

Website & Email

Banner Specifications

JBS (HEALTH ADVANCE JOURNAL SITES) WEBSITE

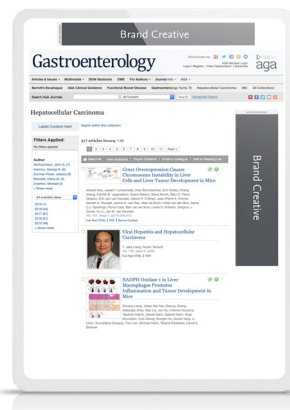
Position	Ad	Size (pixels)	Expandable (pixels)	Expandable Direction
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU [^]	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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

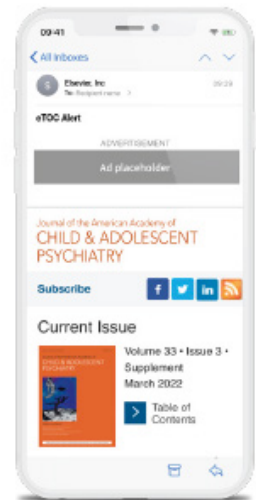
*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

[†]Excluding personally identifiable information (PII).

[^]MPU Banners will not be available on article pages in 2025 resulting in reduced inventory.



Banner Specifications (cont'd)



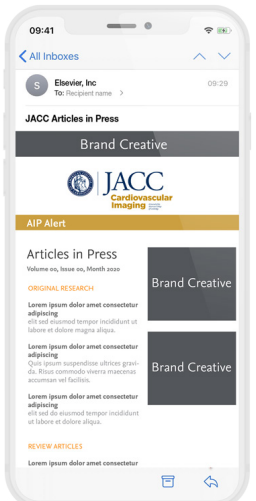
JBS (HEALTH ADVANCE JOURNAL SITES) eTOC EMAIL

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

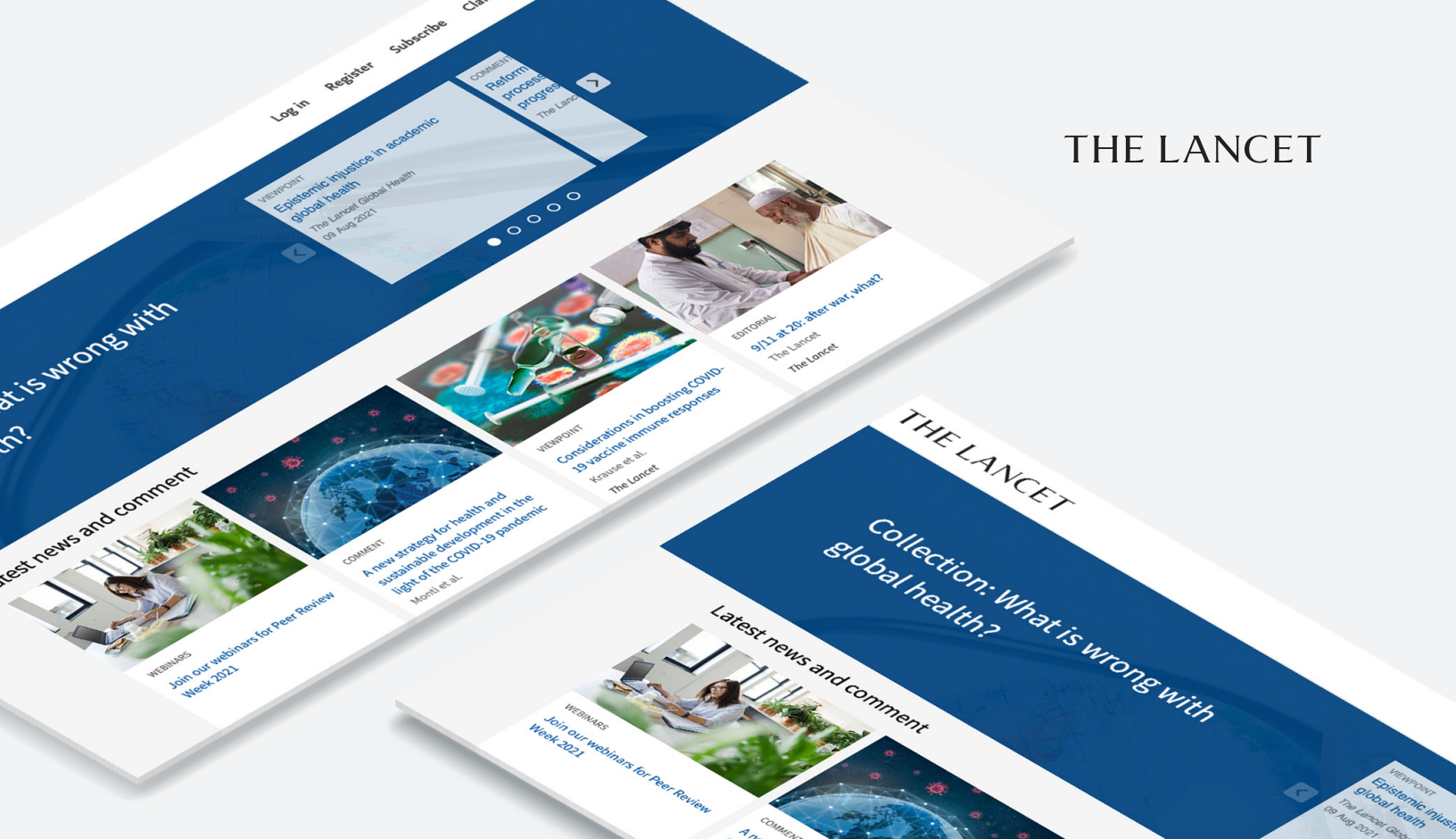
Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

