Ophthalmology

Overview

Ophthalmology, the journal of the American Academy of Ophthalmology, serves society by publishing clinical and basic science research and other relevant manuscripts that relate to the sense of sight. Excellence is pursued through unbiased peer-review, the advancement of innovation and discovery, and the promotion of lifelong learning.

Display Advertising

Jen Callow United States
732-580-8884
JCallow@AMCMediaGroup.com

Kate Lach Europe
48 500 299 970
k.lach.1@elsevier.com

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global
212-633-3733
j.hong@elsevier.com

Global Print Circulation
17,448

Avg. Global Monthly Visits
41,438

Avg. Global Monthly Unique Visitors
30,792

Avg. Global Monthly Page Views
73,630

Avg. Global eTOC Distribution
43,999

Affiliation
American Academy of Ophthalmology

Audience
Members of the American Academy of Ophthalmology, as well as other physicians, institutions, residents and other healthcare professionals or researchers interested in ophthalmology.
# Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>130/1</td>
<td>January 2023</td>
<td>11/22/2022</td>
<td>11/29/2022</td>
<td>12/02/2022</td>
</tr>
<tr>
<td>130/2</td>
<td>February 2023</td>
<td>12/21/2022</td>
<td>12/28/2022</td>
<td>01/03/2023</td>
</tr>
<tr>
<td>130/3</td>
<td>March 2023</td>
<td>01/25/2023</td>
<td>01/30/2023</td>
<td>02/02/2023</td>
</tr>
<tr>
<td>130/4</td>
<td>April 2023</td>
<td>02/13/2023</td>
<td>02/18/2023</td>
<td>03/03/2023</td>
</tr>
<tr>
<td>130/5</td>
<td>May 2023</td>
<td>03/27/2023</td>
<td>03/30/2023</td>
<td>04/04/2023</td>
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<tr>
<td>130/6</td>
<td>June 2023</td>
<td>04/25/2023</td>
<td>04/38/2023</td>
<td>05/03/2023</td>
</tr>
<tr>
<td>130/7</td>
<td>July 2023</td>
<td>05/24/2023</td>
<td>05/31/2023</td>
<td>06/05/2023</td>
</tr>
<tr>
<td>130/8</td>
<td>August 2023</td>
<td>06/22/2023</td>
<td>06/27/2023</td>
<td>06/30/2023</td>
</tr>
<tr>
<td>130/9</td>
<td>September 2023</td>
<td>07/25/2023</td>
<td>07/28/2023</td>
<td>08/02/2023</td>
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<tr>
<td>130/10</td>
<td>October 2023</td>
<td>08/24/2023</td>
<td>08/29/2023</td>
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</tr>
<tr>
<td>130/11</td>
<td>November 2023</td>
<td>09/26/2023</td>
<td>09/29/2023</td>
<td>10/04/2023</td>
</tr>
<tr>
<td>130/12</td>
<td>December 2023</td>
<td>10/25/2023</td>
<td>10/30/2023</td>
<td>11/02/2023</td>
</tr>
<tr>
<td>131/1</td>
<td>January 2024</td>
<td>11/22/2023</td>
<td>11/29/2023</td>
<td>12/04/2023</td>
</tr>
</tbody>
</table>

**Cancellations:**

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

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,605</td>
<td>$3,045</td>
<td>$1,865</td>
</tr>
<tr>
<td>6x</td>
<td>$4,430</td>
<td>$2,880</td>
<td>$1,825</td>
</tr>
<tr>
<td>12x</td>
<td>$4,190</td>
<td>$2,785</td>
<td>$1,745</td>
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<tr>
<td>24x</td>
<td>$4,075</td>
<td>$2,710</td>
<td>$1,700</td>
</tr>
<tr>
<td>36x</td>
<td>$3,655</td>
<td>$2,585</td>
<td>$1,670</td>
</tr>
<tr>
<td>48x</td>
<td>$3,645</td>
<td>$2,535</td>
<td>$1,595</td>
</tr>
<tr>
<td>60x</td>
<td>$3,630</td>
<td>$2,485</td>
<td>$1,555</td>
</tr>
<tr>
<td>72x</td>
<td>$3,585</td>
<td>$2,420</td>
<td>$1,480</td>
</tr>
<tr>
<td>84x</td>
<td>$3,550</td>
<td>$2,390</td>
<td>$1,435</td>
</tr>
<tr>
<td>96x</td>
<td>$3,435</td>
<td>$2,310</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>3/4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,010</td>
<td>$1,175</td>
<td>$2,760</td>
</tr>
</tbody>
</table>

#### Premium Positions
- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

#### Earned Rates
Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

#### Inserts
Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-page insert (one leaf):** Two-times earned frequency rate.
- **Four-page or larger insert:** Black & White earned frequency rate.
**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.

