Journal of Cardiac Failure

Display Advertising
North America
Jessica Sneathen
Tel: 267-226-8166
j.sneathen@elsevier.com

Europe
Robert Bayliss
Tel: 44 20 7424 4454
r.bayliss@elsevier.com

APAC
Virginia Van Homrigh
Tel: 61 448 008159
v.vanhomrigh@elsevier.com

Editorial

Journal of Cardiac Failure is the official publication of the influential Heart Failure Society of America (HFSA) and Japanese Heart Failure Society (JHFS). The journal's peer-reviewed original papers and review articles address clinical research, basic human studies, and bench research with potential clinical applications to heart failure-pathogenesis, etiology, epidemiology, pathophysiological mechanisms, assessment, prevention, and treatment. Journal of Cardiac Failure, as the voice of the specialty, also publishes guidelines issued by the Heart Failure Society of America that will help further define the practice of cardiovascular medicine and that readers will use repeatedly.

Editor-in-Chief: Robert Mentz, MD, Duke University Medical Center, Durham, North Carolina, United States

Affiliation: Official Journal of the Heart Failure Society of America and the Japanese Heart Failure Society

Audience:
Cardiologists and internal medicine practitioners.

Global Print Circulation: 1,960  Issuance: 12 times per year
Journal Contacts

Advertising and Integrated Programs

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>Jessica Sneathen</td>
<td><a href="mailto:j.sneathen@elsevier.com">j.sneathen@elsevier.com</a></td>
<td>(t) 267-226-8166</td>
</tr>
<tr>
<td>Europe</td>
<td>Robert Bayliss</td>
<td><a href="mailto:r.bayliss@elsevier.com">r.bayliss@elsevier.com</a></td>
<td>(t) 44 20 7424 4454</td>
</tr>
<tr>
<td>APAC</td>
<td>Virginia Van Hornrigh</td>
<td><a href="mailto:v.vanhomrigh@elsevier.com">v.vanhomrigh@elsevier.com</a></td>
<td>(t) 61 446 008159</td>
</tr>
</tbody>
</table>

Contracts, Insertion Orders & Production Materials

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Le-Andrea Sylvester</td>
<td><a href="mailto:le.sylvester@elsevier.com">le.sylvester@elsevier.com</a></td>
<td>(t) 212-633-3649</td>
</tr>
</tbody>
</table>

Print Advertising Material Submission Website

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Elsevier Ad Portal</td>
<td><a href="http://www.ads4els.com">www.ads4els.com</a></td>
</tr>
</tbody>
</table>

Editorial Reprints

Multimedia Publishing
Print Closings

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

<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>28/1</td>
<td>January 2022</td>
<td>12/14/2021</td>
<td>12/17/2021</td>
<td>12/27/2021</td>
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<tr>
<td>28/2</td>
<td>February 2022</td>
<td>01/18/2022</td>
<td>01/21/2022</td>
<td>01/28/2022</td>
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<tr>
<td>28/3</td>
<td>March 2022</td>
<td>02/11/2022</td>
<td>02/16/2022</td>
<td>02/24/2022</td>
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<tr>
<td>28/4</td>
<td>April 2022</td>
<td>03/14/2022</td>
<td>03/17/2022</td>
<td>03/24/2022</td>
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<tr>
<td>28/5</td>
<td>May 2022</td>
<td>04/14/2022</td>
<td>04/19/2022</td>
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<tr>
<td>28/6</td>
<td>June 2022</td>
<td>05/11/2022</td>
<td>05/16/2022</td>
<td>05/23/2022</td>
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<tr>
<td>28/7</td>
<td>July 2022</td>
<td>06/10/2022</td>
<td>06/15/2022</td>
<td>06/22/2022</td>
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<tr>
<td>28/8</td>
<td>August 2022</td>
<td>07/14/2022</td>
<td>07/19/2022</td>
<td>07/26/2022</td>
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<tr>
<td>28/9</td>
<td>September 2022</td>
<td>08/12/2022</td>
<td>08/17/2022</td>
<td>08/24/2022</td>
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<tr>
<td>28/10</td>
<td>October 2022</td>
<td>09/12/2022</td>
<td>09/15/2022</td>
<td>09/22/2022</td>
</tr>
<tr>
<td>28/11</td>
<td>November 2022</td>
<td>10/14/2022</td>
<td>10/19/2022</td>
<td>10/26/2022</td>
</tr>
<tr>
<td>28/12</td>
<td>December 2022</td>
<td>11/10/2022</td>
<td>11/15/2022</td>
<td>11/22/2022</td>
</tr>
</tbody>
</table>

