Journal of the American Academy of Dermatology

Overview

Journal of the American Academy of Dermatology (JAAD), the official clinical journal of the American Academy of Dermatology (AAD), leads the field in readership scores. JAAD is published monthly and maintains a favorable advertising ratio of 31% ad space to 69% editorial content. The AAD is the world’s largest and most influential society in the specialty, giving JAAD the best reach of any journal in dermatology. The journal is circulated to more than 16,000 dermatologists, including all residents enrolled in the US and Canadian dermatology training programs. AAD members report that receiving the journal is one of the top benefits of membership. JAAD features original, peer-reviewed articles that are available in print and online. The journal consistently reports the latest advances in the prevention, diagnosis, and treatment of dermatologic disorders. It also offers monthly opportunities for readers to obtain continuing medical education credits. JAAD’s highly regarded editorial content ensures cover-to-cover exposure for your advertisement.

The Journal is ranked 1st out of 70 in the Dermatology category in the 2022 Journal Citation Reports®, published by Clarivate Analytics, and has an Impact Factor of 13.8.

Display Advertising

Joan Coffey United States
551-480-4018
j.coffey@elsevier.com

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

Kate Lach Europe
48 500 259 970
k.lach.1@elsevier.com

Virginia Van Homrigh APAC
61 448 008 159
v.vanhomrigh@elsevier.com

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

Recruitment Advertising

Ariel Medina Global
212-633-3689
a.medina@elsevier.com

Global Print Circulation
16,987

Avg. Global Monthly Visits
103,208

Avg. Global Monthly Unique Visitors
85,755

Avg. Global Monthly Page Views
166,756

Avg. Global eTOC Distribution
52,772

Affiliation
The Official Publication of the American Academy of Dermatology

Audience
Entire dermatologic community
## 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>88/1</td>
<td>January 2023</td>
<td>11/18/2022</td>
<td>11/23/2022</td>
<td>12/02/2022</td>
</tr>
<tr>
<td>88/2</td>
<td>February 2023</td>
<td>12/09/2022</td>
<td>12/16/2022</td>
<td>01/03/2023</td>
</tr>
<tr>
<td>88/3</td>
<td>March 2023</td>
<td>01/23/2023</td>
<td>01/26/2023</td>
<td>02/02/2023</td>
</tr>
<tr>
<td>88/4</td>
<td>April 2023</td>
<td>02/11/2023</td>
<td>02/24/2023</td>
<td>03/03/2023</td>
</tr>
<tr>
<td>88/5</td>
<td>May 2023</td>
<td>03/23/2023</td>
<td>03/38/2023</td>
<td>04/04/2023</td>
</tr>
<tr>
<td>88/6</td>
<td>June 2023</td>
<td>04/21/2023</td>
<td>04/26/2023</td>
<td>05/03/2023</td>
</tr>
<tr>
<td>89/1</td>
<td>July 2023</td>
<td>05/23/2023</td>
<td>05/26/2023</td>
<td>06/05/2023</td>
</tr>
<tr>
<td>89/2</td>
<td>August 2023</td>
<td>06/20/2023</td>
<td>06/23/2023</td>
<td>06/30/2023</td>
</tr>
<tr>
<td>89/3</td>
<td>September 2023</td>
<td>07/21/2023</td>
<td>07/26/2023</td>
<td>08/02/2023</td>
</tr>
<tr>
<td>89/4</td>
<td>October 2023</td>
<td>08/22/2023</td>
<td>08/25/2023</td>
<td>09/01/2023</td>
</tr>
<tr>
<td>89/5</td>
<td>November 2023</td>
<td>09/22/2023</td>
<td>09/27/2023</td>
<td>10/04/2023</td>
</tr>
<tr>
<td>89/6</td>
<td>December 2023</td>
<td>10/23/2023</td>
<td>10/26/2023</td>
<td>11/02/2023</td>
</tr>
<tr>
<td>90/1</td>
<td>January 2024</td>
<td>11/20/2023</td>
<td>11/27/2023</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>$5,050</td>
<td>$3,700</td>
<td>$2,710</td>
</tr>
<tr>
<td>6x</td>
<td>$5,020</td>
<td>$3,670</td>
<td>$2,680</td>
</tr>
<tr>
<td>12x</td>
<td>$4,830</td>
<td>$3,655</td>
<td>$2,625</td>
</tr>
<tr>
<td>24x</td>
<td>$4,740</td>
<td>$3,620</td>
<td>$2,595</td>
</tr>
<tr>
<td>36x</td>
<td>$4,720</td>
<td>$3,590</td>
<td>$2,565</td>
</tr>
<tr>
<td>48x</td>
<td>$4,665</td>
<td>$3,430</td>
<td>$2,560</td>
</tr>
<tr>
<td>60x</td>
<td>$4,565</td>
<td>$3,370</td>
<td>$2,505</td>
</tr>
<tr>
<td>72x</td>
<td>$4,550</td>
<td>$3,355</td>
<td>$2,480</td>
</tr>
<tr>
<td>96x</td>
<td>$4,455</td>
<td>$3,285</td>
<td>$2,470</td>
</tr>
<tr>
<td>120x</td>
<td>$4,410</td>
<td>$3,270</td>
<td>$2,420</td>
</tr>
<tr>
<td>144x</td>
<td>$4,370</td>
<td>$3,265</td>
<td>$2,400</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.

