

Website & Email

Banner Specifications

JBS (HEALTH ADVANCE JOURNAL SITES) WEBSITE

Position	Ad	Size (pixels)	Expandable (pixels)	Expandable Direction
Top	Leaderboard	728 x 90	728 x 315	Down
Top	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).



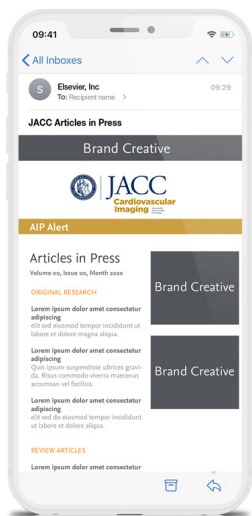
Banner Specifications (cont'd)



JBS (HEALTH ADVANCE JOURNAL SITES) eTOC EMAIL

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250
MPU banners, positions 1,2,3, are stacked vertically		
Formats	jpeg, png, gif, (static image only)	
Tracking pixels	No	
Max file size	200 KB	

Animation and expandable banners unavailable



JBS (HEALTH ADVANCE JOURNAL SITES) AIP EMAIL

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250
Formats	jpeg, png, gif, (static image only)	
Tracking pixels	No	
Max file size	200 KB	

Animation and expandable banners unavailable





LANCET WEBSITES

Position	Ad	Size (pixels)	Expandable (pixels)	Expandable Direction
Top	Leaderboard	728 x 90	728 x 315	Down
Top	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

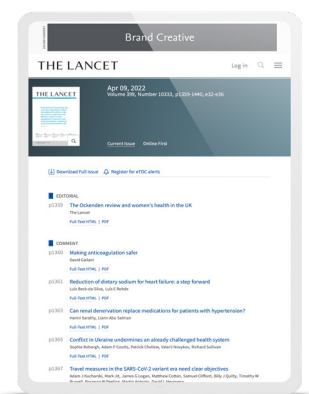
Max file size 200 KB

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).



Banner Specifications (cont'd)



LANCET (ALL TITLES) eTOC EMAIL

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Formats	jpeg, png, gif, (static image only)	
Tracking pixels	No	
Max file size	200 KB	
Animation and expandable banners unavailable		





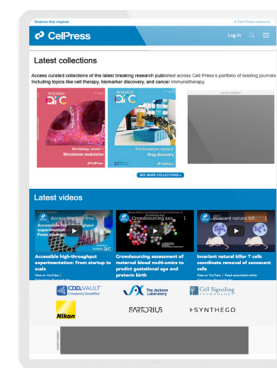
CELL WEBSITE

Position	Ad name	Size (pixels)
Top	Leaderboard	728 x 90
Top	Mobile Leaderboard	300 x 50 or 320 x 50
Middle	MPU	300 x 250 or 336 x 280
Bottom	Leaderboard	728 x 90
Center, on page load	Prestitial*	300 x 250 or 480 x 640

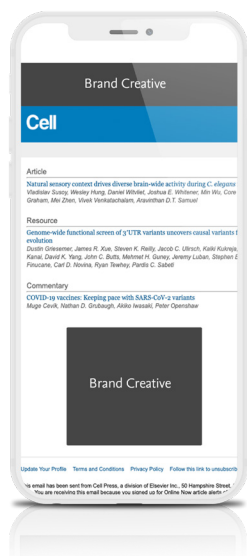
Formats	jpeg, png, gif, HTML5 [†] , 3rd party tags
Tracking pixels	Yes
Max file size	200 KB
Max Animation (time/loops)	15 seconds/ 3 loops
Prestitial frequency	1 impression/6hrs/user

*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).



Banner Specifications (cont'd)



CELL ONLINE NOW EMAIL

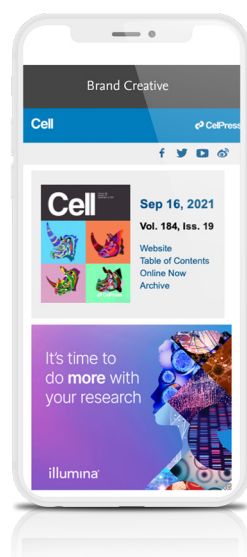
Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	336 x 280

Formats jpeg, png, gif, (static image only)

Tracking pixels No

Max file size 200KB

Animation and expandable banners unavailable



CELL eTOC EMAIL

Position	Ad	Size (pixels)
Top	Leaderboard	728x90
Middle	MPU	336 x 280 or 300 x 250

