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.

Display Advertising

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Philip Prigal Global
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Audience

Diabetes educators, endocrinologists, and internal medicine physicians treating patients with diabetes
**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).

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**LANCET (ALL TITLES) eTOC Email**

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</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 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

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**LANCET (ALL TITLES) AIP Email**

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Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
4. Prices, terms and conditions
Unless otherwise written in writing in the present Order Parties and shall be subject to the terms and conditions set out in Elsevier’s current price list (whether print or online). All such prices/ rates shall be exclusive of any handling, packing, loading, freight, transport, insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale of the Products or the Services by local or national authorities, which shall be charged by Elsevier as appropriate. When applicable, Elsevier shall provide to Elsevier Customers a statement of accounts showing the break-up of the total invoice amount. Elsevier shall have the right to charge interest on all overdue payments in accordance with the applicable Elsevier interest rate. The Client shall be liable to pay the interest at an interest rate which is not below the base rate charged by the major commercial banks for a period of one month.

5. Payment

6. Distribution

7. Intellectual property

8. Execution and modification of the order

9. Force majeure

10. Advertising & Reprints

11. Audit

12. Termination

13. General

14. General

1. Applicability

2. Offer and acceptance/ Description

3. Execution and modifications of the order

4. Implied representation and warranties

5. Payment

6. Distribution

7. Intellectual property

8. Execution and modification of the order

9. Force majeure

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11. Audit

12. Termination

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14. General