Display Advertising Rate Card
Effective January 2023

Journal of Cardiac Failure
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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,970</td>
<td>$1,275</td>
<td>$660</td>
</tr>
<tr>
<td>6x</td>
<td>$1,865</td>
<td>$1,185</td>
<td>$605</td>
</tr>
<tr>
<td>12x</td>
<td>$1,770</td>
<td>$1,110</td>
<td>$565</td>
</tr>
<tr>
<td>24x</td>
<td>$1,740</td>
<td>$1,065</td>
<td>$555</td>
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<tr>
<td>36x</td>
<td>$1,710</td>
<td>$1,035</td>
<td>$550</td>
</tr>
<tr>
<td>48x</td>
<td>$1,595</td>
<td>$965</td>
<td>$495</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$900</td>
<td>$1,020</td>
<td>$1,865</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

Cover Tips

- $5,500

Outserts

- $6,000

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.

AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

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

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRINTING</td>
<td>FULL PAGE</td>
<td>HALF PAGE</td>
<td>QUARTER PAGE</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------</td>
<td>-----------</td>
<td>--------------</td>
</tr>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

All production charges are net and non-commissionable
Digital Advertising

Banner Ads — Journal Website

Contact your sales representative for rates and opportunities.

Banner Ads — Table of Contents (eTOC) / Article in Press (AIP) Alerts Email

Contact your sales representative for rates and opportunities.

Additional Notes

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website and Table of Contents email) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.

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.
Run of Book Print Ads

Sizing
Trim: 8-1/4” x 11”
Keep live matter 1/4” from all trim edges.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4” x 11”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4” x 10-1/2”</td>
<td>8-1/2” x 11-1/4”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-3/4” x 11-1/4”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-1/2” x 5-3/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” X 10”</td>
<td>4-3/8” X 11-1/4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
<td></td>
</tr>
</tbody>
</table>

Binding: Perfect; Jogs to head
Printing Process: Litho Sheet
Halftone Screen: Cover: 150 line screen Text: 150 line screen

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

Variances 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 11-1/4”
Size - 4 page: 17” x 11-1/4”
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**

<table>
<thead>
<tr>
<th>Journal of Cardiac Failure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheridan Press</td>
</tr>
<tr>
<td>450 Fame Avenue</td>
</tr>
<tr>
<td>Hanover, PA 17331-1585</td>
</tr>
<tr>
<td>United States</td>
</tr>
<tr>
<td>Attn: Elsevier Team</td>
</tr>
</tbody>
</table>

**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**

Global  Le-Andrea Sylvester  le.sylvester@elsevier.com  (t) 212-633-3649

Send new print ad files and submit pickup ads to [www.ads4els.com](http://www.ads4els.com).

**Digital Specs**

**JBS (HEALTH ADVANCE JOURNAL SITES) 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).

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### JBS (HEALTH ADVANCE JOURNAL SITES) 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>

MPU banners, positions 1, 2, 3, are stacked vertically

- **Formats**: jpeg, png, gif, (static image only)
- **Tracking pixels**: No
- **Max file size**: 200 KB
- Animation and expandable banners unavailable

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### JBS (HEALTH ADVANCE JOURNAL SITES) 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
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
These terms and conditions shall apply to all orders, proposals, agreements and transactions between Elsevier and the Client or any third party or any agent ("the Client") relating to the products and/or services of Elsevier ("the Products or Services") and, along with relevant Elsevier order acknowledgment, shall form the entire agreement between the parties ("the T&Cs"). They supersede any previous supply terms and conditions. For the purposes of the T&Cs Elsevier shall mean the company which Elsevier groups, or as Elsevier or any of its successors in title may be identified in writing to the Client or any third party or any agent. Where any Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. The Client shall be responsible for all payments due up to and including the date of cancellation. No new external costs will be incurred or committed/contracted from any point of view subsequent to any such cancellation. The T&Cs shall prevail with respect to any such cancellation.

