

The Lancet HIV

Overview

The Lancet HIV will build on *The Lancet's* rich history of publishing HIV/AIDS research to provide a reliable foundation for advocacy and for programmatic and political change. The journal will publish the best translational, epidemiological, clinical, and implementation research. Most importantly, the journal will aim to unify these disciplines across a single vision for the health of those living with HIV. *The Lancet HIV* has been founded on two clear principles. First, the task of defeating HIV has not been accomplished and the journal will work in partnership with others to accelerate our response immediately. Second, *The Lancet HIV* is a new journal intending to reposition HIV/AIDS for a new era of sustainable development. We invite you to join us in this two-fold mission.

[Visit Website](#)



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Global Print Circulation
Available upon request

Avg. Global Monthly Visits
34,849

Avg. Global Monthly Unique Visitors
12,928

Avg. Global Monthly Page Views
19,091

Avg. Global eTOC Distribution
53,375

Audience
HIV specialists

Editor-in-Chief
Peter Hayward

Issuance
12 times per year

Print Closings

VOLUME/ISSUE	PUBLICATION DATE	SPACE CLOSING	RUN OF BOOK ARTWORK DUE	PREPRINTED SUPPLIED PIECES DUE
11/1	January 2024	11/22/2023	11/29/2023	12/08/2023
11/2	February 2024	12/28/2023	01/03/2024	01/12/2024
11/3	March 2024	01/26/2024	01/31/2024	02/09/2024
11/4	April 2024	02/23/2024	02/28/2024	03/08/2024
11/5	May 2024	03/29/2024	04/03/2024	04/12/2024
11/6	June 2024	04/26/2024	05/01/2024	05/10/2024
11/7	July 2024	05/23/2024	05/29/2024	06/07/2024
11/8	August 2024	06/27/2024	07/02/2024	07/12/2024
11/9	September 2024	07/26/2024	07/31/2024	08/09/2024
11/10	October 2024	08/29/2024	09/04/2024	09/13/2024
11/11	November 2024	09/27/2024	10/02/2024	10/11/2024
11/12	December 2024	11/01/2024	11/06/2024	11/15/2024

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)
1x	\$ 3,515	\$ 1,760
3x	\$ 3,410	\$ 1,700
6x	\$ 3,310	\$ 1,660
12x	\$ 3,215	\$ 1,610
24x	\$ 3,105	\$ 1,550
48x	\$ 2,935	\$ 1,465
96x	\$ 2,880	\$ 1,415

4 COLOR

2,500

Cover Tips

Available Upon
Request

Outserts

Available Upon
Request

Premium Positions

Cover 4: 50% B/W Page rate
Cover 2: 35% B/W Page rate
Opposite TOC: 25% B/W Page rate

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate.

Composition

All production charges are net and non-commissionable

PRINTING	FULL PAGE	HALF PAGE	QUARTER PAGE
Black & White only	\$150	\$125	\$95

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

VOLUME/ISSUE	PUBLICATION DATE	CLASSIFIED SPACE CLOSING & RUN OF BOOK ARTWORK DUE
11/1	January 2024	11/29/2023
11/2	February 2024	01/03/2024
11/3	March 2024	01/31/2024
11/4	April 2024	02/28/2024
11/5	May 2024	04/03/2024
11/6	June 2024	05/01/2024
11/7	July 2024	05/29/2024
11/8	August 2024	07/02/2024
11/9	September 2024	07/31/2024
11/10	October 2024	09/04/2024
11/11	November 2024	10/02/2024
11/12	December 2024	11/06/2024

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

Classified / back of book print advertising

Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)
1x	\$ 1,690	\$ 1,270
3x	\$ 1,640	\$ 1,225
6x	\$ 1,595	\$ 1,195
12x	\$ 1,545	\$ 1,165
24x	\$ 1,495	\$ 1,120
48x	\$ 1,410	\$ 1,060
96x	\$ 1,385	\$ 1,020

4 COLOR
700

Confidential Email Inbox

Cost: \$40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:

Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing

Trim: 210mm x 276mm (Global), 8.25" x 10.875" (US)

1/4" from all trim edges.

Binding: Perfect;

Printing Process:

Halftone Screen: Cover: 150 line screen Text: 150 line screen

AD SIZE	NON-BLEED	BLEED
Full Page (Global)	186mm x 260mm	220mm x 292mm
Spread (Global)	400mm x 260mm	430mm x 292mm
Full Page (US)	7.75" x 10.375"	8.5" x 11.125"
Spread (US)	15" x 10"	16-3/4" x 11.125"
1/2 Horizontal (US)	7" x 5"	8.5" x 5.6875"
1/2 Vertical (US)	3.5" X 10"	4.375" X 11.125"

Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit <https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/>. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Supplied Print Ad Pieces

Size - 2 page:

Size - 4 page:

Trimming: For 2 page 8o# text preferred; 4 to 8 pages – 6o# text minimum; 8o# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order. Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

The Lancet HIV

Contact Production

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Digital Specs

Lancet Websites

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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		
POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
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.