Formats	jpeg, png, gif, (static image only)
Tracking pixels	No
Max file size	200 KB

Animation and expandable banners unavailable



THE LANCET



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

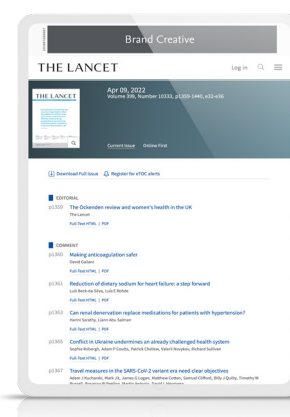
Max file size 200 KB

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).



Lancet Banner Specifications | Last updated August 13, 2024

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		





CellPress

CELL WEBSITE

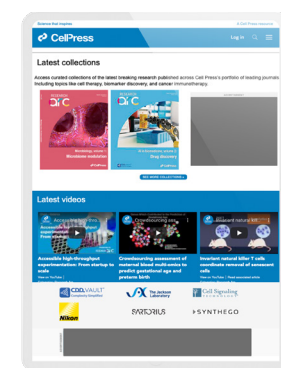
Position	Ad name	Size (pixels)
Top	Leaderboard	728 x 90
Top	Mobile Leaderboard	300 x 50 or 320 x 50
Middle	MPU [^]	300 x 250 or 336 x 280
Bottom	Leaderboard	728 x 90
Center, on page load	Prestitial*	300 x 250 or 480 x 640

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.

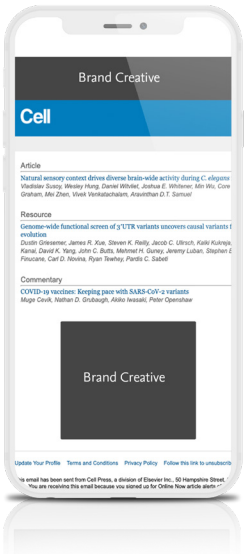
[†]Excluding personally identifiable information (PII).

[^]MPU Banners will not be available on article pages in 2025 resulting in reduced inventory.



CellPress Banner Specifications | Last updated August 13, 2024

Banner Specifications (cont'd)

