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

Audience

Gastroenterologists & hepatologists.
Digital Specs

Lancet Websites

<table>
<thead>
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<th>POSITIONS</th>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
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<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
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**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**

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**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

**LANCET (ALL TITLES) AIP Email**

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Animation and expandable banners unavailable

Editor-in-Chief
Robert Brierley
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All advertising or promotion fees and charges payable by the Client for the use of the Product or Service shall be determined in accordance with the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

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10. Liability and claims
Any claims by the Client against Elsevier will be subject to the limitations and exclusions set out in this TC. The Client’s liability claims against Elsevier will be time-barred unless they are based on fraud, as defined in the Civil Code of the jurisdiction in which the claim is made. In no event will Elsevier’s liability exceed the total amount paid by the Client to Elsevier in respect of the Products or Services to which the claim relates. The Client will indemnify Elsevier against any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier in enforcing any rights under the TC or its breach if Elsevier determines, in its sole discretion, that the Advertising Content or any portion or publishing or promotion of the Advertising Content will not be used in the manner described or advertised.

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13. Force majeure
No provision of this Agreement shall be deemed to exclude or limit Elsevier’s liability for fraudulent representation or for death or personal injury arising from negligence (as defined in the above). This clause shall not apply to any liability arising from any other breach of the Agreement. Under no circumstances shall Elsevier be liable to the Client for any loss or damage arising out of the Client’s failure to adhere to the advertising or promotion services as agreed in the TC. Force majeure shall cease to operate if, and when, the foreseen event ceases to operate.

14. Applicable law
All disputes arising under the Agreement shall be subject to the jurisdiction of the English courts. The Client hereby agrees to accept service of any legal process in any such dispute by service of such process in London, England. The Client hereby waives any right it may have to a trial by jury in any such dispute.

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