The Lancet Public Health

Overview

*The Lancet Public Health* is a monthly, open access, online-only journal working in partnership with our existing family of *Lancet* titles. Our focus is to attract, review, and publish quickly high-quality original research that contributes to advancing public health practice and policy making worldwide. The journal publishes Research Articles, Editorials, Comments, and Correspondence.

Visit Website

Display Advertising

Joan Coffey United States
551-480-4018
j.coffey@elsevier.com

Kate Lach Europe
48 500 259 970
k.lach.1@elsevier.com

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

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Philip Prigal Global
347-556-0473
p.prigal@elsevier.com

Global Print Circulation
Online Only
71,486

Avg. Global Monthly Visits
71,486

Avg. Global Monthly Unique Visitors
58,152

Avg. Global Monthly Page Views
104,297
Audience
Public health practitioners and policy makers worldwide.

Editor-in-Chief
Audrey Ceschia

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 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).
### 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>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif

**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>
<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>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
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 Services”) and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties (the “TC”). The Client may not cancel orders for the products and/or services described in the order acknowledgment, unless Elsevier agrees in writing.

2. Offer and acceptance

2.1. The order acknowledgment of Elsevier shall be deemed an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgment of order is issued by Elsevier (or its agent) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for all Product orders. The Client objects accepted are subject to availability of the ordered Products.

2.2. Unless otherwise expressly agreed by Elsevier in writing, the Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for personal use.

2.3. Client acknowledges that violation of these terms and conditions will result in irreparable harm to Elsevier and upon delivery of any representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously been properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with the terms of the Products and Services agreed by both the Client and Elsevier in writing, including such things as format, printing, production design, size and kind of address, file and style and the like. All drawings, descriptive matter, specifications and advertisements issued by Elsevier or any descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued as published for the sole purpose of giving an approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design character of the Product and Services, cannot be considered a reason for replacing the Product and Services, as the case may be, or modify the agreed price.

3. Execution and modification of the order

3.1. Any modifications to the agreed product or service description, budget, schedule or set out in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion.

4. Prices, terms and conditions

4.1. Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be set out in Elsevier’s current price list (whether print or online). All such price lists shall be exclusive of any handling, packing, loading, freight, insurance and transport and import duties and conditions otherwise stated.

4.2. Price lists shall not be binding on Elsevier and Elsevier reserves the right to alter the prices in the event of any increase or reduction in manufacturing costs or similarly attributable cost increases. Prices may also be increased to cover any increase in turnover tax or any other tax or duty payable by Elsevier and the Client authorizes Elsevier to charge such increase to the Client at the time of delivery or at such later time as Elsevier may determine.