Overview

The Journal of Arthroplasty brings together the clinical and scientific foundations for joint replacement of the hip and knee. This peer-reviewed journal publishes original research and manuscripts of the highest quality from all areas relating to joint replacement or the treatment of its complications, including those dealing with clinical series and experience, prosthetic design, biomechanics, biomaterials, metallurgy, biologic response to arthroplasty materials in vivo and in vitro.

Display Advertising

Michael Perlowitz United States
212-904-0374
mperlowitz@pminy.com

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

Virginia Van Homrigh APAC
61 448 808159
v.vanhomrigh@elsevier.com

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

Recruitment Advertising

Philip Prigal Global
347-556-0473
p.prigal@elsevier.com

Global Print Circulation
4,353

Avg. Global Monthly Visits
22,687

Avg. Global Monthly Unique Visitors
16,689

Avg. Global Monthly Page Views
47,830

Avg. Global eTOC Distribution
9,679

Affiliation
American Association of Hip and Knee Surgeons (AAHKS)

Audience
Orthopaedic surgeons with interest in hip and knee.
### 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>38/1</td>
<td>January 2023</td>
<td>11/11/2022</td>
<td>11/16/2022</td>
<td>11/23/2022</td>
</tr>
<tr>
<td>38/2</td>
<td>February 2023</td>
<td>12/14/2022</td>
<td>12/19/2022</td>
<td>12/28/2022</td>
</tr>
<tr>
<td>38/3</td>
<td>March 2023</td>
<td>01/23/2023</td>
<td>01/26/2023</td>
<td>02/02/2023</td>
</tr>
<tr>
<td>38/4</td>
<td>April 2023</td>
<td>02/17/2023</td>
<td>02/23/2023</td>
<td>03/02/2023</td>
</tr>
<tr>
<td>38/5</td>
<td>May 2023</td>
<td>04/03/2023</td>
<td>04/06/2023</td>
<td>04/13/2023</td>
</tr>
<tr>
<td>38/6</td>
<td>June 2023</td>
<td>04/25/2023</td>
<td>04/28/2023</td>
<td>05/05/2023</td>
</tr>
<tr>
<td>38/7</td>
<td>July 2023</td>
<td>05/15/2023</td>
<td>05/18/2023</td>
<td>05/25/2023</td>
</tr>
<tr>
<td>38/8</td>
<td>August 2023</td>
<td>06/23/2023</td>
<td>06/28/2023</td>
<td>07/07/2023</td>
</tr>
<tr>
<td>38/9</td>
<td>September 2023</td>
<td>07/14/2023</td>
<td>07/27/2023</td>
<td>08/03/2023</td>
</tr>
<tr>
<td>38/10</td>
<td>October 2023</td>
<td>08/25/2023</td>
<td>08/30/2023</td>
<td>09/07/2023</td>
</tr>
<tr>
<td>38/11</td>
<td>November 2023</td>
<td>09/19/2023</td>
<td>09/22/2023</td>
<td>09/29/2023</td>
</tr>
<tr>
<td>38/12</td>
<td>December 2023</td>
<td>10/20/2023</td>
<td>10/25/2023</td>
<td>11/01/2023</td>
</tr>
<tr>
<td>39/1</td>
<td>January 2024</td>
<td>11/10/2023</td>
<td>11/15/2023</td>
<td>11/22/2023</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>$2,470</td>
<td>$1,565</td>
<td>$1,130</td>
</tr>
<tr>
<td>4x</td>
<td>$2,435</td>
<td>$1,535</td>
<td>$1,080</td>
</tr>
<tr>
<td>8x</td>
<td>$2,345</td>
<td>$1,445</td>
<td>$1,015</td>
</tr>
<tr>
<td>12x</td>
<td>$2,230</td>
<td>$1,375</td>
<td>$945</td>
</tr>
<tr>
<td>16x</td>
<td>$2,175</td>
<td>$1,290</td>
<td>$875</td>
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<tr>
<td>24x</td>
<td>$2,075</td>
<td>$1,220</td>
<td>$780</td>
</tr>
<tr>
<td>30x</td>
<td>$2,025</td>
<td>$1,130</td>
<td>$705</td>
</tr>
<tr>
<td>36x</td>
<td>$1,955</td>
<td>$1,055</td>
<td>$635</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$880</td>
<td>$1,030</td>
<td>$1,785</td>
</tr>
</tbody>
</table>

### Premium Positions
- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

### Earned Rates
Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

### Inserts
Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-page insert (one leaf):** Two-times earned frequency rate.
- **Four-page or larger insert:** Black & White earned frequency rate.
Composition
All production charges are net and non-commissionable

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

Acceptance of Advertising
The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>38/1</td>
<td>January 2023</td>
<td>11/07/2022</td>
</tr>
<tr>
<td>38/2</td>
<td>February 2023</td>
<td>12/08/2022</td>
</tr>
<tr>
<td>38/3</td>
<td>March 2023</td>
<td>01/17/2023</td>
</tr>
<tr>
<td>38/4</td>
<td>April 2023</td>
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<tr>
<td>39/1</td>
<td>January 2024</td>
<td>11/06/2023</td>
</tr>
</tbody>
</table>

Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,445</td>
<td>$1,725</td>
<td>$1,385</td>
</tr>
<tr>
<td>4x</td>
<td>$2,420</td>
<td>$1,710</td>
<td>$1,345</td>
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<tr>
<td>8x</td>
<td>$2,320</td>
<td>$1,635</td>
<td>$1,285</td>
</tr>
<tr>
<td>12x</td>
<td>$2,250</td>
<td>$1,575</td>
<td>$1,240</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$850</td>
<td>$990</td>
<td>$1,715</td>
<td>$690</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 11"
1/4" from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Sheet
Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; X 10&quot;</td>
<td>4-3/8&quot; X 11-1/4&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 (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 11-1/4"
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

Journal of Arthroplasty

Sheridan Press

450 Fame Avenue

Hanover, PA 17331-1585

United States

Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
Digital Specs

### Website

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

### FORMATS

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

### TRACKING PIXELS

- Yes

### MAX FILE SIZE

- 200 KB

### MAX ANIMATION (TIME/LOOPS)

- 15 seconds/3 loops

### PRESTITIAL FREQUENCY

- 1 impression/6hrs/user

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

†Excluding personally identifiable information (PII).

### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### FORMATS

- jpeg, png, gif (static image only)

### AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
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<tbody>
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<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)

### MAX FILE SIZE

- 200 KB

### CONTACT

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 contracts 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 for the products and/or services to which they relate.

The Client acknowledges that the order acknowledgement sent by Elsevier constitutes the entire agreement between Elsevier and the Client, and that no variation to the order acknowledgement may be agreed to in writing or electronically without the written consent of Elsevier. Unless otherwise expressly agreed in writing by Elsevier in writing, the Client represents and acknowledges that it is purchasing Products from Elsevier for its own name and account and not on behalf of any other person or entity and that it represents and warrants that it is purchasing the Products and Services from Elsevier for the Client's sole and exclusive use and not for resale or other commercial purpose.

2. Offer and acceptance

The offer for sale of the Products and Services by the Client from Elsevier shall be deemed to be an offer to the Client to purchase the Products and Services subject to the terms and conditions of delivery and payment set forth in the order acknowledged, but such offer shall not be effective unless expressly accepted in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation.

3. Payment

If payment is not made in full within thirty (30) days of the invoice date, invoices will be subject to interest at a rate of 12% per annum until paid. Any payments received by Elsevier will first be applied to the Client’s outstanding balance, with interest charges, if any, applied next. All sums due to Elsevier shall be paid in the currency of the applicable Elsevier invoice, payable at the rate prevailing at the time of invoice.

4. Intellectual property

Copyright and other property rights in all Elsevier proposals, publications and other Products shall remain with Elsevier unless agreed otherwise in writing. The Client is permitted to use such Products and Services only for the purpose set forth in the order acknowledged, but such use shall not be effective unless expressly agreed in writing by Elsevier. If the Client fails to make such payments in a timely manner, Elsevier may, at its discretion, suspend or terminate the contract and/or seek recovery of all unpaid sums.

5. Force majeure

The Client acknowledges that if it is unable to perform in whole or in part its obligations set forth in this TC, such party shall be relieved of those obligations to the extent it is relieved of its obligations by such event of force majeure. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with its obligations set forth in this TC and to avoid the effects of such event to the extent possible.

6. Auditing

The Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or any other premises as specified by Elsevier) and to Client's records and data for the purpose of inspecting Client's compliance with the TC. The Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or any other premises as specified by Elsevier) and to Client's records and data for the purpose of inspecting Client's compliance with the TC. If any audit reveals any underpayment or overpayment, the Client shall pay Elsevier the amount actually remitted to Elsevier, net of all taxes, equals the amount invoiced or otherwise due. The Client will provide reasonable assistance in connection with the audit process.

7. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and/or Services shall remain with Elsevier unless agreed otherwise in writing. The Client is permitted to use such Products and Services only for the purpose set forth in the order acknowledged, but such use shall not be effective unless expressly agreed in writing by Elsevier. If the Client fails to make such payments in a timely manner, Elsevier may, at its discretion, suspend or terminate the contract and/or seek recovery of all unpaid sums.

8. Liability and claims

Neither party shall be liable for any loss or damages, direct, indirect, incidental, special, punitive or consequential, that is suffered or incurred as a result of a party's performance of its obligations under the TC, except that neither party shall be liable for any unlawful or illegal act committed by either party or its agents in connection with the performance of the TC.

9. Dispute resolution

Any dispute arising out of or in connection with this TC shall be subject to the jurisdiction of the courts of the state of Florida, USA. The Client and Elsevier agree in good faith to attempt to resolve any dispute or claim by mediation. If mediation is not successful, any legal action or arbitration proceedings shall be brought in a court of competent jurisdiction in the State of Florida, USA.

10. Advertising & Reprints

To the extent that any advertising and/or reprints are sold by Elsevier, the Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or any other premises as specified by Elsevier) and to Client's records and data for the purpose of inspecting Client's compliance with the TC. The Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or any other premises as specified by Elsevier) and to Client's records and data for the purpose of inspecting Client's compliance with the TC.