Overview

_Urologic Oncology: Seminars and Original Investigations_ combines original peer-reviewed research articles with reviews by invited experts on a single topic in each issue. The journal publishes practical, timely, and relevant clinical and basic science research articles which address any aspect of urologic oncology.
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>$2,135</td>
<td>$1,275</td>
<td>$770</td>
</tr>
<tr>
<td>3x</td>
<td>$1,905</td>
<td>$1,120</td>
<td>$730</td>
</tr>
<tr>
<td>6x</td>
<td>$1,760</td>
<td>$1,010</td>
<td>$700</td>
</tr>
<tr>
<td>12x</td>
<td>$1,700</td>
<td>$935</td>
<td>$675</td>
</tr>
<tr>
<td>18x</td>
<td>$1,645</td>
<td>$915</td>
<td>$635</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,705</td>
<td>$770</td>
<td>$810</td>
</tr>
</tbody>
</table>

Cover Tips: $5,900
Outserts: $7,150

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>41/1</td>
<td>January 2023</td>
<td>11/07/2022</td>
</tr>
<tr>
<td>41/2</td>
<td>February 2023</td>
<td>01/12/2023</td>
</tr>
<tr>
<td>41/3</td>
<td>March 2023</td>
<td>02/08/2023</td>
</tr>
<tr>
<td>41/4</td>
<td>April 2023</td>
<td>03/17/2023</td>
</tr>
<tr>
<td>41/5</td>
<td>May 2023</td>
<td>04/25/2023</td>
</tr>
<tr>
<td>41/6</td>
<td>June 2023</td>
<td>05/08/2023</td>
</tr>
<tr>
<td>41/7</td>
<td>July 2023</td>
<td>06/02/2023</td>
</tr>
<tr>
<td>41/8</td>
<td>August 2023</td>
<td>07/07/2023</td>
</tr>
<tr>
<td>41/9</td>
<td>September 2023</td>
<td>08/04/2023</td>
</tr>
<tr>
<td>41/10</td>
<td>October 2023</td>
<td>09/11/2023</td>
</tr>
<tr>
<td>41/11</td>
<td>November 2023</td>
<td>10/09/2023</td>
</tr>
<tr>
<td>41/12</td>
<td>December 2023</td>
<td>10/24/2023</td>
</tr>
<tr>
<td>42/1</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>$2,320</td>
<td>$1,545</td>
<td>$1,095</td>
</tr>
<tr>
<td>3x</td>
<td>$2,110</td>
<td>$1,390</td>
<td>$1,080</td>
</tr>
<tr>
<td>6x</td>
<td>$1,980</td>
<td>$1,290</td>
<td>$1,040</td>
</tr>
<tr>
<td>12x</td>
<td>$1,910</td>
<td>$1,240</td>
<td>$1,020</td>
</tr>
<tr>
<td>18x</td>
<td>$1,850</td>
<td>$1,230</td>
<td>$985</td>
</tr>
</tbody>
</table>

CLASSIFIEDS (BACK-OF-BOOK): COLOR

<table>
<thead>
<tr>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$690</td>
<td>$1,770</td>
<td>$780</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$820</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.
## 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

**Urologic Oncology: Seminars and Original Investigations**

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.

## Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
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).
Contact your sales representative for all digital advertising rates and opportunities.
12. Compliance with laws

1. Applicability

Courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the express written consent of Elsevier. Any assignment by the Client of the TC or any part of it to any person, firm or company. If any provision of the TC is found by any court, tribunal or arbitrator to be unenforceable or void, such provision shall be deemed to be invalid but shall not affect the enforceability or validity of the remaining provisions of the TC and the remainder of the TC shall be enforced as if such invalid provision had never been included.

14. General

7. Intellectual property

In any other form or manner, without the specific prior written permission of Elsevier.

1. Liability and claims

False advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any applicable patent, trademark, trade secret, music, image, or other proprietary right or property right, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any applicable patent, trademark, trade secret, music, image, or other proprietary right or property right, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any applicable patent, trademark, trade secret, music, image, or other proprietary right or property right.

3. Price, terms and conditions

Although Elsevier will endeavor to do so, Elsevier may not be able to arrange for such copy to be published on the agreed media. The campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in its place.

In such event, Elsevier may either (i) delete the Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or protection of the Advertising Content.

3. Intellectual property

Copyright and all other intellectual property rights to Elsevier's proposals, publications and other Products or Services and shall remain with Elsevier unless otherwise agreed in writing. The rights granted by Elsevier are restricted to solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. Elsevier's non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights to the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

8. Liability and claims

TC or any implied warranty, condition or other term, any representation or any duty of any kind on imposed on Elsevier by operation of law (e.g., loss of anticipated profits or expected future business); (h) to damage to reputation or goodwill; (i) any damages, costs or expenses payable to Elsevier by any third party; (j) loss of any order or contract or (k) any loss that was not foreseeable by the Client and Elsevier and that otherwise could have been avoided by the Client. This limit applies to all liability to Elsevier for all losses caused by the Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (n) cash or cleared funds (o) a full set of cleared funds or (p) a full set of cleared funds. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 5.

6. Distribution

The Client shall not engage in piracy, reproduction, or plagiarism 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 plagiarism of the Products by any third party.

The Client 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 resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 15.

1. Offer and acceptance/ Description

The terms and conditions of sale or supply are contained in the acknowledgement of order (the "Acknowledgement") which is issued by Elsevier or (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All Client orders are accepted subject to availability of the ordered Products. Under no circumstances expressly agreed by Elsevier to write in, this Client represents and warrants that it is purchasing Services from Elsevier for its own account and use and not on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products or Services 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 individual subscriber for personal subscription.

The Client acknowledges that representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products or Services from Elsevier, including all actual recipients that have not previously been properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with descriptions and the Products and Services agreed by both parties in the relevant order, including such things as format, printing, process design, size, style and number of address lines, weights and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier or 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 a reason for rejecting, returning or cancelling, as the case may be, the remaining undelivered products.

2. Advertisements & Reprints

If by reason of any dispute, strike, strike, riot, robbery or other labor-related matters, Elsevier cannot supply the desired number of copies, Elsevier will have the right to cancel the order in whole or in part. Such cancellation will become effective on the date of receipt by Elsevier of the notice of cancellation. Cancellation of a previously ordered or delivered product will not relieve the Client of its obligation to pay any amount due for the Product or Service.

2. Advertisements & Reprints

If by reason of any dispute, strike, strike, riot, robbery or other labor-related matters, Elsevier cannot supply the desired number of copies, Elsevier will have the right to cancel the order in whole or in part. Such cancellation will become effective on the date of receipt by Elsevier of the notice of cancellation. Cancellation of a previously ordered or delivered product will not relieve the Client of its obligation to pay any amount due for the Product or Service.