Editorial

The Journal of the American Dental Association (JADA), the premier journal in dentistry, contains peer-reviewed editorial on the latest developments in practice and research. Clinical reports, original research, case reports, and editorial on new techniques and improvements affecting dentistry serve to enhance the delivery of dental care.

Since its debut in 1913, JADA has cornered the market in dental science publishing. No other journal commands the same respect. JADA is the “must-read” publication for the practicing dentist, the dental researcher, the dental educator.

Today’s JADA continues to offer a wide range of information. Readers benefit from Clinical information in such areas as biomaterials, pharmacology, and cosmetic and esthetic dentistry, as well as general dental practice; Reports on the increasingly important relationship between dental health and overall health; Views on the issues of the day; and a continuing education program. Yearly independent readership studies consistently rank JADA as the nation’s best-read dental journal.

Editor-in-Chief: Jeffrey Platt, DDS, MS (Interim Editor)

Affiliation: American Dental Association

Audience: Dentists, dental researchers, and dental educators.

Total Circulation: 137,859  Issuance: 12 times per year

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Print Closings

Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED AD CLOSING AND MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>151/1</td>
<td>January 2020</td>
<td>11/22/2019</td>
</tr>
<tr>
<td>151/2</td>
<td>February 2020</td>
<td>12/20/2019</td>
</tr>
<tr>
<td>151/3</td>
<td>March 2020</td>
<td>1/22/2020</td>
</tr>
<tr>
<td>151/4</td>
<td>April 2020</td>
<td>2/24/2020</td>
</tr>
<tr>
<td>151/5</td>
<td>May 2020</td>
<td>3/24/2020</td>
</tr>
<tr>
<td>151/6</td>
<td>June 2020</td>
<td>4/21/2020</td>
</tr>
<tr>
<td>151/7</td>
<td>July 2020</td>
<td>5/22/2020</td>
</tr>
<tr>
<td>151/8</td>
<td>August 2020</td>
<td>6/23/2020</td>
</tr>
<tr>
<td>151/9</td>
<td>September 2020</td>
<td>7/23/2020</td>
</tr>
<tr>
<td>151/10</td>
<td>October 2020</td>
<td>8/21/2020</td>
</tr>
<tr>
<td>151/11</td>
<td>November 2020</td>
<td>9/24/2020</td>
</tr>
<tr>
<td>151/12</td>
<td>December 2020</td>
<td>10/21/2020</td>
</tr>
</tbody>
</table>

Bonus Distribution

Contact your sales representative for more details.
Print Advertising

Rates (Include print ad, 30-day online job posting on myHealthTalent.com and eNewsletter)

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/3 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
<th>COLUMN INCH (31-60 WORDS)</th>
<th>WORD AD (30 WORDS MAX) (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,215</td>
<td>$2,140</td>
<td>$1,605</td>
<td>$1,070</td>
<td>$535</td>
<td>$395</td>
<td>$160</td>
</tr>
</tbody>
</table>

4 COLOR

$515

Cover Tips

$27,000 Net Client Provided (Standard 2-sided; please contact your sales representative for larger unit pricing)

Outserts

Contact your sales representative for rates and opportunities.

Confidential Email Inbox

Cost: $40.

Agency Discount

AGENCY DISCOUNT 15% - All rates noted on this card are GROSS for 1/4 page or larger size ads.

Composition

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

All production charges are net and non-commissionable

Cancellations

Must be received in writing on or before the announced closing date.

Digital Advertising

myHealthTalent.com Career Resource

All rates noted on this card include a 30-day online job posting on myHealthTalent.com (same text as print ad). Contact Traci Peppers at t.peppers@elsevier.com to learn other opportunities available for myHealthTalent.com.

Banner Ads – Journal Website

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$70 CPM</td>
</tr>
</tbody>
</table>

Banner Ads – Table of Contents (TOC) Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$1,900</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$1,900</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$1,900</td>
</tr>
</tbody>
</table>
**Additional Notes:**

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website, Table of Contents (TOC) email and mobile apps) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.

