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

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

Global Print Circulation

Online Only

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 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).
Contact your sales representative for all digital advertising rates and opportunities.
ELSVIER TERMS AND CONDITIONS OF SUPPLY

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 acknowledgement, shall form the entire agreement between the parties (the "TC"). The Client agrees to use the Products and/or Services in a manner consistent with the terms and conditions of this TC and any representation and/or warranty made by Elsevier in writing.

2. Offer and acceptance/ Description Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, and to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no date is so specified, delivery/performance shall be within a reasonable time.

3. Prices, terms and currency 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 prices shall be exclusive of any handling, packing, loading, freight, shipping, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as applicable. Where applicable, Elsevier shall provide to Client a VAT registration number or other evidence of tax exemption to Elsevier at the time of placing an order. If, under the laws of the territory in which Elsevier is located, the Products, the Client is required to withhold any tax on the price paid to Elsevier under the TC, the Client shall so inform Elsevier of the amount of such tax and pay the same in full to Elsevier. If the Client has not so informed Elsevier of the amount of such tax, Elsevier will be entitled to deduct an amount equivalent to such tax from any payments due to the Client on its account.

4. Cancellation of orders If the Client requests Elsevier to cancel the order, Elsevier can at its sole discretion accept such cancellation if the alterations requested are acceptable subject to the right of Elsevier to determine actual positions. If Elsevier considers the cancellation to be unacceptable, unless such changes are due to an event of force majeure. Elsevier can cancel the order at any time prior to delivery and (unless agreed otherwise in writing) shall be entitled to reject any order for reprints of material that has not been published.

5. Payment Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set any credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in the Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received its full (net) cash or cleared funds. All sums due to Elsevier in respect of the Products and all other sums which are or which become due to Elsevier from the Client on account shall be paid without deduction or set-off. The Client may not resell the Products prior to payment. The Client may only resell the Products to end customers. The Client shall ensure that it does not resell or use or allow the use of any of the Products in contravention of any law or for any purpose other than personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any breach of this representation and warranty Elsevier shall be entitled to reject such order or to refuse to ship, make or deliver such Products to the Client. Elsevier may, at its discretion, deduct the price of any Products delivered, the Client's account and shall be entitled to set off such amount against any other sum due from the Client to Elsevier, if any.

6. Liability and claims To THE MAXIMUM EXTENT PERMITTED BY LAW FOR ALL THE FOLLOWING LIABILITIES THAT ELSEVIER MAY BE HELD LIABLE FOR, THE PRODUCTS AND SERVICES ARE SOLD """"AS IS"""" AND """"WHERE IS"""" AND ELSEVIER DOES NOT MAKE ANY EXPRESS OR IMPLIED WARRANTIES OF TITLE, QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. IN NO EVENT SHALL ELSEVIER BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE DAMAGES OR LOST PROFITS OR ANY OTHER DAMAGES OF ANY KIND ARISING OUT OF OR IN CONNECTION WITH THE PRODUCTS AND SERVICES, EVEN IF ELSEVIER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT SHALL ELSEVIER'S TOTAL LIABILITY EXCEED THE TOTAL AMOUNT OF PAYMENT MADE BY THE CLIENT UNDER THE TC.

7. Intellectual property Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and/or Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be transferred, assigned or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data base and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

8. Binding effect of agreement The Client agrees that the Client shall not be entitled to enforce any of the provisions of this TC or any representation or warranty or right or remedy pursuant thereto, unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. Nothing in this Agreement shall be construed as creating an obligation to indemnify the other party's own negligence. ELSEVIER'S LIABILITY FOR ANY OTHER REMEDY AVAILABLE TO THE CLIENT IS EXPRESSLY EXCLUDED FOR LIABILITIES TO ANY COMMERCIAL OR GOVERNMENT OR ENTITIES TO ANY CONTRACTUAL OR STATUTORY RIGHTS OR AUTHORITY WHERE IT ACTING AS A CONSUMER, THE parties agree that the United Nations Contracts for the International Sale of Goods shall not apply to this TC or the interpretation or enforcement thereof. The Client acknowledges that the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges and the conditions have been agreed accordingly. The Client acknowledges that Elsevier's liability will be affected by the following factors: The Client may be held liable for any damages to the Products, Services or any other defamation, libel, or similar injury.