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.

Display Advertising

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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>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<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>
</tr>
</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/6 hrs/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).

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### LANCET (All Titles) eTOC Email

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (Pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</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

MPU banners, positions 1, 2, 3, are stacked vertically. Animation and expandable banners unavailable.

### LANCET (All Titles) AIP Email

<table>
<thead>
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</tbody>
</table>

### 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.
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If a party is prevented from fulfilling any of its obligations under the TC as a result of an event of force majeure, then such party shall be relieved of those obligations to the extent it is prevented from fulfilling those obligations by the event of force majeure.

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10. Advertising & Reprints