**Acceptance of Advertising**

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.*
Production Specs

Mechanical Specifications

<table>
<thead>
<tr>
<th>Trim: 8-1/8&quot; x 10-7/8&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEEP LIVE MATTER 1/4&quot; FROM ALL TRIM EDGES.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-1/8&quot; x 9&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7-1/8&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-7/16&quot; x 9&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.685&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2-1/4&quot; x 9&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-7/16&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Horiz Strip</td>
<td>7-1/8&quot; x 2&quot;</td>
<td></td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2-1/4&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>Column inch (31-60 words)</td>
<td>2-1/4&quot; x 1&quot;</td>
<td></td>
</tr>
<tr>
<td>Word ad (30 word max.)</td>
<td>2-1/4&quot; width</td>
<td></td>
</tr>
</tbody>
</table>

**Binding:** Perfect; Jogs to head  
**Printing Process:** Litho Web  
**Halftone Screen:** Cover: 150 line screen Text: 150 line screen

Print Ad Specifications

**File Format**

Preferred format is PDF created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat 4 or 5 Distiller set for compatibility to PDF version 1.3 (Acrobat 4). Other acceptable formats are PDF/X-1a, EPS and TIFF. All files must be correctly named with proper extensions.

The following source files are accepted and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher (native formats only, no Quark .eps are accepted)
- Adobe Illustrator (eps only)
- Adobe Photoshop (tiff)

Additional costs may apply if problems are encountered.

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Right hand column of journal page, displays on all non-

**Fonts**

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3, Multiple Master or CID fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

**Images**

TIFF and EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.
Files containing layers and/or transparent objects must be flattened prior to submission. PDF version 1.3 will ensure a flattened file.

**Page Layout**

Regardless of the file format supplied, all ads must conform to the following specifications:

- Pages must be built to the final trim size. Any content that prints to the trim line must be extended an additional 1/8” (0.125”) minimum bleed allowance beyond the trim on all sides.
- Any essential images or text (“live matter”) should be positioned at least 1/4” (0.25”) from trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Special effects (ex. gradient, transparency, shadow, 3D effect) will be converted to raster object due to file compatibility.
- If needed, crop marks and SWOP color bars should be positioned 1/2” (0.50”) outside trim (cannot appear within bleed area).

**Color Space**

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

**Spot Colors**

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

**Trapping and Screening**

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. However, these trap settings may force small text and fine graphics to overprint to hold registration on press.

**Proofs**

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

**Delivery**

Email high-res PDF ad file(s) to sales contact and include the following information: page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

- Journal Title
- Issue date
- Advertiser

* Generic list of non-content pages available upon request though will vary by journal

**Conformance to Specs**

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

**Disposition Of Reproduction Material**

All digital ad files will be held for twelve months only unless otherwise notified.
Digital Specs

Journal Website Banner Ads

**Creative Sizes**

- **Leaderboard:** 728 x 90
- **Placement:** Journal pages
- **Wide Skyscraper:** 160 x 600
- **Placement:** Journal pages
- **Large Rectangle:** 300 x 250
- **Placement:** Journal pages

**Specifications**

- **HTML5:** Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB
- **Size:** 200k max
- **Rotation:** Accepted
- **Animated GIF:** Max 3 loops of animation – up to 15 seconds per loop
- **Required Resolution:** 72 dpi
- **Acceptable File Format:** GIF, JPEG
- **Rich Media and HTML5:** Yes. Supplied as 3rd party tags only
- **Target URL:** Required
Rich Media Expanding & HTML In-Page Ads*

<table>
<thead>
<tr>
<th></th>
<th>728X90</th>
<th>300X250</th>
<th>160X600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded (wXh pixels)</td>
<td>728X315</td>
<td>600X250</td>
<td>300X600</td>
</tr>
<tr>
<td>Expand direction</td>
<td>▼ Down</td>
<td>▶ Right</td>
<td>◀ Left</td>
</tr>
<tr>
<td>Initial size</td>
<td>150 KB</td>
<td>150 KB</td>
<td>150 KB</td>
</tr>
<tr>
<td>Subsequent size</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up GIF</td>
<td>200 KB</td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Max video file size</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Expansion method</td>
<td>On click</td>
<td>On click</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close button requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Additional Notes:
- Third party tags must be SSL compliant
- Ads served via DFP by Google

Table of Contents (TOC) Email Banner Ads

Creative Sizes

- **Leaderboard:** 728 x 90
- **Wide Skyscraper:** 160 x 600
- **Large Rectangle:** 300 x 250
- **Small Rectangle:** 125 x 125

Specifications

- **Size:** 200K max
- **Rotation:** No
<table>
<thead>
<tr>
<th><strong>Required Resolution:</strong></th>
<th>72 dpi</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Acceptable File Format:</strong></td>
<td>gif or jpg</td>
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<tr>
<td><strong>Rich Media:</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Animation:</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Target URL:</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>3rd Party Tags:</strong></td>
<td>No</td>
</tr>
</tbody>
</table>
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 published price list, constitute the entire agreement between Elsevier and the Client. Any modifications to these terms of supply shall be charged to Elsevier as appropriate. Where Products are sold to the Client that contain third party product or software such a sale shall be subject to additional license terms.

