The Lancet Oncology

Overview

*The Lancet Oncology,* published monthly, provides oncology-related specialists something truly rare and valuable—definitive coverage of all aspects of oncology from around the world—in a single, highly readable source.

The aim of *The Lancet Oncology* is to publish interesting and informative research on any topic connected with oncology. The journal’s great reputation and high profile allowed it to extend into the field of primary research from May 2005.

For our advertisers, this high profile journal provides an excellent platform from which to advertise your products and services relevant to the oncology professional. We are confident that *The Lancet Oncology* is the first place oncology related specialists look when investigating well-respected opinion, news and reviews, or the latest in important clinical trials.

Display Advertising

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

Kate Lach  **Europe**  
48 500 259 970  
k.lach.1@elsevier.com

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

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

Recruitment Advertising

Jaesam Hong  **Global**  
212-633-3713  
j.hong@elsevier.com

Global Print Circulation

14,760

Audience

Clinicians and researchers, worldwide, in all areas of oncology.
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>24/1</td>
<td>January 2023</td>
<td>11/23/2022</td>
<td>11/30/2022</td>
<td>12/09/2022</td>
</tr>
<tr>
<td>24/2</td>
<td>February 2023</td>
<td>12/29/2022</td>
<td>01/04/2023</td>
<td>01/13/2023</td>
</tr>
<tr>
<td>24/3</td>
<td>March 2023</td>
<td>01/27/2023</td>
<td>02/01/2023</td>
<td>02/10/2023</td>
</tr>
<tr>
<td>24/4</td>
<td>April 2023</td>
<td>02/24/2023</td>
<td>03/01/2023</td>
<td>03/10/2023</td>
</tr>
<tr>
<td>24/5</td>
<td>May 2023</td>
<td>03/31/2023</td>
<td>04/05/2023</td>
<td>04/14/2023</td>
</tr>
<tr>
<td>24/6</td>
<td>June 2023</td>
<td>04/28/2023</td>
<td>05/03/2023</td>
<td>05/12/2023</td>
</tr>
<tr>
<td>24/7</td>
<td>July 2023</td>
<td>06/02/2023</td>
<td>06/07/2023</td>
<td>06/16/2023</td>
</tr>
<tr>
<td>24/8</td>
<td>August 2023</td>
<td>06/28/2023</td>
<td>07/05/2023</td>
<td>07/14/2023</td>
</tr>
<tr>
<td>24/9</td>
<td>September 2023</td>
<td>07/28/2023</td>
<td>08/02/2023</td>
<td>08/11/2023</td>
</tr>
<tr>
<td>24/10</td>
<td>October 2023</td>
<td>08/31/2023</td>
<td>09/06/2023</td>
<td>09/15/2023</td>
</tr>
<tr>
<td>24/11</td>
<td>November 2023</td>
<td>09/29/2023</td>
<td>10/04/2023</td>
<td>10/13/2023</td>
</tr>
<tr>
<td>24/12</td>
<td>December 2023</td>
<td>10/27/2023</td>
<td>11/01/2023</td>
<td>11/10/2023</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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,400</td>
<td>$2,770</td>
</tr>
<tr>
<td>3x</td>
<td>$5,350</td>
<td>$2,720</td>
</tr>
<tr>
<td>6x</td>
<td>$5,280</td>
<td>$2,655</td>
</tr>
<tr>
<td>12x</td>
<td>$5,200</td>
<td>$2,505</td>
</tr>
<tr>
<td>24x</td>
<td>$5,110</td>
<td>$2,185</td>
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<tr>
<td>48x</td>
<td>$5,000</td>
<td>$2,165</td>
</tr>
<tr>
<td>96x</td>
<td>$4,910</td>
<td>$2,155</td>
</tr>
</tbody>
</table>

4 COLOR

<table>
<thead>
<tr>
<th>Cover Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,400</td>
</tr>
</tbody>
</table>

Outserts

Contact your sales representative for rates and opportunities.

