearing all of its losses resulting from any unaccounted amounts. Delay or failure in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under the TC.

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11. Distribution. Each order for the Products and Services by the Client 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 confirming that the order is accepted. Written acknowledgement of a cancellation of a cancelled order or order confirmation shall be written on a part of the order form or order acknowledgement. All cancellations must be in writing, including the date of cancellation, and sent to Elsevier within the period specified in the order form or order acknowledgement. In the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertising. All returns of the products/services shall be subject to the relevant Elsevier company’s return policy applicable to the products at the time of their return. Details of such policies will be provided to the Client upon request. Returns cannot be refused on these grounds.

12. Compliance with laws. Each order for the Products and Services by the Client 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 unless a written acknowledgement of order is issued by Elsevier confirming that the order is accepted. until Elsevier has provided written confirmation of acceptance, the Client shall have no right to any payment of the costs of any cancelled order or a part thereof.

13. Pricing. The Client shall not engage in any advertising, reproduction, distribution or reproduction of the Products or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products to the third party. The Client is solely responsible for collecting from its customers amounts due in respect of the sale of the Products, exercising full credit control and solely bearing all of its losses resulting from any unaccounted amounts. Delay or failure in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under the TC.

14. Compliance with laws. Each order for the Products and Services by the Client 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 unless a written acknowledgement of order is issued by Elsevier confirming that the order is accepted. until Elsevier has provided written confirmation of acceptance, the Client shall have no right to any payment of the costs of any cancelled order or a part thereof.