2. Offer and acceptance/Description

Each order for the Products and Services by the Client to Elsevier will be accepted by Elsevier if the Client purchases the Products and Services subject to the TC. No order placed by the Client shall be accepted unless written confirmation of the order is received by Elsevier. In the event that the Client makes any changes to its order after the confirmation of the order, the Client shall be charged accordingly by Elsevier as appropriate. Client shall provide Elsevier with a VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order for, under the law of the territory in which Client is located, the Products and Services shall be exempt from tax.

3. Execution and modification of the order

Any modifications to the agreed price or service description, budget or schedule, as set out in the order acknowledgment, may result in an adjustment to the final price and delivery schedule at Elsevier's discretion. If, at the request of Elsevier, the Client makes available to Elsevier in connection with the performance of this TC, Elsevier shall act in the name of, and at the risk of, the Client. Any dates specified by Elsevier for delivery/payment of the Products and Services are intended to be an estimate and time for delivery/payment shall not be made of the essence by the Client. If no dates are specified, delivery/performance will be within a reasonable time.

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing, the price for the products and Services shall be that stated in Elsevier's current price list (whether print or online). All such prices/states shall be exclusive of any handling, packing, shipping, insurance, customs duties, local, state, or federal taxes, court fees, or similar charges. Unless otherwise agreed by Elsevier in writing, they shall be paid in full in advance of the space closing date, or any time subsequent to the space closing date. Elsevier shall be entitled to re-calculate the price for any space that has been reserved but not used by the Client. The Client shall pay for all Products and Services including the date of cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad date. Failure or delay by Elsevier in enforcing or partially enforcing any provision of this TC by Client. Elsevier agrees to indemnify Elsevier and to hold Elsevier harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content or any breach of any provision of this TC by Client. 

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 additional credit limits for any Client who has accepted its credit limit. Legal and beneficial title to any tangible Product supplied by Elsevier (the "Client") shall remain with Elsevier until Elsevier has been paid in full (or cleared funds) for all sums due to it in respect of such Product and at all other sums which are or which become due to Elsevier from the Client on any account. The Client may not resell the Products or Services before ownership has been passed to it. Any agreement to sell, or any attempt to sell, the Products or Services (except in the ordinary course of the Client’s business) shall not be valid. The Client agrees to indemnify Elsevier from and against all losses, costs and expenses (including reasonable legal fees and expenses) incurred by Elsevier, arising out of or relating to the Products or Services, or the performance of this TC, whether or not there shall be found by any court of competent jurisdiction to be any liability of Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for any space that has been reserved but not used by the Client. If the Client wishes to resell any part (or parts) of the Client shall, as soon as reasonably practicable, but not later than the due date of such invoice, send full details of such reselling to Elsevier in writing. The Client shall remain liable for the unpaid part of such invoice. Elsevier shall be entitled to vary any time for delivery or payment, but in no event shall any such variation extend beyond one year from the date of the variation. If the Client fails to pay the price of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies held by Elsevier as security towards the satisfaction of any claims of Elsevier.

6. Distribution

The Client shall not engage in piracy, reproduction, or distribution of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in these activities. The Client shall promptly notify if Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products or with a third party. The Client is solely responsible for collecting from its customers amounts due in respect of all sales of the Products, exercising full control and responsibility in collecting such sums and shall not in any way relieve Elsevier of any liability for its acts, omissions, agreements or representations in this regard.