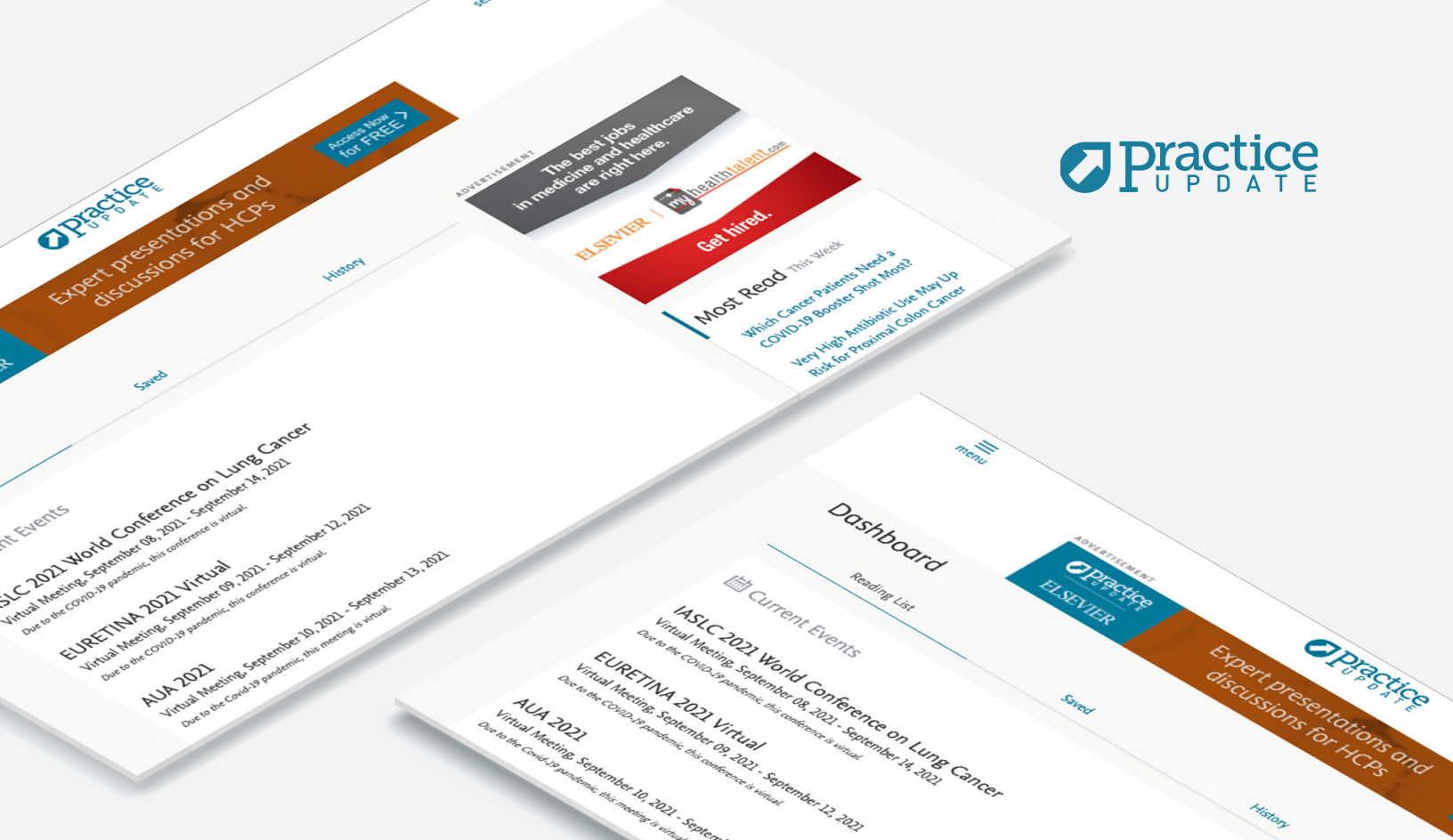
Formats jpeg, png, gif, (static image only)

Tracking pixels No

Max file size 200KB

Animation and expandable banners unavailable





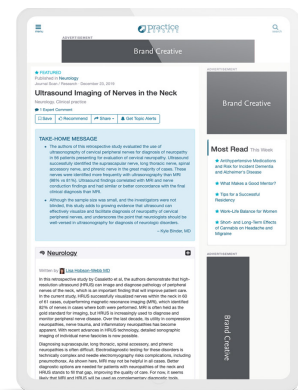
PRACTICE UPDATE WEBSITE

Position	Ad	Size (pixels)	Expandable (pixels)	Expandable Direction
Top	Leaderboard	728 x 90	728 x 315	Down
Top	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	600 x 600	Left
On page load	Prestitial*	300 x 250	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.

