The Journal of the American Dental Association (JADA)

Recruitment/Classified Sales Advertising

Ariel Medina  
(t) 212-633-3689  
a.medina@elsevier.com

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.

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

Journal Contacts

Recruitment/Classified Sales

Ariel Medina  
a.medina@elsevier.com  
(t) 212-633-3689  
(f) 212-633-3846

Contracts, Insertion Orders & Production Materials

Jaichand Ramsaroop  
(j.ramsaroop@elsevier.com)  
(t) 212-633-3690  
(f) 212-633-3846

Editorial Reprints

Derrick Imasa  
d.imasa@elsevier.com  
(t) 212-633-3874  
(f) 212-633-3846

Multimedia Publishing

Craig Smith  
c.smith@elsevier.com  
(t) 212-462-1933  
(f) 212-633-3846
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

Trim: 8-1/8" x 10-7/8"

Keep live matter 1/4" from all trim edges.

<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: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files. 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 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard:</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Placement:</td>
<td>Journal pages</td>
</tr>
<tr>
<td>Wide Skyscraper:</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Placement:</td>
<td>Journal pages</td>
</tr>
<tr>
<td>Large Rectangle:</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Placement:</td>
<td>Journal pages</td>
</tr>
</tbody>
</table>

**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
1. Applicability and terms of supply

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 any written order or agreement between the parties, constitutes the entire agreement between the parties. Elsevier reserves the right to alter this document from time to time. The Client agrees to be bound by the most recent version of the terms and conditions in effect at the time of execution. Any modifications to these terms and conditions shall be in writing and signed by an authorized representative of Elsevier. Nothing in this TC will entitle or allow the Client to rescind or repudiate the TC for fraudulent misrepresentation.

2. Offer and acceptance/Description

Each order for the Products and Services by the Client to Elsevier for the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is received from Elsevier. Where if Elsevier accepts the order, it commits to deliver the Products or Services on an estimated date and time, and the Client will accept delivery of the Products or Services subject to the terms and conditions of this TC. Any variation to the TC and any representation and/or warranty by Elsevier and/or its agents or representatives shall have no effect unless expressly agreed in writing by an authorized representative of Elsevier. Nothing in this TC will entitle or allow the Client to rescind or repudiate the TC for fraudulent misrepresentation.

3. Execution and modification of the order

Any modifications to the agreed product 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 the Client, Elsevier modifies the agreed product or service in connection with the performance of this TC, Elsevier shall act in the name of, and at the risk of the Client, and all costs or expenses incurred by Elsevier or third parties in connection with the modified product or service shall be charged by Elsevier as applicable. Applicable. Where applicable, Client shall provide Elsevier with a VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order, under the laws of the territory in which Client is located. The Client is required to get any tax on the amounts payable to Elsevier under this TC, the amount of the payment will be automatically increased to fully offset such tax so that the amount actually payable to Elsevier is reduced by the amount of tax payable by the Client.

4. Prices, taxes and currencies

Prices agreed by Elsevier are exclusive of taxes (including VAT) to the extent that are legally applicable. In the event of any applicable tax or duty being imposed on the price of the Products and/or Services under this TC by any taxing authority or government body, Client shall bear the full cost of such tax or duty or shall pay such tax or duty to Elsevier, as the case may be.

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 valid credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title to all goods described in this TC will pass to the Client upon receipt of the price for such goods. The Client is responsible for ensuring that the payment is made to Elsevier in accordance with the terms and conditions set out in this TC. The Client is required to get any tax on the amounts payable to Elsevier under this TC, the amount of the payment will be automatically increased to fully offset such tax so that the amount actually payable to Elsevier is reduced by the amount of tax payable by the Client.

6. Distribution

The Client is required to ensure that their advertisement meets all legal, social and ethical criteria and in line with Elsevier’s Guidelines for Advertising in the Journal of the American Dental Association (JADA). The Client shall not engage in piracy, reproduction, or plagiarism 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 those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by the Client’s employees or any third party. The Client is solely responsible for ensuring that any proposal that it forwards to Elsevier regarding the supply of any product is complete, accurate and in accordance with any applicable advertising guidelines or standards. The Client is required to get any tax on the amounts payable to Elsevier under this TC, the amount of the payment will be automatically increased to fully offset such tax so that the amount actually payable to Elsevier is reduced by the amount of tax payable by the Client.

