Overview

THE LANCET Neurology, published monthly, provides neurology-related specialists something truly rare and valuable—definitive coverage of all aspects of neurology from around the world—in a single, highly readable source.

Every month, THE LANCET Neurology reviews the most recent research, highlighting those advances with the greatest and most immediate impact. Our global reporting capabilities ensure that THE LANCET Neurology provides the most important and current international news from this vast medical specialty.

For our advertisers, this high profile journal provides an excellent platform from which to advertise your products and services relevant to the neurology professional. We are confident that THE LANCET Neurology is the first place neurology-related specialists look when investigating well-respected opinion, news and reviews, or the latest in important clinical trials.
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

<table>
<thead>
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<tbody>
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<td>Leaderboard</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

<table>
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Animation and expandable banners unavailable

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