Clinical Gastroenterology and Hepatology

Overview

Clinical Gastroenterology and Hepatology, the Official Clinical Practice Journal of the AGA Institute, is devoted to publishing original research and solicited review articles for clinical gastroenterologists, patient-oriented and population-based investigators, and clinical and research fellows in the fields of gastroenterology, hepatology, and surgery of the alimentary tract. CGH also features peer-reviewed, relevant articles on managed care, patient care, and digestive disease prevention, diagnosis, and management. CGH also includes convenient online retrieval of content at www.cghjournal.org.

Display Advertising

Bill Hipple United States
646-671-0385
b.hipple@elsevier.com

Robert Bayliss Europe
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r.bayliss@elsevier.com

Virginia Van Homrigh APAC
61 448 008359
v.vanhomrigh@elsevier.com

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

Recruitment Advertising

Kenneth Naylor Global
212-633-3835
k.naylor@elsevier.com

Global Print Circulation
17,884

Avg. Global Monthly Visits
35,689

Avg. Global Monthly Unique Visitors
28,141

Avg. Global Monthly Page Views
58,455

Avg. Global eTOC Distribution
21,713

Affiliation
Official Clinical Practice Journal of the AGA Institute

Audience
Physicians and residents with a primary or secondary professional interest in gastrointestinal disorders and liver disease, including gastroenterologists, surgeons, pediatric gastroenterologists, hepatologists, as well as specialists in internal medicine.
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>21/1</td>
<td>January 2023</td>
<td>11/21/2022</td>
<td>11/28/2022</td>
<td>12/05/2022</td>
</tr>
<tr>
<td>21/2</td>
<td>February 2023</td>
<td>12/21/2022</td>
<td>12/28/2022</td>
<td>01/05/2023</td>
</tr>
<tr>
<td>21/3</td>
<td>March 2023</td>
<td>01/25/2023</td>
<td>01/30/2023</td>
<td>02/06/2023</td>
</tr>
<tr>
<td>21/4</td>
<td>April 2023</td>
<td>02/12/2023</td>
<td>02/27/2023</td>
<td>03/06/2023</td>
</tr>
<tr>
<td>21/5</td>
<td>May 2023 13th Issue</td>
<td>03/27/2023</td>
<td>03/30/2023</td>
<td>04/06/2023</td>
</tr>
<tr>
<td>21/6</td>
<td>May 2023</td>
<td>03/27/2023</td>
<td>03/30/2023</td>
<td>04/06/2023</td>
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<tr>
<td>21/7</td>
<td>June 2023</td>
<td>04/16/2023</td>
<td>05/01/2023</td>
<td>05/08/2023</td>
</tr>
<tr>
<td>21/8</td>
<td>July 2023</td>
<td>05/24/2023</td>
<td>05/30/2023</td>
<td>06/06/2023</td>
</tr>
<tr>
<td>21/9</td>
<td>August 2023</td>
<td>06/22/2023</td>
<td>06/27/2023</td>
<td>07/06/2023</td>
</tr>
<tr>
<td>21/10</td>
<td>September 2023</td>
<td>07/26/2023</td>
<td>07/31/2023</td>
<td>08/07/2023</td>
</tr>
<tr>
<td>21/11</td>
<td>October 2023</td>
<td>08/23/2023</td>
<td>08/28/2023</td>
<td>09/05/2023</td>
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<tr>
<td>21/12</td>
<td>November 2023</td>
<td>09/26/2023</td>
<td>09/29/2023</td>
<td>10/06/2023</td>
</tr>
<tr>
<td>21/13</td>
<td>December 2023</td>
<td>10/25/2023</td>
<td>10/30/2023</td>
<td>11/06/2023</td>
</tr>
<tr>
<td>22/1</td>
<td>January 2024</td>
<td>11/21/2023</td>
<td>11/28/2023</td>
<td>12/05/2023</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>$3,370</td>
<td>$2,285</td>
<td>$1,625</td>
</tr>
<tr>
<td>6x</td>
<td>$3,185</td>
<td>$2,110</td>
<td>$1,545</td>
</tr>
<tr>
<td>12x</td>
<td>$3,055</td>
<td>$2,010</td>
<td>$1,455</td>
</tr>
<tr>
<td>24x</td>
<td>$2,955</td>
<td>$1,945</td>
<td>$1,425</td>
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<tr>
<td>36x</td>
<td>$2,880</td>
<td>$1,875</td>
<td>$1,355</td>
</tr>
<tr>
<td>48x</td>
<td>$2,795</td>
<td>$1,775</td>
<td>$1,295</td>
</tr>
<tr>
<td>72x</td>
<td>$2,715</td>
<td>$1,630</td>
<td>$1,265</td>
</tr>
<tr>
<td>120x</td>
<td>$2,630</td>
<td>$1,570</td>
<td>$1,230</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
<th>Cover Tips</th>
<th>Outserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>$990</td>
<td>$1,065</td>
<td>$2,160</td>
<td>$25,000</td>
<td>$26,180</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>21/1</td>
<td>January 2023</td>
<td>11/15/2022</td>
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Classified / back of book print advertising

