Value in Health

Overview

Increasingly, health care leaders are seeking outcomes research information (clinical, economic, and patient-reported outcomes) that can guide them in health care resource allocation, and in evaluating alternative treatments and interventions. Value in Health contains original research articles in the areas of pharmacoeconomics (health economics), outcomes research (clinical, economic, and patient-reported outcomes research), and conceptual and health policy articles that are rigorous, methodologically or theoretically solid, ethically sound and provide valuable information for health care decision-makers as well as the research community. As the official journal of ISPOR, Value in Health provides a forum for researchers, as well as health care decision-makers to translate outcomes research into health care decisions. Given that the ultimate purpose of health care is to increase the overall health-related well being of the individual and society as a whole; and to allocate society’s available health care resources in a way that maximizes total health-related well being, the contents of Value in Health focuses on health care value.
Digital Specs

Website

<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/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).

eTOC Email

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<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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FORMATS
jpeg, png, gif (static image only)

TRACKING PIXELS
No

MAX FILE SIZE
200 KB

Animation and expandable banners unavailable

AIP Email

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