The Lancet Rheumatology

Overview

Launching in Summer 2019, *The Lancet Rheumatology* is a new specialty journal published by *The Lancet*. This monthly journal is committed to publishing content relevant to rheumatology specialists worldwide, with a focus on studies that advance clinical practice, challenge the status quo, and advocate change in health policy.

![The Lancet Rheumatology](image)

North America

Aileen Rivera  North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers  North America
347-449-4997
t.peppers@elsevier.com

EMEALA

Katy Parker  EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz  EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC

Virginia Van Homrigh  APAC
61 448 008159
v.vanhomrigh@elsevier.com

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Only</td>
<td>66,510</td>
<td>33,866</td>
<td>42,944</td>
<td>22,007</td>
</tr>
</tbody>
</table>

Audience

Rheumatology 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 300 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>

<table>
<thead>
<tr>
<th>Formats</th>
<th>jpeg, png, gif, HTML5†, 3rd party tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking Pixels</td>
<td>Yes</td>
</tr>
<tr>
<td>Max File Size</td>
<td>200 KB</td>
</tr>
<tr>
<td>Max Animation (Time/Loops)</td>
<td>15 seconds/3 loops</td>
</tr>
<tr>
<td>Prestitial Frequency</td>
<td>1 impression/6hrs/user</td>
</tr>
</tbody>
</table>

*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>
<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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Formats</th>
<th>jpeg, png, gif (static image only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking Pixels</td>
<td>No</td>
</tr>
<tr>
<td>Max File Size</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

Animation and expandable banners unavailable.

Contact your sales representative for all digital advertising rates and opportunities.
3. Execution and modification of the order

Any modification to the agreed product or service description, budget or schedule, as set out in the order, requires written agreement of the Client and Elsevier. Elsevier reserves the right to modify the budget and schedule of the Order at its discretion. If, at the request of the Client, Elsevier renders additional services, including expedited production and delivery, the Client shall be responsible for any additional costs incurred. The Client agrees to pay for any additional services rendered by Elsevier in accordance with its published rates. The Client shall have the right to terminate this Agreement at any time by written notice to Elsevier. In the event of such termination, the Client shall pay Elsevier for all services performed up to the date of termination.

4. Liability and claims

Elsevier shall not be liable for any loss, damage or expense caused by any act or omission of the Client or any other person or entity. The Client shall indemnify Elsevier against all claims, losses, damages, costs and expenses (including legal costs) arising from any act or omission of the Client or any other person or entity.

5. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this Agreement, then such party shall be relieved of those obligations to the extent it is unable to perform.

6. Audit

Elsevier shall have the right to audit the Client's records to ensure compliance with the terms of this Agreement. The Client shall provide Elsevier with all necessary information and assistance to facilitate such audit.

7. Intellectual property

The Client acknowledges that Elsevier is the owner of the intellectual property rights in the Products and Services and that Elsevier may assert such rights against the Client at any time.

8. Cancellations & Returns

The Client understands and agrees that cancellations or returns of Products or Services are not permitted except as provided in this Agreement. No cancellation or return shall be accepted after delivery of the Products or Services, except as provided for in this Agreement.

9. Force majeure

If an event of force majeure occurs, the party affected by such event shall notify the other party immediately, and the affected party shall use reasonable efforts to perform the obligations under this Agreement to the extent possible.

10. Governing law and dispute resolution

Any dispute arising out of or in connection with this Agreement shall be governed by the laws of the jurisdiction in which the Agreement was executed. The Client and Elsevier agree to submit to the exclusive jurisdiction of the courts of said jurisdiction for the purpose of enforcing the Agreement and any judgment obtained in the said courts shall be final and binding on the parties.

This Agreement contains the entire understanding and agreement between the parties and supersedes all prior negotiations, understandings and agreements. This Agreement may not be amended or modified except in writing signed by authorized representatives of the parties.

Date: [insert date]

[Signature]
Authorized Representative of Elsevier

[Signature]
Authorized Representative of the Client

This Agreement constitutes the entire understanding and agreement between the parties and supersedes all prior negotiations, understandings and agreements. This Agreement may not be amended or modified except in writing signed by authorized representatives of the parties.