Composition
All production charges are net and non-commissionable

<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>

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>88/1</td>
<td>January 2023</td>
<td>11/14/2022</td>
</tr>
<tr>
<td>88/2</td>
<td>February 2023</td>
<td>12/13/2022</td>
</tr>
<tr>
<td>88/3</td>
<td>March 2023</td>
<td>01/17/2023</td>
</tr>
<tr>
<td>88/4</td>
<td>April 2023</td>
<td>02/14/2023</td>
</tr>
<tr>
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<td>May 2023</td>
<td>03/17/2023</td>
</tr>
<tr>
<td>88/6</td>
<td>June 2023</td>
<td>04/15/2023</td>
</tr>
<tr>
<td>89/1</td>
<td>July 2023</td>
<td>05/17/2023</td>
</tr>
<tr>
<td>89/2</td>
<td>August 2023</td>
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</tr>
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<td>December 2023</td>
<td>10/17/2023</td>
</tr>
<tr>
<td>90/1</td>
<td>January 2024</td>
<td>11/14/2023</td>
</tr>
</tbody>
</table>

Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
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>$ 3,300</td>
<td>$ 2,610</td>
<td>$ 1,765</td>
</tr>
<tr>
<td>3x</td>
<td>$ 4,180</td>
<td>$ 3,260</td>
<td>$ 2,575</td>
<td>$ 1,705</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,020</td>
<td>$ 3,120</td>
<td>$ 2,460</td>
<td>$ 1,675</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,820</td>
<td>$ 3,040</td>
<td>$ 2,375</td>
<td>$ 1,615</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>METALLIC COLOR</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 825</td>
<td>$ 955</td>
<td>$ 690</td>
<td>$ 1,225</td>
<td>$ 1,990</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>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8” x 10-7/8”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8” x 10-3/8”</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-5/16” x 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</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.).
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.

**Delivery**

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

**Conformance to Specs**

Variance 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

Journal of the American Academy of Dermatology
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>
</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>
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<th>AD</th>
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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 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 relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "Agreement"). They supersede any previous supply terms and conditions. For the purposes of this Agreement, Elsevier shall be deemed to be a party to the Agreement entered into by the authorized person(s) of Elsevier who has acknowledged the Agreement on behalf of Elsevier, and the Agreement shall be subject to any written modifications or changes that are agreed upon in writing by the authorized person(s) of Elsevier and the Client.

2. Offer and acceptance

"The Client" shall be deemed to include the Client's authorized representative(s) or any authorized person acting on behalf of the Client. "Confirmation of Order" shall mean an order acknowledgement by Elsevier in writing, containing all the terms and conditions of the order included in the Client's order. "Invoice" shall mean a purchase invoice rendered by Elsevier in accordance with the Agreement.

3. Execution and modification of the order

Where general terms and conditions are not agreed upon in writing, then the Agreement and these terms and conditions and any order acknowledgments shall form the entire understanding between the parties and shall constitute the entire agreement and understanding between the parties relating to the subject matter hereof, and shall replace all other communications, representations, statements, and written or oral agreements relating thereto.

4. Prices, taxes and currencies

"The taxation system of the Client" shall mean the taxation system in which the Client is subject to tax. "VOB/C VBV" shall mean the German act regarding the purchase of public works, goods and services. "Satzung" shall mean the German act regulating the relationships between the state, the municipalities, and the associations.

5. Payment

"Payment terms" shall mean the terms and conditions for payment agreed upon between the Client and Elsevier. "Style Sheet" shall mean the approved written style guide for the Client, which includes all the rules and standards for the development, production, and publication of the Client's material.

6. Distribution

"Entitlement data" shall mean any data related to the Client's entitlements to access the Products and Services, such as permissions, access codes, or other identifiers. "Acceptance" shall mean the Client's acceptance of the terms and conditions of the Agreement and any order acknowledgment, including any payment terms and any delivery dates.

7. Intellectual property

"End-user" shall mean any person, entity, or organization to whom the Client transfers the Products or Services. "Remedies" shall mean any action, remedy, or process that is available to a party to enforce its rights under the Agreement.

8. Liability and claims

"Elsevier" shall mean Elsevier, its parent company, its affiliated companies, and its subsidiaries. "The Agreement" shall mean any order acknowledgement, agreement, or contract between the Client and Elsevier.

9. Force majeure

"The Client" shall mean the party to whom Elsevier is selling the Products and Services. "Parties" shall mean the Client and Elsevier. "Products" shall mean any tangible or intangible material delivered to Elsevier by the Client.

10. Cancellations & Returns

"Cancellations & Returns" shall mean any request by the Client to cancel or return any portion of the Products or Services. "Authentication" shall mean the process of verifying the identity of a user or a system. "Content management" shall mean the process of managing and maintaining the content of the Content and the Product.

11. Financial support

"Financial support" shall mean any contribution made by a third party to Elsevier, whether in cash or in kind, for the purpose of funding the products and services provided under the Agreement. "Invoices" shall mean any financial documents issued by Elsevier to the Client for payment of the Products or Services.

12. Audits

"Audits" shall mean any independent verification process conducted by Elsevier to ensure the accuracy and completeness of the Client's payments. "Audit report" shall mean the report issued by Elsevier to the Client after the audit.

13. Cancellations & Returns

"Cancellations & Returns" shall mean any request by the Client to cancel or return any portion of the Products or Services. "Authentication" shall mean the process of verifying the identity of a user or a system. "Content management" shall mean the process of managing and maintaining the content of the Content and the Product.