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.

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# 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>
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<tbody>
<tr>
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<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
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<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>
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</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

<table>
<thead>
<tr>
<th>POSITION</th>
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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

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## LANCET (ALL TITLES) AIP Email

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</tr>
</tbody>
</table>

## FORMATS

- jpeg, png, gif (static image only)

## TRACKING PIXELS

- No

## MAX FILE SIZE

- 200 KB

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Animation and expandable banners unavailable.

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*Editor-in-Chief*

Robert Brierley

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