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 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>

**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>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)

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AIP Email

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

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1. Applicability
These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Service") and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties ("the TC"). They supersede any previous supply terms and conditions. For the purposes of this TC, "date of cancellation" shall mean the date on which the Client is notified to refund any sums paid to Elsevier under this TC. From the date of the payment the amount of the payment will be automatically increased to fully reflect, what else had, or what the amount actually remitted to Elsevier, net of all other losses resulting from any unavoidable amounts. Delay or Failure in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 4.

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3. Application of laws

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5. Payment

6. Distribution

7. Copyright

8. Liability and claims

9. Cancellation or modification of orders

10. Advertising & Reprints

11. Audit

12. Compliance with laws

13. Distinctive characteristics

14. Financial transactions

15. Miscellaneous

16. Agency agreements

17. Formality of notices

18. Force majeure

19. Severability

20. Notice, appointment and waiving of rights

21. Audit

22. Court of jurisdiction

23. Limitation of liability

24. Notice and amendments

25. General

26. Dispute resolution

27. Pricing policies

28. Information and advice

29. General terms and conditions

30. General terms and conditions of supply

31. Definitions