7. Intellectual property

No rights are granted by Elsevier to the Client, with respect to the Products or any other sales of the Products or Services except as specifically stated in this TC. The Client is entitled to use the Products in the manner and for the purpose for which they were supplied to it. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, rules, guidelines, and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance hereunder. The Client shall not distribute, transfer, copy, reproduce, modify, adapt, translate, or otherwise create derivative works from the Products. The Client shall not reverse engineer or disassemble the Products. The Clients shall not use or disclose the Products. The Client agrees to indemnify Elsevier from and against all losses, costs and expenses (including reasonable legal fees and expenses) incurred by Elsevier, arising out of or relating to the Products or Services, or the performance of this TC, whether or not there shall be found by any court of competent jurisdiction to be any liability of Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for any space that has been reserved but not used by the Client. If the Client wishes to resell any part (or parts) of the Client shall, as soon as reasonably practicable, but not later than the due date of such invoice, send full details of such reselling to Elsevier in writing. The Client shall remain liable for the unpaid part of such invoice. Elsevier shall be entitled to vary any time for delivery or payment, but in no event shall any such variation extend beyond one year from the date of the variation. If the Client fails to pay the price of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies held by Elsevier as security towards the satisfaction of any claims of Elsevier.

8. Liability and claims

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, (i) Elsevier shall not be liable for any of the following issues which may arise by reason of breach of this TC or any implied warranty, condition or other term, any representation or any duty of care or skill or as a result of any negligent act or omission of Elsevier, or its servants, agents or sub-contractors, which may result in loss or damage to any person or property, or (ii) in respect of any loss or damage which results (whether directly or indirectly) from any breach of this TC by Client. Client agrees to indemnify Elsevier from and against all losses, costs and expenses (including reasonable legal fees and expenses) incurred by Elsevier, arising out of or relating to the Products or Services, or the performance of this TC, whether or not there shall be found by any court of competent jurisdiction to be any liability of Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for any space that has been reserved but not used by the Client. If the Client wishes to resell any part (or parts) of the Client shall, as soon as reasonably practicable, but not later than the due date of such invoice, send full details of such reselling to Elsevier in writing. The Client shall remain liable for the unpaid part of such invoice. Elsevier shall be entitled to vary any time for delivery or payment, but in no event shall any such variation extend beyond one year from the date of the variation. If the Client fails to pay the price of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies held by Elsevier as security towards the satisfaction of any claims of Elsevier.

9. Force majeure

If by reason of delay or strike, inability to addvert or laborers, fires or other event of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or other causes beyond the control of Elsevier, the performance of the Clients obligations hereunder is made impossible, the Clients obligation to perform shall be suspended and excused for the time during which performance is so impossible, but in no event shall such suspension or excuse continue longer than such period of impossibility. Client and Elsevier shall use their best efforts to resume performance as soon as possible.

10. Advertisements & Printing

Client is solely responsible for ensuring advertising copy is received by Elsevier in electronic form (or such other form as specified by Elsevier) and within the reducible deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, although Elsevier endeavours to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or the agreed period. Payment for the campaign will be required in full at the time of commitment. If funds are insufficient, the Publisher reserves the right to remove the insertion and hold the Client liable for all costs incurred. Copy deadlines can only reflect estimated dates and times of receipt. In no event will the Publisher be responsible for any loss or damage (whether direct or indirect) resulting from any refusal to re-run an advertisement or any failure to re-run an advertisement as a result of a refusal by Elsevier to reprint it. Unless otherwise agreed in writing, the Publisher reserves the right to refuse to allow the Client to advertise on behalf of third parties.

11. Compliance with laws

Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or any other premises where any of Client’s employees, officials, or representatives are working) for the purpose of inspecting Client’s premises, and sole bearing all of its own losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under clause 5.

12. Sale of Goods

To the maximum extent permitted by applicable law, the Client agrees to indemnify Elsevier from and against all losses, costs and expenses (including reasonable legal fees and expenses) incurred by Elsevier, arising out of or relating to the Products or Services, or the performance of this TC, whether or not there shall be found by any court of competent jurisdiction to be any liability of Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for any space that has been reserved but not used by the Client. If the Client wishes to resell any part (or parts) of the Client shall, as soon as reasonably practicable, but not later than the due date of such invoice, send full details of such reselling to Elsevier in writing. The Client shall remain liable for the unpaid part of such invoice. Elsevier shall be entitled to vary any time for delivery or payment, but in no event shall any such variation extend beyond one year from the date of the variation. If the Client fails to pay the price of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies held by Elsevier as security towards the satisfaction of any claims of Elsevier.

13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred and committed up to and including the date of cancellation. No cancellations shall be allowed after the space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to retain all non-refundable costs associated with the space (unless an authorized cancellation of Elsevier. Nothing in the TC will affect or reduce Elsevier’s liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale shall be subject to additional license terms.