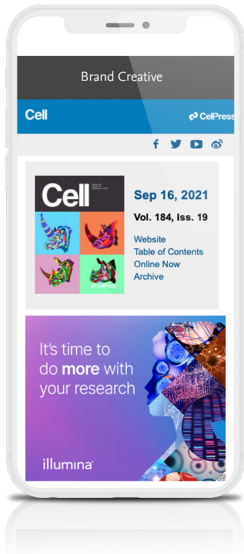


CELL ONLINE NOW EMAIL

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



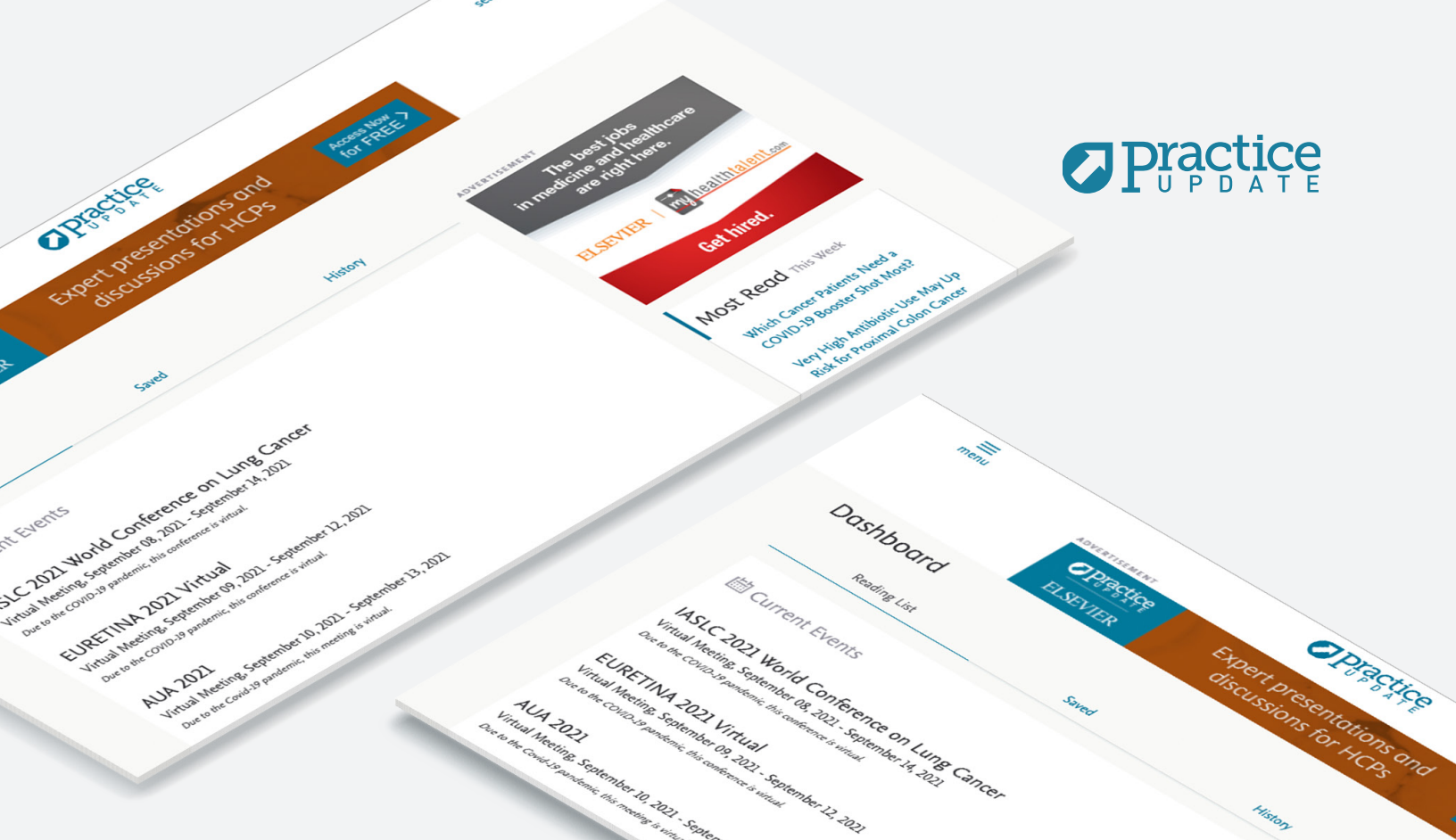
CELL eTOC EMAIL

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

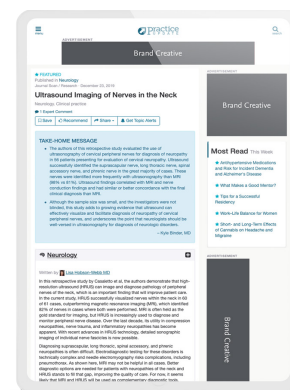
Max file size 200 KB

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.