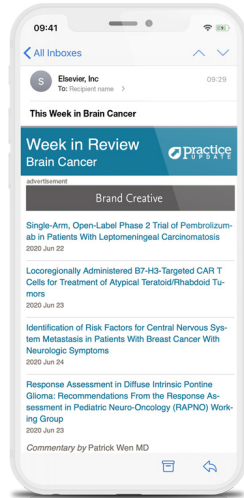
[†]Excluding personally identifiable information (PII).



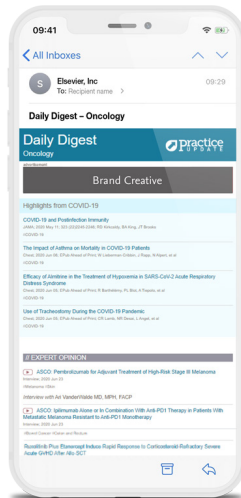
Banner Specifications (cont'd)



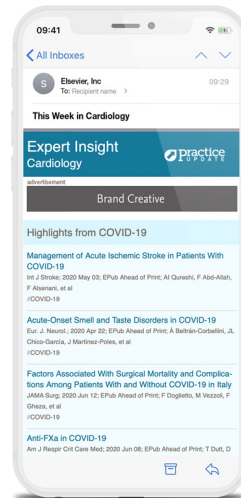
PRACTICE UPDATE EMAILS



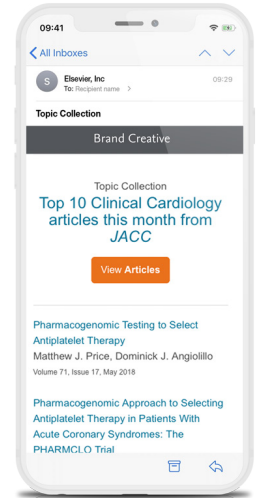
Newsletter



Daily Digest



Expert Insight



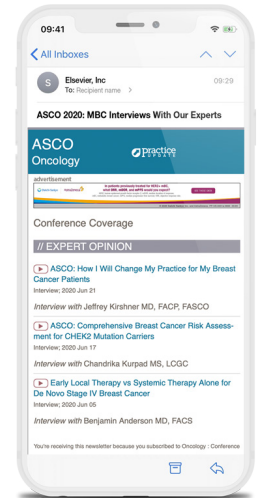
Top10

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Side	MPU	300 x 250

Formats	jpeg, png, gif, (static image only)
Tracking pixels	Yes*
Max file size	200KB

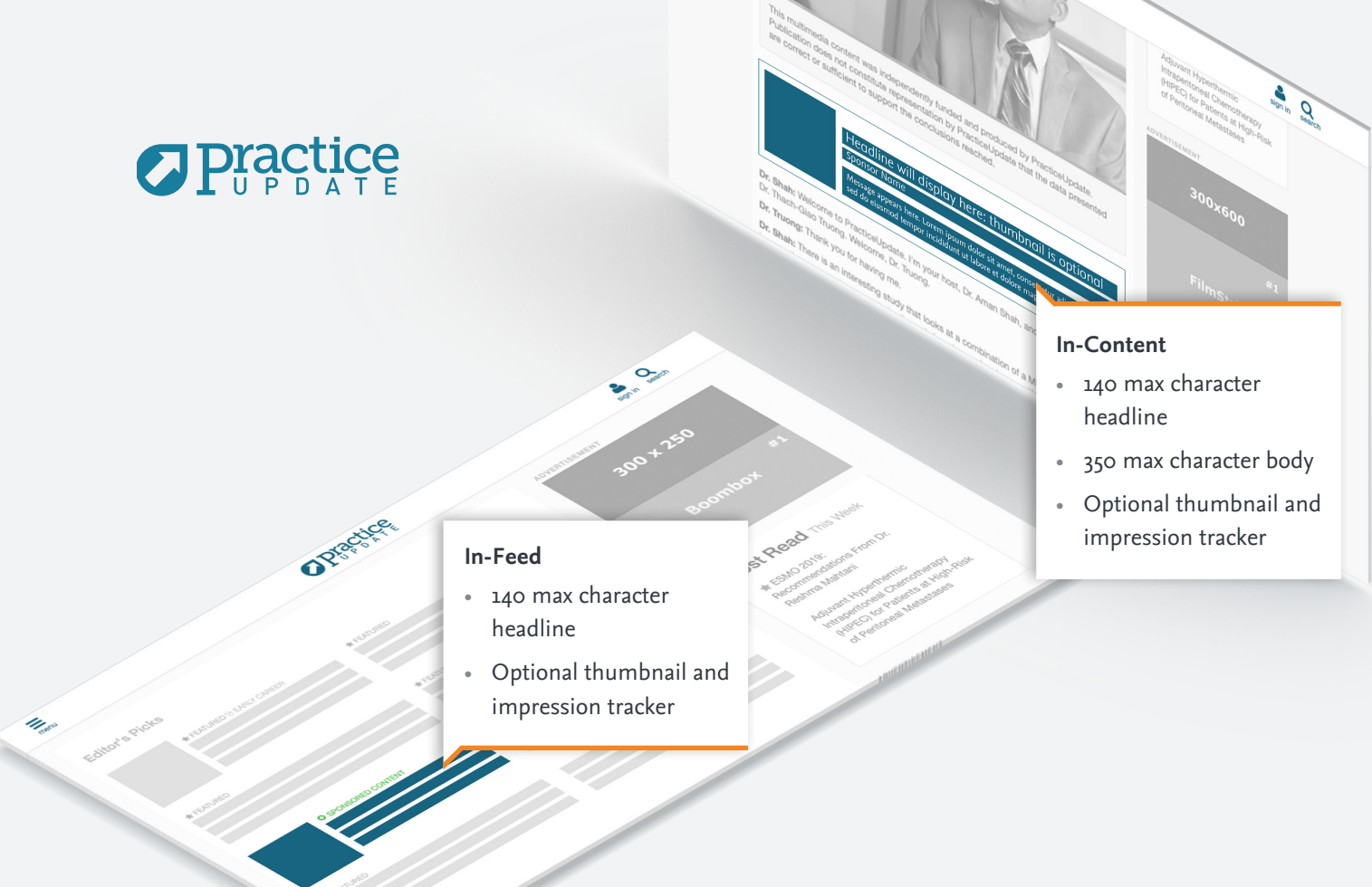
Animation and expandable banners unavailable

