The Journal of the American Dental Association (JADA)

Recruitment/Classified Sales Advertising

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

www.jada.ada.org

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

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>
### Position: Small Rectangle

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>125 x 125 px</td>
<td>35% Leaderboard rate</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: 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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>125 x 125</td>
</tr>
</tbody>
</table>

#### Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>200K max</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
</tbody>
</table>
Required Resolution: 72 dpi
Acceptable File Format: gif or jpg
Rich Media: No
Animation: No
Target URL: Required
3rd Party Tags: No
1. Applicability of Terms and Conditions of Use

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 Additional Terms of Services, the Privacy Policy, shall govern the relationship between the Client and Elsevier. The Client shall not be entitled to assign the Products and/or Services to any other third party without Elsevier’s prior written consent. The Client shall not permit any unauthorized person/s to use the Products and/or Services. "Elsevier" means Elsevier Ltd, its parent company, Elsevier Inc., its subsidiaries, and/or any authorized assignee of Elsevier. Nothing in this TC will affect or entitle third party product or software/sale of such a sale may be subject to additional license terms.

2. Offer and acceptance/Description

Each order for the Products and Services by the Client to 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 the Client's order has been received by Elsevier. The Client’s purchase order, or other electronic or written request, shall be treated as an offer and not a contract unless and until Elsevier has sent a written confirmation. The Client acknowledges and agrees that Elsevier may change or withdraw orders and close an account at any time without notice. The Client shall not be entitled to withhold any payment because an order has not been confirmed. A PO is an offer to purchase and is subject to acceptance of the order by Elsevier.

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. The Client acknowledges that all changes to the PO require a written confirmation and that the PO is subject to the TC and any Additional Terms of Services. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

4. Prices, taxes and currencies

Where otherwise agreed to in writing by Elsevier, the Products and Services shall be priced at Elsevier’s current list price (whether in print or online). All such prices/fees shall be exclusive of any handling, packing, loading, delivery, insurance, freight, duties, surcharges, taxes, and other similar costs. Without prejudice to the generality of the foregoing, notwithstanding any other terms in the TC, if Elsevier believes, in its reasonable discretion, that it has paid to a third party, any costs, fees, duties, taxes, and surcharges which shall be charged by Elsevier as applicable. Applicable taxes shall be charged to the Client’s VAT registration number or other evidence of tax exemption to Elsevier at the time of placing an order, or under the laws of the jurisdiction in which the Client is setting up the Products, the Client is required to withhold any tax on the amounts payable to Elsevier under the TC, then the amount of the payment will be automatically increased to fully offset such tax. That is, the amount actually payable to Elsevier will be less than the amount calculated in the TC. Elsevier may assign the TC or any part of it to any person, firm or corporation without the prior written consent of the 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 valid credit limits for any Client account and shall be entitled to refuse to supply any further Products or Services if it reasonably believes that payment for any Products or Services provided under the TC is in question. All payments shall be made in accordance with the TC and in the currency invoiced without deduction or set-off. Each payment made by the Client shall be applied first to the interest due under the TC for such Products or Services provided and then to the principal amounts owed by the Client for such Products or Services provided. The Client shall not withhold any payment because an order has not been confirmed.

6. Distribution

The Client shall engage only in legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official of a government agency or any other government owned, operated or controlled entity (including, without limitation, any government). The Client acknowledges and agrees that any reprints or copies of the Product made for or on behalf of the Client by an authorized agent of Elsevier shall be deemed Client owned and the Client will have the right to sell or distribute the Product in the Client’s own name as the Client determines. The Client agrees that the Client shall not sell, lease, rent or otherwise transfer the Product or any copy thereof except to the extent otherwise permitted by the TC.

7. Intellectual property

The Client acknowledges that a higher price would be payable for the Products or Services for any unauthorized use.

8. Right of order to modify or cancel

If for any reason of dispute, strikes, inability to award 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 Elsevier, then the Client may cancel any or all orders for the Products and/or Services subject to the TC. In such event, the Client shall be liable for all costs, fees, taxes, duties, and other similar charges relating to the Products and/or Services, to the extent such costs, fees, taxes, duties, and other similar charges have been incurred or committed up to and including the date of such cancellation. Any cancellation of a PO must be in writing and include an itemized summary of the costs and charges incurred or committed up until cancellation. A cancellation will not be accepted and will entitle Elsevier to charge the Client for any costs, fees, and other similar charges relating to the Products and/or Services required to be performed up to the date of such cancellation. The Client is responsible for any legal liability arising out of or relating to any Client advertisement or other content ("Advertising Content"). Client represents and warrants that (i) Client holds the necessary right to use the Advertising Content; (ii) Client acknowledges and agrees that it is Client’s responsibility to ensure that the use of the Advertising Content by Elsevier for the purpose of the TC is in compliance with any relevant law, rule or regulation or industry code and that Elsevier is not responsible for the consequences of any such use; (iii) Client agrees to indemnify and hold Elsevier harmless from any and all liability, loss, damages, costs, expenses or actions, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content; (iv) no advertising passes through Elsevier for any Client under the TC; (v) Elsevier shall not be held liable for the content and/or quality of Advertising Content provided by Client; and (vi) Elsevier may remove or block Advertising Content at its sole discretion. The Client acknowledges and agrees that any reprints or copies of the Product made for or on behalf of the Client by an authorized agent of Elsevier shall be deemed Client owned and the Client will have the right to sell or distribute the Product in the Client’s own name as the Client determines. The Client agrees that the Client shall not sell, lease, rent or otherwise transfer the Product or any copy thereof except to the extent otherwise permitted by the TC.

