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

<table>
<thead>
<tr>
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</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

## AIP Email

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</tr>
</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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In the event of circumstances beyond the control of Elsevier, no liability or responsibility will be accepted by Elsevier for any delay in delivery of the Products or in the performance of any other obligations under the TC. Force majeure includes, without limitation, acts of God (including abandonment, acts of war, erupting volcanoes, floods, or any natural disaster), strikes or lockouts, labour disputes or other industrial disturbances, illegal or arbitrary acts of any government, any other cause or event which is beyond Elsevier’s reasonable control and for which Elsevier is not liable.

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If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be confirmed in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of the Client’s written cancellation. The Client bears the responsibility for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other format as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). When copy is received late or not at all, Elsevier will endeavour to do its best to accommodate the Client’s needs but in any event will not be liable for any loss or damage to the Client caused by the late receipt of order copy.

7. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency remitted. Exchange losses shall be borne by the Client. The Client may pay by bank or check, or by any other means agreed in writing. Payments are due in accordance with the terms of the invoicing arrangement made or the Client and Elsevier.

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Orders must specify a definite schedule of insertions, issues and sizes of space for a particular position. 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 cancel the insertion and any extra cost incurred shall be charged to the Client.

9. Right of refusal

The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other format as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not at all, Elsevier reserves the right to charge a fee for any additional time required to produce written order copy, which will be charged at Elsevier’s standard costs.

10. Rights under order

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be confirmed in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of the Client’s written cancellation.