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>
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>
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<tbody>
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Classified / back of book print advertising

Rates

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<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,700</td>
<td>$2,078</td>
</tr>
<tr>
<td>3x</td>
<td>$2,675</td>
<td>$2,040</td>
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<tr>
<td>6x</td>
<td>$2,640</td>
<td>$1,991</td>
</tr>
<tr>
<td>12x</td>
<td>$2,600</td>
<td>$1,879</td>
</tr>
<tr>
<td>24x</td>
<td>$2,555</td>
<td>$1,639</td>
</tr>
<tr>
<td>48x</td>
<td>$2,500</td>
<td>$1,624</td>
</tr>
<tr>
<td>96x</td>
<td>$2,455</td>
<td>$1,616</td>
</tr>
</tbody>
</table>

4 COLOR
$700

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: 210mm x 276mm (Global), 8.25" x 10.875" (US)
Keep live matter 1/4” from all trim edges.
Binding: Perfect;
Printing Process:
Halftone Screen: Cover: Text:

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Global)</td>
<td>186mm x 260mm</td>
<td>220mm x 292mm</td>
</tr>
<tr>
<td>Spread (Global)</td>
<td>400mm x 260mm</td>
<td>430mm x 292mm</td>
</tr>
<tr>
<td>Full Page (US)</td>
<td>7.75&quot; x 10.375&quot;</td>
<td>8.5&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Spread (US)</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal (US)</td>
<td>7&quot; x 5&quot;</td>
<td>8.5&quot; x 5.6875&quot;</td>
</tr>
<tr>
<td>1/2 Vertical (US)</td>
<td>3.5&quot; X 10&quot;</td>
<td>4.375&quot; X 11.125&quot;</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 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.
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:
Size - 4 page:
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

The Lancet Oncology
Contact Production

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
Digital Specs

**Lancet Websites**

<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).

**LANCET (ALL TITLES) 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>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

**LANCET (ALL TITLES) AIP Email**

<table>
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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

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

Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). These terms and conditions shall be governed and construed in accordance with the laws of the State of New York. Where general terms and conditions of business are proposed by the Client, any variation to the TC and any representations about the Products and/or Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraud or fraudulent misrepresentation. Where Products are sold to the Client that contain third party software or services such a sale may be subject to additional licence terms.

2. Offer and acceptance/Description
Each order for the Products and/or Services to be supplied by Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (if earlier) Elsevier delivers the Products or invoices the Client to commence performance of the Services for the Client. All products and services are subject to availability of the ordered items. Unless otherwise expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraud or fraudulent misrepresentation. Where Products are sold to the Client that contain third party software or services such a sale may be subject to additional licence terms.

3. Execution and modification of the order
These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). These terms and conditions shall be governed and construed in accordance with the laws of the State of New York. Where general terms and conditions of business are proposed by the Client, any variation to the TC and any representations about the Products and/or Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraud or fraudulent misrepresentation. Where Products are sold to the Client that contain third party software or services such a sale may be subject to additional licence terms.

4. Price, taxes and currency
Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be set out in Elsevier's current price list (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, import duties or other losses imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as applicable. Where applicable, Client shall provide to Elsevier Client's VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the payment of the invoice or any other payment to Elsevier, the Client shall increase the invoice or other payment by the amount of such tax. The Client shall pay Elsevier the amount actually netted to Elsevier in respect of such withholding tax within a reasonable time after Elsevier's demand therefor.

5. Payment
Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply or to suspend delivery of all or any of the Products or Services in the event that Client is in arrears with any of its payments. All payments are payable to Elsevier and shall be made by the Client to Elsevier in either sterling or United States dollars, at Elsevier's discretion. Payment is due on demand. Where the Client has exceeded its current credit limit, all invoices shall be paid in full and no further Products shall be supplied pending receipt of payment by Elsevier. If no payment is made within thirty (30) days of the invoice date, the Client shall pay interest on the overdue amount at the rate of 2% above the Bank of England's base rate, or if higher, then the rate prevailing at the time of delivery of the Products or provision of the Services, until date of payment. The Client will pay interest on a daily basis. Unless otherwise agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraud or fraudulent misrepresentation. Where Products are sold to the Client that contain third party software or services such a sale may be subject to additional licence terms.

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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 sale of the Products, exercising full control and solely keeping all of its own losses from any uncollected amounts. Delays or failures in obtaining such payments will not affect Elsevier's obligation to make payments to Elsevier under the TC.

7. Intellectual property
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8. Liability and claims
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9. Force majeure
The force majeure event shall be determined in accordance with the laws of the county in which delivery is to be made. If the event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

10. Advertising & Reprints
These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). These terms and conditions shall be governed and construed in accordance with the laws of the State of New York. Where general terms and conditions of business are proposed by the Client, any variation to the TC and any representations about the Products and/or Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraud or fraudulent misrepresentation. Where Products are sold to the Client that contain third party software or services such a sale may be subject to additional licence terms.

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