7. Intellectual property

According to this TC, Elsevier shall have the right to use and exploit the Client’s name, logo, and likeness in connection with the promotion, demonstration or explanation of Products or Services or the execution or performance of a contract provided that such payment is permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment directly or indirectly, of any monies or anything of value to any commercial contact or Government Official for the purpose of influencing any decision by such person to use his/her authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal

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 any breach of the TC or any implied warranty, condition or other term, any representation or any duty of care, (II) if the Client fails to perform any obligation under this TC, then a waiver by Elsevier shall not constitute a continuing waiver or indication of the Client’s continued agreement to perform or to be bound by such obligation, (III) no negligence or breach of contract that it is not at the Client’s sole discretion. If, at the request of the Client, Elsevier modifies the agreed product or service in connection with the performance of this TC, Elsevier shall act in the name of, and at the risk of the Client, and all costs or expenses incurred by Elsevier or third parties in connection with the modified product or service shall be charged by Elsevier as applicable. Applicable. Where applicable, Client shall provide Elsevier with a VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order, under the laws of the territory in which Client is located. The Client is required to get any tax on the amounts payable to Elsevier under this TC, the amount of the payment will be automatically increased to fully offset such tax so that the amount actually payable to Elsevier is reduced by the amount of tax payable by the Client.

9. Force majeure

If by reason of disaster, strikes, inability to obtain laborers, materials, fire or other action of the elements, accidents, power or telecommunications failure, custom delays, governmental restrictions or appropriation of or otherwise beyond the control of a party, such party shall be relieved of any obligation provided for herein. The Client may resell the Products before ownership has passed to it provided that any sale shall be effected in the ordinary course of the Client’s business and not for the purposes of sale in restraint of any other person. The Client shall not engage in piracy, reproduction, or plagiarism 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 those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by the Client’s employees or any third party. The Client is solely responsible for ensuring that any proposal that it forwards to Elsevier regarding the supply of any product is complete, accurate and in accordance with any applicable advertising guidelines or standards. The Client is required to get any tax on the amounts payable to Elsevier under this TC, the amount of the payment will be automatically increased to fully offset such tax so that the amount actually payable to Elsevier is reduced by the amount of tax payable by the Client.

10. Advertisements & Reprints

Client is solely responsible for ensuring that any advertisement copy is received in Elsevier’s electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not in the format specified by Elsevier, the Client will be charged a penalty for late copy. Client is required to get any tax on the amounts payable to Elsevier under this TC, the amount of the payment will be automatically increased to fully offset such tax so that the amount actually payable to Elsevier is reduced by the amount of tax payable by the Client.

11. Audit

If Elsevier, in its sole discretion, has reasonable cause to believe that the Client is not in compliance with this TC, Elsevier shall have the right to audit the Client’s books and records to confirm that the Client has complied with the terms and conditions of this TC. If Elsevier, in its sole discretion, has reasonable cause to believe that the Client is not in compliance with this TC, Elsevier shall have the right to audit the Client’s books and records to confirm that the Client has complied with the terms and conditions of this TC. The Client shall not engage in piracy, reproduction, or plagiarism 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 those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by the Client’s employees or any third party. The Client is solely responsible for ensuring that any proposal that it forwards to Elsevier regarding the supply of any product is complete, accurate and in accordance with any applicable advertising guidelines or standards. The Client is required to get any tax on the amounts payable to Elsevier under this TC, the amount of the payment will be automatically increased to fully offset such tax so that the amount actually payable to Elsevier is reduced by the amount of tax payable by the Client.

INJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE OR WILFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE. NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY’S OWN NEGLIGENCE. ELSEVIER’S LIABILITY FOR ANY OTHER LOSS OR IMPOSSIBLE TO STATE. IN ANY EVENT LIMIT TO THE INVOICE VALUE OF THE PART OF THE TC TO WHICH THE CLAIM RELATES. Elsevier may provide for the Client the initial draft of the Client’s advertising copy and the Client may request any changes that it deems necessary. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Elsevier shall be entitled to submit the final draft to the Client for approval at any time, and to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received.