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 008159
v.vanhomrigh@elsevier.com

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

Recruitment Advertising

Ariel Medina Global
212-633-3189
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

Visit Website
## 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>11/16/2022</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>03/31/2023</td>
<td>05/04/2023</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>05/31/2023</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>07/11/2023</td>
<td>07/26/2023</td>
<td>08/02/2023</td>
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<tr>
<td>89/4</td>
<td>October 2023</td>
<td>08/22/2023</td>
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<td>09/03/2023</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>
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<tr>
<td>120x</td>
<td>$4,410</td>
<td>$3,270</td>
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</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.

**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>
<td>88/5</td>
<td>May 2023</td>
<td>03/17/2023</td>
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</tr>
<tr>
<td>90/1</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>$ 3,300</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>
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<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"
1/4" from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Web
Half-tone 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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</thead>
<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>7-5/8&quot; x 10-3/8&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>7&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 (e.g., 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 (e.g., 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

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
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>
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<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

AIP Email

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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 proposals, offers and agreements made between the Client and Elsevier (the "Client") 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 between the parties (the "Prior TC").

Subject to any Credits shown below, the Client shall be liable in respect of any credits and charges shown on the invoice. Any amendments to the TC shall be made in writing. Any disagreement regarding the provisions and Services shall have no effect unless expressly agreed in writing and signed by an authorized representative of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraudulent misrepresentation.

2. Offer and acceptance

Descriptive information contained in sales brochures, catalogues or price lists shall be of assistance only in estimating the Products and Services described. Descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, printing processes, technical design, size and/or address of front, weights and the like. All drawings, descriptive matter, specifications and advertising material supplied by Elsevier or its descriptions or illustrations contained in Elsevier's catalogues or brochures are issued without price of advertising for giving an approximate idea of the description and Services described in them. They will form part of the TC. Publishing errors, including, but not limited to typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for requesting delivery or, as the case may be, modifying the agreed price.

3. General conditions

Pursuant to force majeure, it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceable or unreasonable, it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceable or unreasonable, it shall to the extent of such illegality, invalidity, voidness, voidability, and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

4. Price, taxes and payment

Unless otherwise agreed by Elsevier in writing the price for the Products and Services (subject to the Products and Services that are realized in accordance with the order acknowledgment, 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 rediscovers additional costs in connection with the performance of the TC, Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier. Elsevier shall be entitled to apply any payment from the Client for the Products and Services for the current or previous periods, as the case may be, to any of the Client's outstanding debts to Elsevier. Elsevier shall be entitled to apply any payment from the Client for the Products and Services for the current or previous periods, as the case may be, to any of the Client's outstanding debts to Elsevier. Elsevier shall be entitled to apply any payment from the Client for the Products and Services for the current or previous periods, as the case may be, to any of the Client's outstanding debts to Elsevier.

5. Failure or delay by Elsevier

Payment of the invoice for the Products and Services shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

6. Further agreements

Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment of the invoice for the Products and Services shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

7. Certain agreements

Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

8. Liability and claims

The Client has entered into this TC in reliance on the representations made by Elsevier. The Client acknowledges that if the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing to Elsevier. In the event of any claim for any error or omission in the Products or Services, Elsevier shall utilize commercially reasonable efforts to satisfy the Client with an alternative product or service. No reprint or rework of the Products or Services will be performed in order to satisfy a claim.

9. Force majeure

Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

10. Advertising & Reprints

Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

11. Applicability

Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

12. offended party

Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

13. Auditing & Inspections

Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.

14. General

Failure or delay by Elsevier in enforcing or recovering the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. Costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad. The Client and its officers, directors, employees and agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any money, advantage, bonus, commission, kickback or bribe, or any other thing of value, to any government official, employee or agent of any government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or any officer, directors, employees or agents of such government agency or any other government owned, operated or controlled entity.