The Journal of Allergy & Clinical Immunology: In Practice

Overview

The journal ranks 3rd in the Allergy category and 22nd in the Immunology category in the 2021 Journal Citation Reports®, published by Clarivate.

Display Advertising

Joe Skey  United States
856-325-7977
j.skey@elsevier.com

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r.bayliss@elsevier.com

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Recruitment Advertising

Kenneth Naylor  Global
212-653-3735
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Global Print Circulation
4,775

Avg. Global Monthly Visits
45,152

Avg. Global Monthly Unique Visitors
17,104

Avg. Global Monthly Page Views
23,722
Affiliation
American Academy of Allergy, Asthma, and Immunology (AAAAI)

Audience
Allergists and immunologists, otolaryngologists, dermatologists, gastroenterologists, pulmonologists, internists, and pediatricians.

Editor-in-Chief
Michael Schatz, MD, MS

Issuance
Available Upon Request

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>12/1</td>
<td>January 2024</td>
<td>12/07/2023</td>
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<td>12/2</td>
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<td>07/16/2024</td>
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<td>12/11</td>
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<td>12/12</td>
<td>December 2024</td>
<td>11/06/2024</td>
<td>11/11/2024</td>
<td>11/18/2024</td>
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</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>$ 3,440</td>
<td>$ 2,475</td>
<td>$ 1,820</td>
</tr>
<tr>
<td>3x</td>
<td>$ 3,390</td>
<td>$ 2,445</td>
<td>$ 1,775</td>
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<td>6x</td>
<td>$ 3,310</td>
<td>$ 2,365</td>
<td>$ 1,770</td>
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<tr>
<td>12x</td>
<td>$ 3,255</td>
<td>$ 2,320</td>
<td>$ 1,750</td>
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<tr>
<td>24x</td>
<td>$ 3,250</td>
<td>$ 2,290</td>
<td>$ 1,695</td>
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<td>36x</td>
<td>$ 3,235</td>
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<td>48x</td>
<td>$ 3,220</td>
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<td>60x</td>
<td>$ 3,130</td>
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<td>72x</td>
<td>$ 3,100</td>
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<tr>
<td>120x</td>
<td>$ 3,020</td>
<td>$ 2,125</td>
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</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

**Cover Tips**

$ 15,500

**Outserts**

$ 16,000

**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
Cancellations:

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

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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,015</td>
<td>$ 2,345</td>
<td>$ 1,885</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,915</td>
<td>$ 2,270</td>
<td>$ 1,830</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,875</td>
<td>$ 2,230</td>
<td>$ 1,810</td>
</tr>
</tbody>
</table>

MATCHED COLOR | CLASSIFIEDS (BACK-OF-BOOK): COLOR | METALLIC COLOR | 4 COLOR STANDARD COLOR |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>950</td>
<td>690</td>
<td>1,170</td>
<td>2,095</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"

1/4" from all trim edges.

Binding: Perfect; Jogs to foot

Printing Process: Litho Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen
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/](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.
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.*

Conformance to Specs

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

Delivery

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

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

**The Journal of Allergy & Clinical Immunology: In Practice**

Sheridan NH

69 Lyme Road

Hanover, NH 03755

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>
</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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
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</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>
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</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>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</tbody>
</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. Circulation updated on 1st July, 2023, based on 12-month monthly average July 2022-June 2023

2. Monthly average web metrics based on the period of July 2022 to June 2023

3. The Client shall not assign the TC or any part of it to any person, firm or company. If any provision of the TC is found by any court, tribunal or other body of competent jurisdiction to be invalid, illegal or unenforceable, that provision shall be enforced to the maximum extent permissible under law, and the remainder of the TC shall continue in full force and effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier’s liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party products or software such sale may be subject to additional licence terms.

4. Offer and acceptance/ Description Each order for the Products from Elsevier shall be deemed to be an offer by 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 issued by Elsevier (or its carrier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All orders are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, exceptions may apply to Elsevier’s carriage charges for delivering Purchasing Products from Elsevier to its own account and use and not on behalf of any other person or entity. If Elsevier is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for personal use. Conditions of carriage and credit terms are subject to change at any time at Elsevier’s discretion. Except as otherwise expressly agreed to in writing, carriage and credit terms for Purchasing Products delivered to the Client shall be based on the delivery terms specified on the invoice(s) and shall not be affected by a prior or subsequent cancellation of the Client’s order. Except as otherwise expressly agreed to in writing, carriage and credit terms for Purchasing Products delivered to the Client shall be based on the delivery terms specified on the invoice(s) and shall not be affected by a prior or subsequent cancellation of the Client’s order.

5. Price, terms and currencies Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be those set out in Elsevier’s current rate card (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, insurance, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client’s VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the amounts payable under the TC, then the price quoted by Elsevier will be automatically increased or fully offset such that the Client actually remitted to Elsevier the required withholding tax. The Client shall remain liable to pay any tax, charge, duty or other amount to any local or national government authority in respect of the sale of Products or Services.

