The Lancet HIV

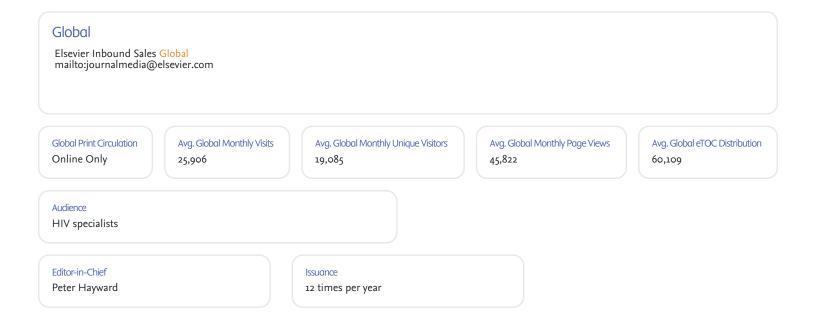
Overview

The Lancet HIV will build on *The Lancet*'s rich history of publishing HIV/AIDS research to provide a reliable foundation for advocacy and for programmatic and political change. The journal will publish the best translational, epidemiological, clinical, and implementation research. Most importantly, the journal will aim to unify these disciplines across a single vision for the health of those living with HIV. *The Lancet HIV* has been founded on two clear principles. First, the task of defecting HIV has not been accomplished and the journal will work in partnership with others to accelerate our response immediately. Second, *The Lancet HIV* is a new journal intending to reposition HIV/AIDS for a new era of sustainable development. We invite you to join us in this two-fold mission.

Visit Website









Digital Specs

Lancet Websites

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 КВ
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).

SIZE (PIXELS) 728 x 90	
s imaga anlul	
jpeg, png, gif, (static image only)	

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





Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	\$160	
eTOC Leaderboard	\$3 990	
eTOC Large Rectangle	\$3 780	
eTOC AIP	Available upon request	
Prestitial	\$1 000	

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



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The provisions of this 1C and to you the effects of such event to be published on the agreed advertising copy is received at lesvier in electronic form (or such other form as specified by Elsvier) and within the relevant deadline set by Elsvier (the "Closing Date"). Where copy is received late or not at all, although Elsvier will endeavour to do so Elsvier any on the agreed atter to be able to arrange for such copy to be published on the agreed atter of the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date"). Where copy is received late or not at all, although Elsvier will endeavour to do so Elsvier. Elsvier is shall not be lable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertising Content by Elsvier of the upposes of this TC. (Dift us agreed period. Payment for the campaign will nowever be required in full. When change of copy is not received before the Closing Date"). Where copy is received late or not at all, although Elsvier and though Elsv

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Circulation updated on 1st July, 2024, based on 12-month monthly average July 2023-June 2024

eTOC Metrics: 12 Month Average of eTOC sends - July 2023 to June 2024

Monthly average web metrics based on the period of July 2023 to June 2024