9. Title and copyright

The Client acknowledges that a higher price would be payable for the Products or Services for any unauthorized use.

10. Advertising and Promotions

Client is solely responsible for ensuring appropriate advertising copy is received at Elsevier in 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 at all, Elsevier may refuse to be liable for any such copy or to publish same. The Client is solely responsible for the contents of all advertising and its accuracy and agrees to indemnify Elsevier against any claims which may arise out of or in connection with the Promotion or its advertising. The Client is solely responsible for any legal liability arising out of or relating to any Client advertisement or other content ("Advertising Content"). Client represents and warrants that (i) Client holds the necessary right to use the Advertising Content; (ii) Client acknowledges and agrees that it is Client’s responsibility to ensure that the use of the Advertising Content by Elsevier for the purpose of the TC is in compliance with any relevant law, rule or regulation or industry code and that Elsevier is not responsible for the consequences of any such use; (iii) Client agrees to indemnify and hold Elsevier harmless from any and all liability, loss, damages, costs, expenses or actions, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content; (iv) no advertising passes through Elsevier for any Client under the TC; (v) Elsevier shall not be held liable for the content and/or quality of Advertising Content provided by Client; and (vi) Elsevier may remove or block Advertising Content at its sole discretion. The Client acknowledges and agrees that any reprints or copies of the Product made for or on behalf of the Client by an authorized agent of Elsevier shall be deemed Client owned and the Client will have the right to sell or distribute the Product in the Client’s own name as the Client determines. The Client agrees that the Client shall not sell, lease, rent or otherwise transfer the Product or any copy thereof except to the extent otherwise permitted by the TC.

11. Standard Terms and Conditions

The Client acknowledges that a higher price would be payable for the Products or Services for any unauthorized use.

12. Compliance with laws

Client is solely responsible for ensuring that the Client has not violated any law, rule, regulation or industry code in connection with the Products and/or Services, including without limitation any law, rule, regulation or industry code related to bribery, including, without limitation any such laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the United Kingdom Act and those enforced in the European Union, China, India, Brazil, Russia, and any other country or jurisdiction), and any rules or regulations adopted by any governmental agency or authority in any country or jurisdiction. The Client further acknowledges that it is the Client’s responsibility to ensure that the use of the Advertising Content by Elsevier for the purpose of the TC is in compliance with any relevant law, rule or regulation or industry code and that Elsevier is not responsible for the consequences of any such use. The Client acknowledges and agrees that any reprints or copies of the Product made for or on behalf of the Client by an authorized agent of Elsevier shall be deemed Client owned and the Client will have the right to sell or distribute the Product in the Client’s own name as the Client determines. The Client agrees that the Client shall not sell, lease, rent or otherwise transfer the Product or any copy thereof except to the extent otherwise permitted by the TC. The Client shall be responsible for the consequences of any such use and agrees to indemnify Elsevier against any claims which may arise out of or in connection with the Products and/or Services, to the extent such claims arise from the Client’s violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all reprints of its Products and Services from Client, including all actual recipients that have not been previously notified by Elsevier. In order to enforce these rights, Client further agrees to pay Elsevier’s reasonable attorneys’ fees and other costs associated with the enforcement of these rights by Elsevier.

13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and include an itemized summary of the costs and charges incurred or committed up until cancellation. A cancellation will not be accepted and will entitle Elsevier to charge the Client for any costs, fees, and other similar charges relating to the Products and/or Services required to be performed up to the date of such cancellation. The Client is responsible for any legal liability arising out of or relating to any Client advertisement or other content ("Advertising Content"). Client represents and warrants that (i) Client holds the necessary right to use the Advertising Content; (ii) Client acknowledges and agrees that it is Client’s responsibility to ensure that the use of the Advertising Content by Elsevier for the purpose of the TC is in compliance with any relevant law, rule or regulation or industry code and that Elsevier is not responsible for the consequences of any such use; (iii) Client agrees to indemnify and hold Elsevier harmless from any and all liability, loss, damages, costs, expenses or actions, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content; (iv) no advertising passes through Elsevier for any Client under the TC; (v) Elsevier shall not be held liable for the content and/or quality of Advertising Content provided by Client; and (vi) Elsevier may remove or block Advertising Content at its sole discretion. The Client acknowledges and agrees that any reprints or copies of the Product made for or on behalf of the Client by an authorized agent of Elsevier shall be deemed Client owned and the Client will have the right to sell or distribute the Product in the Client’s own name as the Client determines. The Client agrees that the Client shall not sell, lease, rent or otherwise transfer the Product or any copy thereof except to the extent otherwise permitted by the TC.