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 defying 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.

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
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
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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</thead>
<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>
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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>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
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<td>NA</td>
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</tbody>
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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).

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all proposals, offers and agreements made by 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 for the TC. They supersede any previous agreement between the parties for the TC.

2. Definitions

In these terms and conditions, “Order” means an order for the supply of Products or Services from Elsevier; “Statement of Account” means a statement of account issued by Elsevier and is the final statement and accordingly conclusive evidence of the accuracy of any Accounting Data, for the purposes of which the Client shall allow Elsevier’s authorized representative at any reasonable time access to the Client’s premises (or any分支机构) for the purpose of inspecting the Client’s facilities, books and records to verify the Client’s compliance with the TC.

3. Payment

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing.

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing, all prices shall be exclusive of any handling, packing, freight, transport and insurance charges unless otherwise stated.

5. Applicability

The Client further agrees that it will not receive any payment or other benefit in money or in kind from any third party, including, without limitation, state run universities, hospitals and libraries, or directors, employees or agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, property, or services to or for any person with whom Elsevier has business dealings, or in connection with any matter or business transacted by or on behalf of Elsevier.

6. Distribution

The Client shall not resell the Products in any format or to any third party.

7. Force majeure

The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence, loss of profit, business interruption, reputation or goodwill which are or which become due to Elsevier from the Client.

8. Liability and claims

Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose the Clients’ subscribers and all recipients of the Advertisements.

9. Use

The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or any分支机构) for the purpose of inspecting the Client’s facilities, books and records to verify the Client’s compliance with the TC.

10. Advertising & Reprints

The Client shall have no right to make any modifications to the order. The Client shall be responsible for any additional costs incurred for such modifications. The Client shall be responsible for the accuracy of the information provided regarding the Advertisements.

11. General

In the event of a breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specified period of time.

12. Amendment

No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, Elsevier reserves the right to refuse to publish the Advertisements for any reason, including, but not limited to, the content, form, or accuracy of any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a breach of the Client's obligations under this TC.

13. Compliance

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14. General

Nothing in the TC shall be construed to limit Elsevier’s liability for the Products or Services in any manner.

15. Payment

The Client shall have no right to seek or receive any refund or return any payment for the Advertisements or the Products.

16. Distribution

The Client may, at its expense, make any modifications to the order, descriptions of the Advertisements or the insertion schedule. Elsevier shall be entitled to modify the space or alter the date or position of insertion or make any other alteration, the Client will have no right to refuse publication of such Advertisements.