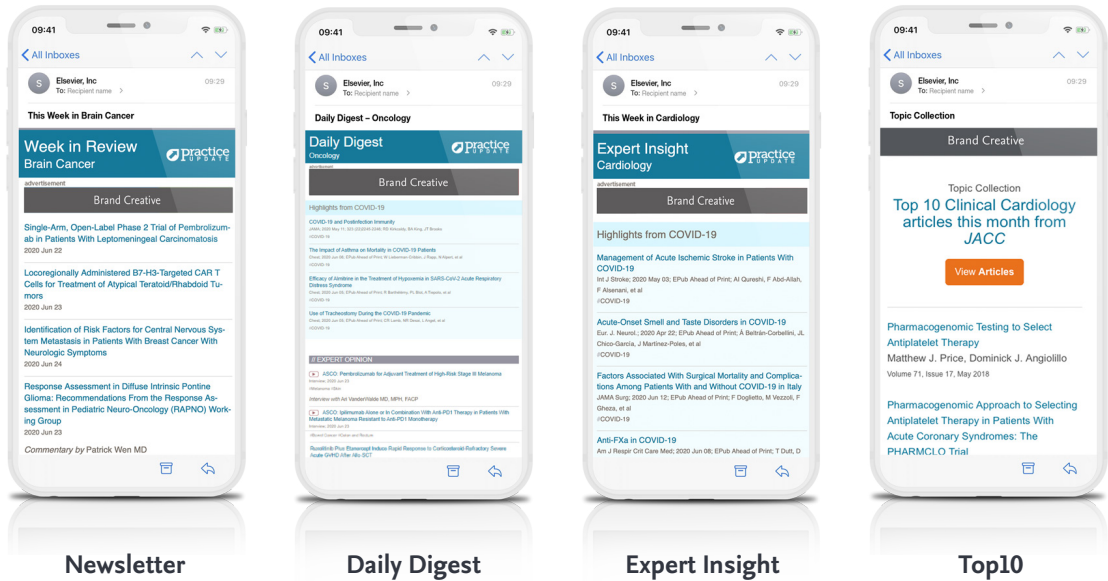
[†]Excluding personally identifiable information (PII).



Banner Specifications (cont'd)



