Multiple Sclerosis and Related Disorders

Overview

Multiple Sclerosis is an area of ever expanding research and escalating publications. *Multiple Sclerosis and Related Disorders* is a wide ranging international journal supported by key researchers from all neuroscience domains that focus on MS and associated disease of the central nervous system. The primary aim of this new journal is the rapid publication of high quality original research in the field. Important secondary aims will be timely updates and editorials on important scientific and clinical care advances, controversies in the field, and invited opinion articles from current thought leaders on topical issues. One section of the journal will focus on teaching, written to enhance the practice of community and academic neurologists involved in the care of MS patients. Summaries of key articles written for a lay audience will be provided as an on-line resource.
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>
</tr>
<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

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<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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FORMATS
jpeg, png, gif, (static image only)

TRACKING PIXELS
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MAX FILE SIZE
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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
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These terms and conditions shall apply to all proposals, offers 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 relevant Elsevier order acknowledgement, shall form the entirety of the agreement between the parties (the "TC"). They supersede any previous agreements and communications between the Client and Elsevier.

2. Price, taxes and currencies
All prices quoted are exclusive of value added tax and other taxes and duties levied by any relevant taxation authority which may arise in relation to the Products and/or Services. Applicable tax is based on the location of the buyer and may include general sales tax, sales (use) tax, social security contributions, withholding tax or any other tax.

3. Convention and modifiability of the order
Any modifications to this TC in relation to the products or services described, in schedule, in any request for proposal or in any other documentation, unless agreed in writing by both parties in the relevant order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If at the request of the Client, Elsevier releases additional space, in connection with the execution of the TC, shall be the amount earned to the Client, and at the instance of, and at the expense of, the Client. Any date specified by Elsevier for delivery of the Products and Services is intended to be an estimate and the time for delivery of such performance shall not be of the essence by either party.

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If payment is not made by the Client within the agreed upon time frame Elsevier shall be entitled to charge interest at a rate equal to the rate of the base lending rate of the bank with whom Elsevier has a relationship at the time of the breach of contract, plus an additional 5%.

7. Payment
Payment shall be made by the Client in the currency specified by Elsevier. Failure to pay on time and in full may result in late fees and interest charges. Elsevier reserves the right to cancel the order at any time if payment is not received by the due date.

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The Client's liability for any loss or damage arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties is limited to: ordinary negligence: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any loss of use of any advertising space time or position of the Client's advertising which was cancelled or not made available to the Client; (d) any loss of anticipated profits or expected future business. If any of the foregoing events occurs, the Client's liability shall be limited to (i) the proportion of the total fee paid for advertising by the Client in respect of the advertising space or time, and (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content.

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11. Audit
Client acknowledges that Elsevier has the right to audit all invoices, receipts and supporting documentation relating to any transaction between the Client and Elsevier. The Client shall cooperate in all reasonable requests for such audits and any costs incurred shall be borne by the Client.

12. Compliance with laws
The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, statutes and generally prevailing custom and practice in business. The Client is solely responsible for collecting from its customers amounts due and shall be entitled to collect such amounts from its customers. Delays or failures in obtaining such payments will not affect the provisions of this TC and the effects to the extent of such event.

13. Cancellations & Returns
(a) The Client may request cancellation of any advertisement ("the Cancellation") at any time by providing written notice to Elsevier. If the Cancellation is received before the space closing date, Elsevier shall be entitled to make the Cancellation effective by negligence: (a) any loss of expected future business; (b) damage to reputation or goodwill; (c) any loss of use of any advertising space time or position of the Client's advertising which was cancelled or not made available to the Client; (d) any loss of anticipated profits or expected future business. If any of the foregoing events occurs, the Client's liability shall be limited to (i) the proportion of the total fee paid for advertising by the Client in respect of the advertising space or time, and (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content.