6. Payment Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency indicated. Time for payment shall be of the essence. Elsevier may set and vary 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 in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (i) cash or cleared funds; and (ii) all amounts due to Elsevier for the Products and/or Services. Except as otherwise agreed by the Client and Elsevier, the Client will not have title to the Products until Elsevier has received in full payment of all amounts due from the Client to Elsevier. Unless otherwise agreed in writing, any title that will vest in the Client as between the Client and Elsevier will not vest in the Client as between the Client and any third party. Any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any payment made to Elsevier shall be irrevocable and shall not be subject to any set-off, counterclaim or deduction. Any payments made to Elsevier shall be deemed to be received by Elsevier and without prejudice to any rights Elsevier may have against any third party. If any payment is not made by the due date, Elsevier may charge interest on the amount of any overdue payment at the rate of 1.5% per month so that the interest charged shall, as between the Client and Elsevier, be in addition to and not in substitution for any other interest or penalties. A financial penalty may be charged if the Client’s account becomes overdue.

7. Delivery The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products or Purchasing Products or 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 any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Defaults or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under the TC.

8. Intellectual property Copyright and other intellectual property rights to all Elsevier products, publications and other Products or Services and Services shall remain with Elsevier unless otherwise agreed in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be transferred, assigned or sublicensed without the prior written permission of Elsevier. Any such User or other party shall expressly agree upon the purpose for which the Products are supplied to the Client. Elsevier shall not be required to present evidence to verify Client’s compliance with the TC.

9. Liability and claims TO THE MAXIMUM EXTENT PERMITTED BY LAW, ELSEVIER DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT, AND THE Client acknowledges that Elsevier is an agent and not the Client’s employee. Except as otherwise agreed by the Client and Elsevier in writing, the Client shall be responsible for payment of all amounts due or to become due under the TC, and the Client is not entitled to any deduction, set-off or other claim to reduce the amount payable or receivable under the TC, including any reduction due to a change in the exchange rate. 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 or committed up to and including the date of cancellation by Elsevier and/or any of its offices, divisions, agents or employees or any government or other regulatory agency. Notifications of cancellations must be made in writing to the relevant office or other entity. At the January 2020 rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-price the order rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-price the order.

10. Force majeure The Client shall be entitled to resume the delivery of the Products if force majeure makes it impossible or impractical for Elsevier to supply the Products to the Client. Clients acknowledge that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any breach of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discharge all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously been properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both the parties in the relevant order, including such steps as format, printing, processes, design, style and kind of address file, weights and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued as an advertisement of the Services and Products. Nothing in the TC will exclude or limit Elsevier’s liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party products or software such sale may be subject to additional licence terms.

11. Audit The Client agrees that Elsevier shall have the right at any time, and at the Client’s expense, to verify Client’s compliance with the TC. Elsevier shall act in the Client’s interest and shall use reasonable care in doing so. If Client is a company, it represents and warrants that it is purchasing the Products and Services for the Client and any Person or Entity. If any provision of the TC is found by any court, tribunal or other body of competent jurisdiction to be invalid, illegal or unenforceable, then that provision will be enforced to the maximum extent permissible under law, and the remainder of the TC shall continue in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision (or breach of any provision) shall not be construed as a waiver of any of its rights under the TC.

12. Compliance with laws The Client agrees that Elsevier shall not be required to verify Client’s compliance with the TC.

13. Changes to the TC The Client acknowledges that all notices or changes to the TC will be deemed effective without further act or formal notice to the Client provided that Elsevier has notified the Client in writing of the changes and the Client accepts the changes and agrees to continue to be bound by the TC.

14. Governing law and jurisdiction The Client agrees that any dispute arising out of or related to the TC shall be finally settled by arbitration in accordance with the rules and procedures of the American Arbitration Association. The arbitration shall take place in Los Angeles, California. The arbitration shall be conducted in English. The Client agrees to submit to the jurisdiction of any court of competent jurisdiction in Los Angeles County, California.

15. Validity and severability If any provision of the TC is found by any court, tribunal or other body of competent jurisdiction to be invalid, illegal or unenforceable, then that provision will be enforced to the maximum extent permissible under law, and the remainder of the TC shall continue in full force and effect. The parties acknowledge that failure to comply with the provisions of the TC or to avoid the effects of such event to the extent possible.

16. Venue The Client agrees that any dispute arising out of or related to the TC shall be finally settled by arbitration in accordance with the rules and procedures of the American Arbitration Association. The arbitration shall take place in Los Angeles, California. The arbitration shall be conducted in English. The Client agrees to submit to the jurisdiction of any court of competent jurisdiction in Los Angeles County, California.

17. Governing law and jurisdiction The Client acknowledges that all notices or changes to the TC will be deemed effective without further act or formal notice to the Client provided that Elsevier has notified the Client in writing of the changes and the Client accepts the changes and agrees to continue to be bound by the TC.

18. Jurisdiction The Client agrees that any dispute arising out of or related to the TC shall be finally settled by arbitration in accordance with the rules and procedures of the American Arbitration Association. The arbitration shall take place in Los Angeles, California. The arbitration shall be conducted in English. The Client agrees to submit to the jurisdiction of any court of competent jurisdiction in Los Angeles County, California.

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