**Classified / back of book print closings**

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>130/1</td>
<td>January 2023</td>
<td>11/14/2022</td>
</tr>
<tr>
<td>130/2</td>
<td>February 2023</td>
<td>12/13/2022</td>
</tr>
<tr>
<td>130/3</td>
<td>March 2023</td>
<td>02/17/2023</td>
</tr>
<tr>
<td>130/4</td>
<td>April 2023</td>
<td>02/14/2023</td>
</tr>
<tr>
<td>130/5</td>
<td>May 2023</td>
<td>03/17/2023</td>
</tr>
<tr>
<td>130/6</td>
<td>June 2023</td>
<td>04/27/2023</td>
</tr>
<tr>
<td>130/7</td>
<td>July 2023</td>
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<td>130/8</td>
<td>August 2023</td>
<td>06/14/2023</td>
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<tr>
<td>130/9</td>
<td>September 2023</td>
<td>07/17/2023</td>
</tr>
<tr>
<td>130/10</td>
<td>October 2023</td>
<td>08/16/2023</td>
</tr>
<tr>
<td>130/11</td>
<td>November 2023</td>
<td>09/18/2023</td>
</tr>
<tr>
<td>130/12</td>
<td>December 2023</td>
<td>10/17/2023</td>
</tr>
<tr>
<td>131/1</td>
<td>January 2024</td>
<td>11/14/2023</td>
</tr>
</tbody>
</table>

**Cancellations:**

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Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,195</td>
<td>$3,000</td>
<td>$2,120</td>
<td>$1,440</td>
</tr>
<tr>
<td>6x</td>
<td>$4,050</td>
<td>$2,860</td>
<td>$2,010</td>
<td>$1,395</td>
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<tr>
<td>12x</td>
<td>$3,855</td>
<td>$2,775</td>
<td>$1,950</td>
<td>$1,330</td>
</tr>
<tr>
<td>24x</td>
<td>$3,755</td>
<td>$2,705</td>
<td>$1,900</td>
<td>$1,265</td>
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</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>3/4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK); COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,020</td>
<td>$1,185</td>
<td>$2,870</td>
<td>$690</td>
</tr>
</tbody>
</table>

Confidential Email Inbox

Cost: $40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:

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

Run of Book Print Ads

Sizing

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

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

Binding: Perfect; Jogs to head

Printing Process: Litho Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
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<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Specifications

**File Format**

**PDF or PDF/X-1a compliant files, saved as PDF version 1.3.**

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

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.*

**Images**

All high-resolution images and fonts must be included. TIFF & 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.

**Fonts**

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset.
- No content is to be within 1/4" of all 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.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

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). Any non-intended spot colors will be converted to CMYK.

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. Note that 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 https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. 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
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-3/8" x 11-1/8"
Size - 4 page: 16-3/4" x 11-1/8"
Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing
Insert delivery date: See Insert due dates
All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.
Copy of insert must accompany insertion order
Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address
Ophthalmology
LSC Communications
13487 South Preston Highway
LEBANON JCTN, KY 40150
United States
Attn: Elsevier Team

Disposition of Reproduction Materials
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials
Send new print ad files and submit pickup ads to www.ads4els.com.
## Digital Specs

### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

**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).

### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

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

**Tracking Pixels**
- No

**Max File Size**
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

<table>
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<tr>
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</tr>
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</table>

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

**Tracking Pixels**
- No

**Max File Size**
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions apply to all offers, proposals, and communications made by 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 relevant Other Dollar order acknowledgement, shall form the entire agreement between the parties for the TC. They supersede any previous understandings or communications relating to the TC. The Client shall be deemed to have accepted the terms of the TC by placing any order for the Products or Services as set out in the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are provided by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud or fraudulent misrepresentation.

2. Offer and acceptance

Descriptions of the Products and Services by the Client from Elsevier shall be in effect for the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until written acknowledgment of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice to the Client confirming performance of the Services for the Client. The Client acknowledges that all products and services are subject to availability of the ordered products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products from Elsevier for its own use and not on behalf of and to the benefit of any other person or entity. Elsevier is not bound to deliver the Products to any person other than the Contracting Parties unless it has received the full amount of the price for the Products to be delivered.

3. Cancellations & Returns

The Client is not permitted to order or purchase any Products or Services which are not described or represented in this TC and the Client acknowledges, in order to be entitled to any adjustment to the final price and/or delivery schedule at Elsevier’s discretion. In the event that the Client requests a cancellation, the Client agrees to pay a cancellation fee of 25% of the total amount. In the event that the Client requests a return, the Client agrees to pay all costs and expenses related to the return, including but not limited to, the cost of shipping and handling, and the cost of any resale or reconditioning of returned products.

4. Prices, taxes and currencies

Elsevier is operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or operated or controlled by an agent, representative or officer of the Client. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud or fraudulent misrepresentation.

5. Payment

The Client will pay Elsevier all invoices in full in the currency of the applicable Elsevier invoice. The Client shall pay the amount actually owed to Elsevier, net of all taxes, equaling the amount invoiced or otherwise due. The Client will pay all amounts due within 30 days from the date of invoice unless otherwise specified in the TC. The Client shall not be entitled to any discount or rebate if the Client fails to pay the invoice within the payment terms specified in the TC. The Client agrees to pay all costs and expenses related to the payment of the invoice, including but not limited to, the cost of shipping and handling, and the cost of any resale or reconditioning of returned products.

6. Distribution

1. Effective January 1, 2023: Rate Card

13. Cancellations & Returns

The Client agrees that the advertising, reproduction, or reprints of the Products or any other products of Elsevier, its officers, directors, employees or agents shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or any part of the Client is proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud or fraudulent misrepresentation.

10. Audit

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