2. Offer and Acceptance Description
Each order for the Products and Services and the Client from Elsevier shall be deemed to be an offer by Elsevier to supply the Products and Services subject to the T&Cs. No order placed by the Client shall be deemed accepted unless and until Elsevier has delivered said Products or Services. The Client shall be deemed to have accepted the T&Cs. The Client acknowledge that the offer which Elsevier makes to the Client is conditional upon the Client entering into an agreement with Elsevier on the terms set out in the T&Cs. Any variance to the T&Cs introduced by the Client in its purchase order shall be null and void.

3. Execution and modification of the order
Any modifications to the agreed order or service description, budget or schedule as set out in the T&Cs shall be effective only if confirmed in writing by both parties. Any such modifications shall be in addition to the terms set out in the T&Cs and shall not be deemed to modify or amend the T&Cs or create any new terms and conditions.

4. Prices, taxes, and currencies
Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall include all values added tax, goods and services tax, or any other tax imposed by any government on the sale of such items. Payment is due when the Products and Services are delivered to the Client. The Client shall pay for all Products and Services in the currency agreed to by Elsevier and set out in the T&Cs. The Client will be responsible for all taxes, duties, and other charges that may be levied on the delivery of the Products to the Client.

5. Payment
Unless otherwise agreed in writing, Elsevier will invoice in thirty (30) days from the date of delivery. Payment must be made by the Client within thirty (30) days of the date of the invoice. Elsevier reserves the right to charge interest on overdue amounts at a rate of 12% per annum from the date the payment is due until the date of payment. If any payment is overdue, Elsevier may, without prejudice to its other rights, suspend or cancel any further supply of Products or Services to the Client. If the Client is unable to make a payment on time, Elsevier may take any action necessary to recover any outstanding invoices.

6. Distribution
The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in any other way, 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 plagiarism of the Products or Services by any third party.

7. Intellectual property
Copyright and other intellectual property rights in all Products are reserved to Elsevier. Elsevier grants the Client a nonexclusive, non-transferable license to use the Products and Services for the Client’s own internal business or marketing purposes. Elsevier shall retain all right, title, and interest in the Products and Services. The Client agrees that it will not reproduce, modify, or distribute the Products or Services for any purpose other than the purposes described in the T&Cs.

8. Liability and claims
TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, ELSEVIER IS NOT LIABLE UNDER ANY CONTRACT, TORT, STRICT LIABILITY, OR OTHER THEORY OF LIABILITY FOR ANY LOSS OR DAMAGE, INCLUDING, WITHOUT LIMITATION, ANY DIRECT, INCIDENTAL, CONSEQUENTIAL, OR INDIRECT LOSS OR DAMAGE, IN ANY FORM OR MANNER, ARISING DIRECTLY OR INDIRECTLY FROM THE USE OF THE PRODUCTS OR SERVICES PROVIDED HEREUNDER, WHETHER RESULTING FROM ANY DEFECT IN THE PRODUCTS OR SERVICES IN MATERIALS, DESIGN, OR MANUFACTURE OR FROM ANY OTHER CAUSE WHATSOEVER.

9. Force majeure
If by reason of war, strikes, dispute, lockout, riot, civil commotion, or other act or element of the Client, whether legal or illegal, or for any other reason making it impossible for the Client in good faith to perform its obligations hereunder, the Client is thereby unable to perform, and such inability to perform shall not excuse such party from the performance of any such obligation.

10. Advertising & Reprints
Client shall be responsible for ensuring approved advertising is received in a timely manner, in the language and format agreed to by Elsevier, within the deadlines set out by Elsevier (the “Closing Date”). Where copy is received later than the Closing Date, Elsevier reserves the right to exclude such copy, at its discretion. Client shall be responsible for any legal liability arising or relating to any advertisement or other content (the “Advertising”). Client represents and warrants that client has the necessary rights to permit Elsevier to use the Advertising. Elsevier reserves the right to reject any advertising or other content that is unsuitable, unethical, illegal, offensive, or disruptive.

11. Audit
Client shall allow Elsevier’s authorized representative at any reasonable time to have access to Client’s premises (or wherever the Client stores all or any part of the Products or Services) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the T&Cs. If any dispute arises, the Client shall bear all costs associated with such inspection.

12. Compliance with laws
Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or wherever the Client stores all or any part of the Products or Services) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the T&Cs. If any dispute arises, the Client shall bear all costs associated with such inspection.

13. Cancellations & Returns
If the Client cancels an order either fully or partially, the Client may be charged a cancellation fee. No returns will be accepted by Elsevier. The T&Cs shall prevail with respect to any such cancellation. The T&Cs shall prevail with respect to any such cancellation.