Overview

**HPB** is an international forum for clinical, scientific and educational communication. Ten issues a year bringing the reader leading articles, expert reviews, original articles, images, editorials, and reader correspondence encompassing all aspects of benign and malignant hepatobiliary disease and its management. **HPB** features relevant aspects of clinical and translational research and practice.

Affiliation

Official journal of the International Hepato-Pancreateo-Biliary Association (IHPBA) and its Regional Associations, the American HepatoPancreateo-Biliary Association (AHPBA) and the European Hepato-Pancreateo-Biliary Association (EHPBA)

Audience

Surgeons, physicians, radiologists, multidisciplinary HPB team practitioners and basic scientists
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>
</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>
<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>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability (These terms and conditions apply to offers, proposals, and quotations made by Elsevier to any party and to its/them) relating to the products and/or services of Elsevier (the "Products and/or Services") and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties (the "TC"). They supersede any previous agreement or understanding between the parties.

2. Execution and modification of the order Each order for the Products and Services by the Client shall be deemed to be an offer by the Client to Elsevier to supply the Products and Services subject to the TC. Each order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [Fuller] Elsevier delivers the Products or issues the invoice to the Client or completes performance of the Services for the Client. All product orders 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 or Services from Elsevier for its own use and not on behalf of and other person or entity (Client's agent), and represents and warrants that it is purchasing the Products and Services from Elsevier for the Client's account (as defined in any other relationship) in the purchase contract. The TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY RESCSSION, CANCELLATION, OR RETURN OF ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC. IF THE CLIENT MUST RETURN ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC, THEN THE AMOUNT OF THE PAYMENT WILL BE AUTOMATICALLY REFUNDED TO THE CLIENT.

3. Execution and modification of the order Each order for the Products and Services by the Client shall be deemed to be an offer by the Client to Elsevier to supply the Products and Services subject to the TC. Each order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [Fuller] Elsevier delivers the Products or issues the invoice to the Client or completes performance of the Services for the Client. All product orders 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 or Services from Elsevier for its own use and not on behalf of and other person or entity (Client's agent), and represents and warrants that it is purchasing the Products and Services from Elsevier for the Client's account (as defined in any other relationship in the purchase contract). The TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY RESCSSION, CANCELLATION, OR RETURN OF ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC. IF THE CLIENT MUST RETURN ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC, THEN THE AMOUNT OF THE PAYMENT WILL BE AUTOMATICALLY REFUNDED TO THE CLIENT.

4. Price, taxes, and insurance Unless otherwise agreed by Elsevier in writing the price for the Products and Services is Elsevier's current price list (whether written or oral). All such prices are exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any import duties, 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 its VAT registration number or other tax identification number and if the Client is not to be charged with Value Added Tax (VAT) or another sales tax then Elsevier shall provide this information to the Client.

5. Liability and claims (a) The Client acknowledges that Elsevier, its suppliers or their agents or representatives shall not be liable for any content, accuracy, completeness, reliability or legibility of the Products or Services. Elsevier shall not be liable for any content, accuracy, completeness, reliability or legibility of the Products or Services. Elsevier shall not be liable for any breach of the TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion.

6. Distribution The Client shall not engage, reproduce, or publish any of the Products or any other products of Elsevier, or sell, lease or lend or sublicense or assign any of the Products or any other products of Elsevier, or sell, lease, license, sublicense, lend or assign any rights therein to others, except in accordance with the terms of the TC. The Client may not sell or otherwise transfer to a third party any rights under the TC, including without limitation all bank charges and foreign exchange charges.

7. Warranty (a) Each order for the Products and Services by the Client shall be deemed to be an offer by the Client to Elsevier to supply the Products and Services subject to the TC. Each order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [Fuller] Elsevier delivers the Products or issues the invoice to the Client or completes performance of the Services for the Client. All product orders 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 or Services from Elsevier for its own use and not on behalf of and other person or entity (Client's agent), and represents and warrants that it is purchasing the Products and Services from Elsevier for the Client's account (as defined in any other relationship). The TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY RESCSSION, CANCELLATION, OR RETURN OF ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC. IF THE CLIENT MUST RETURN ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC, THEN THE AMOUNT OF THE PAYMENT WILL BE AUTOMATICALLY REFUNDED TO THE CLIENT.

8. Payment (a) If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing and must be approved in writing by Elsevier. This fee will be calculated to cover any external or internal costs which have been incurred up to and including the date of such approval.

9. Transfer and assignment of rights (a) The Client acknowledges that Elsevier, its suppliers or their agents or representatives shall not be liable for any content, accuracy, completeness, reliability or legibility of the Products or Services. Elsevier shall not be liable for any breach of the TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion.

10. Term and termination (a) The Client acknowledges that Elsevier, its suppliers or their agents or representatives shall not be liable for any content, accuracy, completeness, reliability or legibility of the Products or Services. Elsevier shall not be liable for any breach of the TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion.

11. Costs and expenses (a) The Client acknowledges that Elsevier, its suppliers or their agents or representatives shall not be liable for any content, accuracy, completeness, reliability or legibility of the Products or Services. Elsevier shall not be liable for any breach of the TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion.

12. Governing law and jurisdiction (a) The Client acknowledges that Elsevier, its suppliers or their agents or representatives shall not be liable for any content, accuracy, completeness, reliability or legibility of the Products or Services. Elsevier shall not be liable for any breach of the TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion.

13. Representations and warranties Each order for the Products and Services by the Client shall be deemed to be an offer by the Client to Elsevier to supply the Products and Services subject to the TC. Each order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [Fuller] Elsevier delivers the Products or issues the invoice to the Client or completes performance of the Services for the Client. All product orders 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 or Services from Elsevier for its own use and not on behalf of and other person or entity (Client's agent), and represents and warrants that it is purchasing the Products and Services from Elsevier for the Client's account (as defined in any other relationship). The TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY RESCSSION, CANCELLATION, OR RETURN OF ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC. IF THE CLIENT MUST RETURN ANY PRODUCT OR SERVICE PURCHASED FROM ELSEVIER UNDER THE TC, THEN THE AMOUNT OF THE PAYMENT WILL BE AUTOMATICALLY REFUNDED TO THE CLIENT.

14. General The Client acknowledges that Elsevier, its suppliers or their agents or representatives shall not be liable for any content, accuracy, completeness, reliability or legibility of the Products or Services. Elsevier shall not be liable for any breach of the TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements or reprints is placed, the Client shall be deemed to have ordered such series of advertisements or reprints, unless it is specified that the order is for a single insertion.