*Only one tracking pixel per newsletter. Tracking pixel is **not** available on conference newsletters.



Conference Newsletter*





PRACTICE UPDATE NATIVE ADVERTISING

Ad	Impression tracker	Thumbnail	Message copy	Position
In-Feed	Yes	Yes (optional)	140 max character headline	Placed in the <i>Editor's Picks</i> live feed
In-Content	Yes	Yes (optional)	140 max character headline 350 max character body	Placed on article pages within high value, expert curated content

Formats: jpeg, png, gif, (static image only)

Tracking pixels: No

Max file size: 200 KB

Animation and expandable banners unavailable



PRACTICE UPDATE NATIVE ADVERTISING (CONT'D)

Native advertising provides sponsors with the opportunity to promote their brand to a defined target audience in a very relevant and contextual manner. By sharing similar design elements, and content that aligns contextually to the site, native advertisements drive additional, uninterrupted engagement with your messaging.

In-Feed/In-Content Native Ads fit in to match both the layout (arrangement of elements) and design (font, color scheme) of the surrounding content, and include disclosure language or other visual cues to let the consumer know that these are paid advertisements and not organic publisher or platform content.

In-Feed Native Ads

In-Feed Native Ads are placed in content feeds and mimic the surrounding site design and aesthetics. As consumers scroll the listing of article summaries, editorial is mixed with native ad units providing an uninterrupted flow.

In-Content Native Ads

In-Content Native Ads are ads placed on content pages and they mimic the design and aesthetics of the surrounding editorial content experience.

- **Native Ad Name.** Name your native ad for easier identification in the future
- **Headline.** Create an attention grabbing message! Users will be sent to the URL you supply. The headline is limited to 140 characters and is subject to approval.
- **Click URL.** Available for both In-Feed and In-Content native ads. When an end user clicks on the headline, they will be sent to the Click URL you have provided. Entries must be valid URLs.
- **Thumbnail.** A thumbnail image can optionally be included in your native ad display. Thumbnails must be images (jpg/gif/png), and must be smaller than 200 kb.
- **Sponsor Name.** The name of the advertiser providing the ad. The Sponsor Name will appear in the native ad.
- **Message.** Additional copy for the ad. The message will only be displayed for In-Content ads; it will not be used for In-Feed Ads. The message is limited to 350 characters and is subject to approval.
- **Impression Tracker.** In addition to the Elsevier provided impression metrics, you can include an optional Impression Tracker (typically javascript or image pixels) that track impressions back to a 3rd party adserver.
- **Contact E-mail.** In the event there is a problem with your native ad, please provide a contact e-mail address so we can work with you to resolve the issue.

