The Lancet Haematology

Overview

The global community of researchers and clinicians working in the research and treatment of haematological disease needs a source of information that is authoritative, evidence-based, and clinically relevant. The Lancet Haematology will become that source, with practice-changing research articles, expert commentary, and provocative opinion in an online-only format. The topics in this journal will be broad, reflecting the breadth of the subject matter, focusing on research that advocates change in, or illuminates, haematological clinical practice. This will include haematology-oncology, red and white blood cell disorders, platelet disorders, stem cell transplantation and induced pluripotent stem cells, transfusion medicine, and related conditions and diseases. Although there have been great leaps towards in haematological research and patient care, there is still much work to be done, and we hope you will join us in delivering better health.

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Global Print Circulation  
Online Only  
55,209

Avg. Global Monthly Visits  
55,209

Avg. Global Monthly Unique Visitors  
21,840

Avg. Global Monthly Page Views  
31,287

Avg. Global eTOC Distribution  
42,671

Audience  
Oncologists and hematologists
**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>
<td>Top</td>
<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>
</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>
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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

*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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<td>Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</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

**LANCET (ALL TITLES) AIP Email**

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