Rates

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<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>$2,985</td>
<td>$2,135</td>
<td>$1,750</td>
</tr>
<tr>
<td>6x</td>
<td>$2,850</td>
<td>$2,095</td>
<td>$1,675</td>
</tr>
<tr>
<td>12x</td>
<td>$2,750</td>
<td>$1,985</td>
<td>$1,585</td>
</tr>
<tr>
<td>24x</td>
<td>$2,645</td>
<td>$1,950</td>
<td>$1,530</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$2,250</td>
<td>$690</td>
<td>$1,075</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: 8-1/4” 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>Full Page</td>
<td>7-3/4” x 10-3/8”</td>
<td>8-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-3/4” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-1/2” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” X 10”</td>
<td>4-3/8” 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.).
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/. 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

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: 8-1/2" x 11-1/8"
Size - 4 page: 17" 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

Clinical Gastroenterology and Hepatology

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>
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</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>
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</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

MPU banners, positions 1, 2, 3, are stacked vertically
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 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 understanding between the parties for the purposes of these Terms and Conditions ("the TC"). These terms and conditions shall supersede any previous understandings, agreements or communications between the parties and shall govern the entire relationship between the parties. The validity, construction and performance and enforcement of the TC shall be governed by the laws of the country in which the Client is located.

2. Offer and acceptance/ Description

Unless otherwise agreed by Elsevier in writing, the products or services shall be delivered to the Client or the Client's representative. The Client's written order acceptance shall be in accordance with the relevant order acknowledgement and the details of the Products and Services shall be produced to the Client for inspection. If the Client is not satisfied with the description of the products or services, the Client shall notify Elsevier in writing within ten days of delivery. If Elsevier is not notified in writing within ten days of delivery, the Client shall be deemed to have accepted the Products and Services.

3. Execution and modification of the order

Except as provided herein, the Client shall not be entitled to make any modifications or changes to the order after delivery of the Products or Services. Any modifications or changes to the order shall be at the discretion of Elsevier and Any returns of the products shall be subject to the relevant Elsevier company's return policy. The Client shall be liable for any costs 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 delivery date.

4. Payment

The Client's obligation to make payments to Elsevier under clause 5.

5. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is unable to perform. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with its obligations under this TC. The costs and charges for any extra work performed by the party not subject to an event of force majeure in connection with such performance under this TC, shall be paid to the party subject to such event of force majeure.

6. Distribution

The Client shall not engage, reproduce, or plagiarize any fragment of the products or any other products of Elsevier, nor sell or distribute or otherwise facilitate or authorize any other party to engage in such activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or display rights of the products by any third party. The Client is solely responsible for the content and accuracy of the information contained in any advertisement, and is responsible for any errors or omissions in the information.

7. Compliance with laws

The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any individual, group, organization or entity (including, without limitation, state run universities, hospitals and libraries), or directors, employees or agents of Elsevier, or any of its affiliated or operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or directors, employees or agents of Elsevier, or any of its affiliated or operated or controlled entity, or any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any kind, to any government, international, or domestic public official, or any foreign, domestic, or international public official (including, without limitation, any foreign government, international, or domestic public official, or any foreign, domestic, or international public official) for any reason or purpose, including, without limitation, to influence the exercise of any governmental or political function, to retain the favor, or to influence the manner in which any governmental or political function is performed.

8. Liability and claims

(1) Where the maximum extent permitted by relevant law, Elsevier shall not be liable for any of the following: (a) loss of profit or anticipated profits or other loss due to rejection of the Product or Services by the Client; (b) damage or cost to the Client; (c) fee for loss of service; (d) any loss or cost incurred by the Client as a result of any act or omission of Elsevier; or (e) any loss or cost incurred by the Client in the event of failure to deliver the Product or Services or to deliver the Product or Services at the agreed price.

9. General

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 understanding between the parties for the purposes of these Terms and Conditions ("the TC"). These terms and conditions shall supersede any previous understandings, agreements or communications between the parties and shall govern the entire relationship between the parties. The validity, construction and performance and enforcement of the TC shall be governed by the laws of the country in which the Client is located.

10. Advertising & Reprints

The Client shall be responsible for the content and accuracy of the information contained in any advertisement, and is responsible for any errors or omissions in the information. The Client shall be solely responsible for the content and accuracy of the information contained in any advertisement, and is responsible for any errors or omissions in the information.

11. Rate Card

The Rate Card contains the rates, terms and conditions for the advertising products and services offered by Elsevier. The Client shall be responsible for the content and accuracy of the information contained in any advertisement, and is responsible for any errors or omissions in the information.