

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.

Visit Website



Global

Elsevier Inbound Sales Global mailto:journalmedia@elsevier.com

Global Print Circulation
Online Only

Avg. Global Monthly Visits 49,353

Avg. Global Monthly Unique Visitors **36,594**

Avg. Global Monthly Page Views **78,167**

Avg. Global eTOC Distribution 2,570

Audience

health economists, outcomes researchers, health policy makers, clinical researchers, healthcare administrators, pharmacoeconomists, public health specialists, healthcare decision-makers





Digital Specs

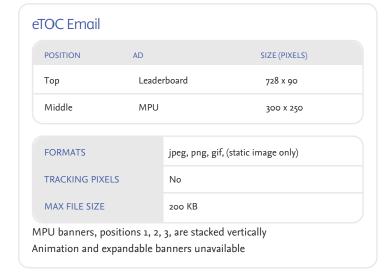
Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 X 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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).



POSITION	AD	SIZE (PIXELS)	
Тор	Leaderboo	ard 728 x 90	
Side	Skyscrape	160 x 600	
Middle	MPU	300 X 250	
FORMATS		.jpeg, png, gif, (static image only)	
TRACKING PIXELS		No	
MAX FILE SIZE		200 KB	

Contact your sales representative for all digital advertising rates and opportunities.





Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	90	
eTOC Leaderboard	1840	
eTOC Large Rectangle	1630	
eTOC AIP	2100	
Prestitial	N/A	

Digital rates vary by country, please contact the relevant contact person for rates outside of the US.





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9. Force majeure if by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part it so bligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as dosely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

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