The Lancet Gastroenterology & Hepatology

Overview

The *Lancet Gastroenterology & Hepatology* is dedicated to covering all aspects of gastroenterology and hepatology. Following in The Lancet tradition, each monthly issue features original clinical research, expert reviews, news, and provocative comment and opinion in gastroenterology and hepatology providing a clear, independent perspective on the important clinical advances and practice-changing research shaping your field.

Display Advertising

Joan Coffey United States
551-480-4018
j.coffey@elsevier.com

Robert Bayliss Europe
44 20 7424 4454
r.bayliss@elsevier.com

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Philip Prigal Global
347-556-0473
p.prigal@elsevier.com

Global Print Circulation
Online Only

Avg. Global Monthly Visits
Contact your Sales Representative

Avg. Global Monthly Unique Visitors
Contact your Sales Representative

Avg. Global Monthly Page Views
Contact your Sales Representative

Audience
Gastroenterologists & hepatologists.
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/LOOKS)**

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.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability of terms

All terms and conditions shall apply to all 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, 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. 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 Elsevier's order acknowledgement.

2. Offer and acceptance/Description

Each order for the Products and Services to be supplied by Elsevier shall be deemed to be an offer by Elsevier to the Client to deliver the Products and Services subject to the terms and conditions contained in the TC. No order placed by the Client shall be deemed accepted until Elsevier has issued a written acknowledgement of order to the Client. Elsevier may make any reasonable improvements to the Products and Services proposed by the Client, but in no case will such improvements be made without the prior written consent of the Client or the consent of the Client's authorized signatory. Such improvements must be substantiated by a written report from Elsevier or a third party expert acceptable to Both parties.

3. Prices, taxes and currencies

Unless otherwise agreed in writing by Elsevier, the prices quoted shall include all taxes levied on the supply of the Products and Services unless the Client has agreed otherwise in writing. The prices quoted shall be subject to change at any time without notice. Where taxes are levied on the supply of the Products and Services, Elsevier shall inform the Client of the same prior to the supply of the Products and Services being made.

4. Payment

The Client shall be responsible for collecting from its customers any sums due in respect of the supply of the Products, exercising all credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delay in payment or obtaining such payment will not affect the Client's obligations to make payments to Elsevier under clause 5.

5. Payment

For the avoidance of doubt, if payment is not received within 30 days of the invoice date, Elsevier may charge interest on the outstanding amount at the rate of 5% per annum or such other rate as Elsevier may determine from time to time. Any payment which is paid by the Client shall be deemed to be payment on account of the total amount due. Interest and any such late payment charge shall accrue from day to day and be calculated in arrears. Interest and late payment charges shall not be subject to any minimum amount. The Client shall be responsible for all third party costs and expenses incurred in connection with the late payment of any amount, including, without limitation, any legal costs and disbursements incurred. The Client shall pay all amounts due to Elsevier in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client

6. Force majeure

Neither party shall be liable for any delay in the performance of its obligations arising from the TC until such advance payment has been received. Where the Client is required to pay in advance, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier may refuse to accept any invoices received by the Client, to clear any of the Client's outstanding debts to Elsevier.

7. Audit

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit 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. 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 Elsevier's order acknowledgement.

8. Client's representations and warranties

The Client shall make all payments due under the TC without any deduction or set-off, direct or indirect, of any monies or anything of value. The Client shall not hinder or delay any payment from being made or by Elsevier from being made to any third party. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier order proposals, manuals or products or Other products and Services shall be included with, or otherwise given to, the Client unless agreed otherwise in writing. The Client shall not promote, advertise, sell, transfer or sublicense without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and non-transferable except for the right to sublicense to a third party on any account. The Client may resell the Products before ownership has passed to it provided that any sale is made to an end user in the normal course of the Client's business at a fair market value and any such sale shall be of Elsevier's property on the Client's own behalf and the Client shall be responsible for determining whether any export licenses or other regulatory requirements are necessary for such sale. The Client shall be responsible for obtaining any such licenses or other regulatory requirements at its own risk and expense. The Client represents and warrants that (i) it holds the necessary rights to permit the use of the Advertising Content by Elsevier in the normal course of the Client's business at fair market value and (ii) it will not sell or otherwise transfer its interest in or any copy of the Advertising Content to any third party. If the Client contains Advertising Content that is protected under the US Copyright Act, the Client shall forthwith remove such Advertising Content and, if requested by Elsevier, shall cease any and all use of such Advertising Content. No such Advertising Content may be used in connection with any advertisement of the Client.

9. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other cause beyond the control of either party, such party shall be excused from performance of its obligations under the TC until such time as such cause is removed or cured. In the event of a fire or other such event, the Client shall be responsible for collecting any from its customers amounts due in respect of the supply of the Products, exercising all credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delay in payment or obtaining such payment will not affect the Client's obligations to make payments to Elsevier under clause 5.

10. Advertising & Reprints

If an order is not placed by the Client within 30 days of its receipt by Elsevier of the Client's written notice of cancellation, Elsevier may charge interest on the outstanding amount at the rate of 5% per annum or such other rate as Elsevier may determine from time to time. Any payment which is paid by the Client shall be deemed to be payment on account of the total amount due. Interest and any such late payment charge shall accrue from day to day and be calculated in arrears. Interest and late payment charges shall not be subject to any minimum amount. The Client shall be responsible for all third party costs and expenses incurred in connection with the late payment of any amount, including, without limitation, any legal costs and disbursements incurred. The Client shall pay all amounts due to Elsevier in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client

11. Audit

The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. Client

12. Compliance with laws

Neither party shall be liable for any delay in the performance of its obligations arising from the TC until such advance payment has been received. Where the Client is required to pay in advance, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier may refuse to accept any invoices received by the Client, to clear any of the Client's outstanding debts to Elsevier.

13. Distribution

The Client shall engage in privacy, reproduction, or plagiarism of the Products or Elsevier's or its Affiliates' or, shall not 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 a third party. The Client is solely responsible for collecting from its customers amounts due in respect of the supply of the Products, exercising all credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delay in payment or obtaining such payment will not affect the Client's obligations to make payments to Elsevier under clause 5.