Midwifery

Overview

The aims of *Midwifery* are: to enhance the quality of care for childbearing women and their families; to encourage midwives to explore and develop their knowledge, skills and attitudes; to provide an international, interdisciplinary forum for the publication, dissemination and discussion of advances, controversies and current research; to promote continuing education through publication of reviews and updates on all aspects of midwifery; and to cover the clinical, epidemiological, education, managerial and technological areas of Practice.
## Digital Specs

### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

### FORMATS

- jpeg, png, gif, HTML5†, 3rd party tags

### TRACKING PIXELS

Yes

### MAX FILE SIZE

200 KB

### MAX ANIMATION (TIME/LOOPS)

15 seconds/ 3 loops

### PRESTITIAL FREQUENCY

1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).
## eTOC Email

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<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

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

2. 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 "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC, Elsevier shall mean the company within the Elsevier group that is providing the Products or Services set out on the invoice. All contracts made under this TC shall be governed by English law and the English Courts shall have exclusive jurisdiction to hear any claim or dispute arising out of or in connection with the TC and an English judge shall decide any question as to the construction, validity or performance of the TC. Any disputes shall be brought within the jurisdiction of the English Courts.

3. Execution and modification of the order
Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, and at the cost of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no dates are specified, delivery/performance will be within a reasonable time.

4. Price, taxes and currency
Unless otherwise agreed by Elsevier in writing, the prices for the Products and Services shall be set out in Elsevier’s current price list (whether print or online). All such proclauses shall be exclusive of any handling, packing, loading, freight, 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 applicable. 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 payment for the Products, the Client shall be responsible for the payment of such tax. The Client shall indemnify Elsevier for any undoing part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may refuse delivery of the Products and Services until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service or the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

5. Payment
Unless otherwise agreed in writing, payment shall be made within thirty (30) days of the invoice date in the currency stated. Time for payment shall be of the essence. Elsevier may set any 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 legitimate title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsvier has received in full (i) all outstanding invoices, (ii) all outstanding amounts due to Elsevier for payment, and (iii) any other sum which is due to Elsevier under the TC until such time that the Client has paid in full to Elsevier all sums due to Elsevier in respect of such invoice. Where the Client is an agent, it represents and warrants that it is purchasing the Products 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. Client acknowledges that violation of this representation and warranty will cause irrevocable harm to Elsevier. Upon Client's breach of this warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discharge all recipients of Elsevier's Products and Services from Client, 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 parties in the relevant order, including such things as format, printing, processor details, size and kind of address files, and weights and the like. All drawings, descriptive matter, specifications and advertising caused by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued as published for the sole purpose of giving an approximate description of the Products and Services described in them. They will not 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 return or rejection, as the case may be, of the Client's order.

6. Distribution
The Client shall not engage in piracy, reproduction, or plagiary of the Products or any other products or Services of 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 plagiary of the Products by any third party. Elsevier 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 from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under the TC.

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8. Liability and claims
The Client shall be held harmless from and against any and all claims, actions or damages arising out of or related to the Client's, Client's employees', agents', or subcontractors' performance of the TC, or arising out of any breach of this TC. Elsevier's liability shall be limited to the lesser of (i) the total amount actually paid to Elsevier or (ii) $50,000.00. The Client hereby releases Elsevier from any liability for breach of contract or any other liability or damage howsoever arising from any act performed or omitted by Elsevier in connection with the Products or Services under the TC, except to the extent such a breach is found to be due to Elsevier's negligence. Elsevier’s liability to the Client shall be limited to any liability arising out of or connected with the Client's use or possession of the Products. The Client shall not acquire any intellectual property rights in any Elsevier Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data base and/or reproduced, whether electronically, mechanically, by photostatting, recording or in any other manner or form, without the specific prior written permission of Elsevier. All such reproductions or copies shall bear the copyright notice(s) that were present in the copy or copies reproduced. Client shall indemnify Elsevier and hold Elsevier harmless from any and all claims, actions or damages arising out of or related to any unauthorized reproduction, distribution, or transmission of the Products, or any other content (the "Advertising Content"). Client represents and warrants that (i) Client holds the intellectual property rights in any Elsevier Products that shall transfer to Elsevier. Products shall be at the Client’s risk as delivered. The Client shall make all payments due under the TC without any deduction whether by way of set-off, discount, abatement, or otherwise unless the Client has a valid court order requiring an equal amount to such deduction to be paid to Elsevier from the Client. From the due date of the invoice to the date of payment in full, interest at the rate of 1% per month may be charged to the Client on any outstanding sums, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part thereof), the Client shall, as soon as reasonably practicable, but not later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for full payment of the disputed invoice until Elsevier has made a determination. The Client hereby releases Elsevier from any liability for breach of contract or any other liability or damage howsoever arising from any act performed or omitted by Elsevier in connection with the Products or Services under the TC, except to the extent such a breach is found to be due to Elsevier's negligence.

9. Client will be entitled to return the Products for a full refund if the Client can show to Elsevier's satisfaction that (i) the Products differ significantly from Elsevier's samples at the time of delivery; (ii) the Products do not conform to Elsevier's written specifications at the time of delivery; (iii) the Products are not of merchantable quality at the time of delivery; or (iv) the Products are not fit for the purpose for which they were purchased.

10. Cancellations & Returns
If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. No return of cancellations is accepted except where the cancellation is made in writing prior to the relevant date at which delivery of the Products was due to take place, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any return shall be made under the written permission of Elsevier. Elsevier shall be entitled to charge the full cost of the advertisement. Any return shall be made under the written permission of Elsevier.

11. Applicability
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