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.

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 (o) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz EMEALA
+44 (o) 7796 925011
m.giergielewicz@elsevier.com

APAC

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com
Audience
Diabetes educators, endocrinologists, and internal medicine physicians treating patients with diabetes

Editor-in-Chief
Rob Brierley

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.
8. Liability and claims

6. Distribution

1. Applicability

14. General
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...

and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of and on no more than one identified institutional principal co-agent as its principal co-agent (such as an authorized agent of thesame institution or as the principal of a corporate affiliate). If an individual is permitted to order personal subscriptions in a representative capacity, for the account and use of more than one identified individual subscriber for valid personal use. Client acknowledges that existence of this representation or proxy relationship will cause irreparable harm to Elsevier. Upon any violation of this representation or proxy relationship, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of Elsevier Products and Services from Elsevier, including all actual recipients that have not been previously properly identified by Elsevier; Client shall use commercially reasonable efforts to cause compliance with the descriptions and the Products and Services agreed to by both parties in the relevant order, including, such things as format, printing processes, technical design, size of and layout of the weights and the like. Client owns, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an appropriate description of the Products and Services described in them. They will not form part of the

Publication agencies, including, but not limited to, Elsevier Ltd, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the price agreed.

and generally prevailing custom and practice. Client agrees to indemnify Elsevier and to hold Elsevier harmless from

violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) Advertising Services, the Client will have the right to alter the text or position of insertion or make any other alteration, the Client shall have the right to request a refund of the amount overpaid by the Client. Elsevier shall be entitled to accept or cancel such order in its discretion, subject to the rights of any third party having a prior right to use the same.

Client represents and warrants that (i) Client holds the necessary rights to permit the use of the Advertising Content by Elsevier and agrees that Elsevier is not liable for and will not be required to obtain any additional rights from any third party; and (ii) Elsevier's use of the Advertising Content will not violate any civil or criminal laws, rules or regulations or any other right of any person or entity; (iv) Elsevier is not required to seek any additional rights or consents or approvals from any third party; and (v) Client is not in violation of any anti-discrimination law or regulation, or any other right of any person or entity.

Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for any legal or moral liability arising out of or relating to any Client advertisement or other content (the "Advertising Content").

efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

performance of its obligations arising from the TC until such advance payment has been received. Where the Client is... 

The party subject to an event of force majeure shall use good faith...make such a sale. Elsevier shall be entitled to recover payment for the copies of the Product notwithstanding that ownership of any of the copies of the Product not passed from Elsevier. For the avoidance of doubt no intellectual property rights in any Elsevier Product shall transfer to

shall not be made of the essence by notice. If no dates are so specified, delivery/performance will be within a reasonable time. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the advertising content of the TC, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of and on no more than one identified institutional principal co-agent as its principal co-agent (such as an authorized agent of the same institution or as the principal of a corporate affiliate). If an individual is permitted to order personal subscriptions in a representative capacity, for the account and use of more than one identified individual subscriber for valid personal use. Client acknowledges that existence of this representation or proxy relationship will cause irreparable harm to Elsevier. Upon any violation of this representation or proxy relationship, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of Elsevier Products and Services from Elsevier, including all actual recipients that have not been previously properly identified by Elsevier; Client shall use commercially reasonable efforts to cause compliance with the descriptions and the Products and Services agreed to by both parties in the relevant order, including, such things as format, printing processes, technical design, size of and layout of the weights and the like. Client owns, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an appropriate description of the Products and Services described in them. They will not form part of the

Publication agencies, including, but not limited to, Elsevier Ltd, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the price agreed.

and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of and on no more than one identified institutional principal co-agent as its principal co-agent (such as an authorized agent of the same institution or as the principal of a corporate affiliate). If an individual is permitted to order personal subscriptions in a representative capacity, for the account and use of more than one identified individual subscriber for valid personal use. Client acknowledges that existence of this representation or proxy relationship will cause irreparable harm to Elsevier. Upon any violation of this representation or proxy relationship, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of Elsevier Products and Services from Elsevier, including all actual recipients that have not been previously properly identified by Elsevier; Client shall use commercially reasonable efforts to cause compliance with the descriptions and the Products and Services agreed to by both parties in the relevant order, including, such things as format, printing processes, technical design, size of and layout of the weights and the like. Client owns, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an appropriate description of the Products and Services described in them. They will not form part of the

Publication agencies, including, but not limited to, Elsevier Ltd, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the price agreed.

and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of and on no more than one identified institutional principal co-agent as its principal co-agent (such as an authorized agent of the same institution or as the principal of a corporate affiliate). If an individual is permitted to order personal subscriptions in a representative capacity, for the account and use of more than one identified individual subscriber for valid personal use. Client acknowledges that existence of this representation or proxy relationship will cause irreparable harm to Elsevier. Upon any violation of this representation or proxy relationship, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of Elsevier Products and Services from Elsevier, including all actual recipients that have not been previously properly identified by Elsevier; Client shall use commercially reasonable efforts to cause compliance with the descriptions and the Products and Services agreed to by both parties in the relevant order, including, such things as format, printing processes, technical design, size of and layout of the weights and the like. Client owns, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an appropriate description of the Products and Services described in them. They will not form part of the

Publication agencies, including, but not limited to, Elsevier Ltd, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the price agreed.

and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of and on no more than one identified institutional principal co-agent as its principal co-agent (such as an authorized agent of the same institution or as the principal of a corporate affiliate). If an individual is permitted to order personal subscriptions in a representative capacity, for the account and use of more than one identified individual subscriber for valid personal use. Client acknowledges that existence of this representation or proxy relationship will cause irreparable harm to Elsevier. Upon any violation of this representation or proxy relationship, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of Elsevier Products and Services from Elsevier, including all actual recipients that have not been previously properly identified by Elsevier; Client shall use commercially reasonable efforts to cause compliance with the descriptions and the Products and Services agreed to by both parties in the relevant order, including, such things as format, printing processes, technical design, size of and layout of the weights and the like. Client owns, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an appropriate description of the Products and Services described in them. They will not form part of the

Publication agencies, including, but not limited to, Elsevier Ltd, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the price agreed.