PRACTICE UPDATE EMAILS

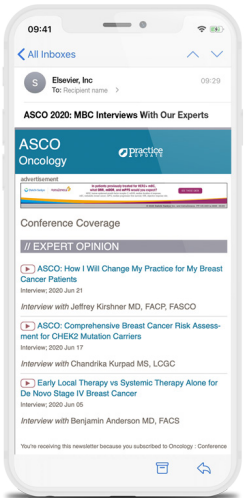


Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Side	MPU	300 x 250

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

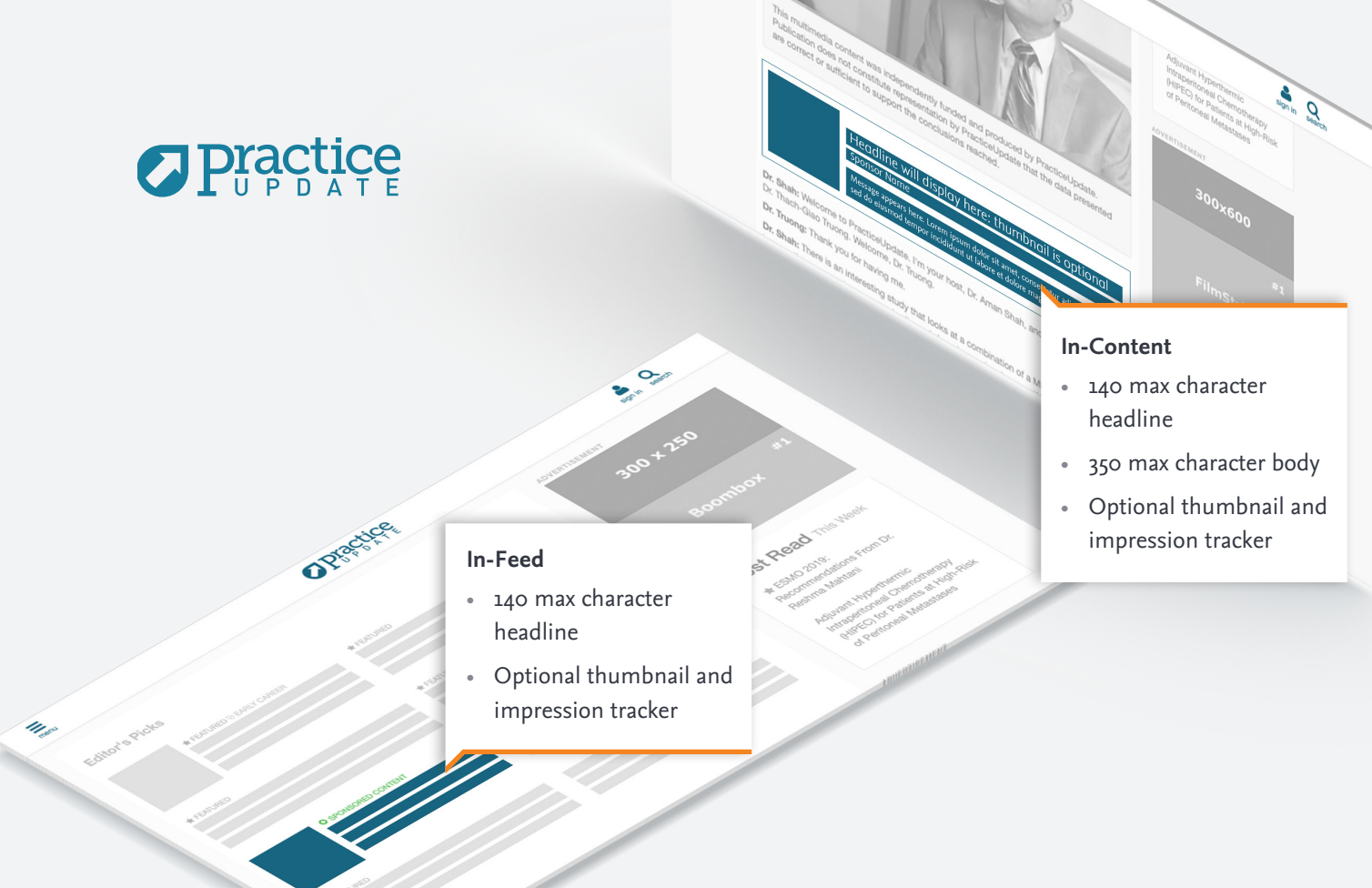
Animation and expandable banners unavailable

*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



*IAB Standards: <https://www.iab.com/insights/iab-native-advertising-playbook-2-0/>

PracticeUpdate Banner Specifications | Last updated August 13, 2024

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.



Banner Specifications Notes

Our websites are responsive, and the appropriate ad will show based on the user's screen size.

Please note

- Assets must be submitted to your account rep.
- Elsevier uses Google Ad Manager to traffic all files.
- Any error messages when uploading files will be reported back to the advertiser and is the advertiser's responsibility to troubleshoot. Elsevier can not edit any files.
- All advertisements are subject to publisher approval. (Click through URL required.) Non-English ads must accompany an English translation for approval.
- Assets must be submitted 7 days prior to run date in order for the ad to start on time.
- Multiple assets must correlate with a placement on the Elsevier insertion order with instructions as to where to run assets. No assumptions will be made. Unclear instructions may lead to late start date. Please provide a contact email address for creative questions.
- "Pick ups" will not be assumed unless instructed by the advertiser specifically.
- Any requirements for what is considered a 'billable impression' ie, viewability, NHT, etc. must be submitted at the time of contract agreement.

Tracking

- We do accept click trackers within click URLs
- Crossix is accepted however, files must be combined/ wrapped with 3rd party tags and ready to traffic. We do not target based on Audience information and can not optimize your campaign based on findings.
- Doubleverify is accepted
- Elsevier does not implement block lists or inclusion lists.

File formats

- HTML5 is accepted, however files must be complete and ready to traffic. No edits will be made upon receipt of files. 1MB Max.
- Static images—jpeg, png or gif only—(non animated). 200KB Max. Click through required.
- 3rd party tags are accepted, however they must be complete and ready to traffic. No edits will be made upon receipt of files. Elsevier can not edit any files.
- Flash is not accepted.
- Animation in the form of any of the above is accepted, we do not accept video files.

Cookie information

- Elsevier does not offer or support third party cookies for HCP level data or retargeting. As a result, cookies are not used in digital campaigns. All Elsevier sites will utilize Onetrust to manage all cookie settings. Targeting cookies are not allowed by default, but end users can choose to opt-in. <https://www.elsevier.com/legal/cookienotice>
- We do not collect PII or target based on Audience information.

