The Lancet HIV

Overview

The Lancet HIV will build on The Lancet’s rich history of publishing HIV/AIDS research to provide a reliable foundation for advocacy and for programmatic and political change. The journal will publish the best translational, epidemiological, clinical, and implementation research. Most importantly, the journal will aim to unify these disciplines across a single vision for the health of those living with HIV. The Lancet HIV has been founded on two clear principles. First, the task of defuncting HIV has not been accomplished and the journal will work in partnership with others to accelerate our response immediately. Second, The Lancet HIV is a new journal intending to reposition HIV/AIDS for a new era of sustainable development. We invite you to join us in this two-fold mission.

Display Advertising

Joan Coffey United States
551-480-4018
j.coffey@elsevier.com

Robert Bayliss Europe
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r.bayliss@elsevier.com

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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
5,000

Avg. Global eTOC Distribution
60,730
**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>
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<tbody>
<tr>
<td>10/1</td>
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<td>11/22/2022</td>
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<td>April 2023</td>
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<td>03/01/2023</td>
<td>03/10/2023</td>
</tr>
<tr>
<td>10/5</td>
<td>May 2023</td>
<td>03/31/2023</td>
<td>04/05/2023</td>
<td>04/14/2023</td>
</tr>
<tr>
<td>10/6</td>
<td>June 2023</td>
<td>04/28/2023</td>
<td>05/03/2023</td>
<td>05/12/2023</td>
</tr>
<tr>
<td>10/7</td>
<td>July 2023</td>
<td>06/02/2023</td>
<td>06/07/2023</td>
<td>06/16/2023</td>
</tr>
<tr>
<td>10/8</td>
<td>August 2023</td>
<td>06/28/2023</td>
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<td>07/14/2023</td>
</tr>
<tr>
<td>10/9</td>
<td>September 2023</td>
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<td>08/02/2023</td>
<td>08/11/2023</td>
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<tr>
<td>10/10</td>
<td>October 2023</td>
<td>08/31/2023</td>
<td>09/06/2023</td>
<td>09/15/2023</td>
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<td>November 2023</td>
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<tr>
<td>10/12</td>
<td>December 2023</td>
<td>10/27/2023</td>
<td>11/01/2023</td>
<td>11/10/2023</td>
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</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>
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<tbody>
<tr>
<td>1x</td>
<td>$3,380</td>
<td>$1,690</td>
</tr>
<tr>
<td>3x</td>
<td>$3,280</td>
<td>$1,635</td>
</tr>
<tr>
<td>6x</td>
<td>$3,185</td>
<td>$1,595</td>
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<tr>
<td>12x</td>
<td>$3,090</td>
<td>$1,550</td>
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<tr>
<td>24x</td>
<td>$2,985</td>
<td>$1,490</td>
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<tr>
<td>48x</td>
<td>$2,820</td>
<td>$1,410</td>
</tr>
<tr>
<td>96x</td>
<td>$2,770</td>
<td>$1,360</td>
</tr>
</tbody>
</table>

4 COLOR $2,500

Cover Tips
Contact your sales representative for rates and opportunities.

Outserts
Contact your sales representative for rates and opportunities.

Premium Positions
Cover 4: 50% B/W Page rate
Cover 2: 35% B/W Page rate
Opposite TOC: 25% 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>
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</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
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</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>
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Classified / back of book print advertising

Rates

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<th>1/2 PAGE (BLACK &amp; WHITE)</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$1,690</td>
<td>$1,268</td>
</tr>
<tr>
<td>3x</td>
<td>$1,640</td>
<td>$1,226</td>
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<tr>
<td>6x</td>
<td>$1,593</td>
<td>$1,196</td>
</tr>
<tr>
<td>12x</td>
<td>$1,545</td>
<td>$1,163</td>
</tr>
<tr>
<td>24x</td>
<td>$1,493</td>
<td>$1,118</td>
</tr>
<tr>
<td>48x</td>
<td>$1,410</td>
<td>$1,058</td>
</tr>
<tr>
<td>96x</td>
<td>$1,385</td>
<td>$1,020</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)
1/4" from all trim edges.

Binding: Perfect;

Printing Process:

Halftone Screen: Cover: Text:

AD SIZE | NON-BLEED | BLEED
--- | --- | ---
Full Page (Global) | 186mm x 260mm | 220mm x 292mm
Spread (Global) | 400mm x 260mm | 430mm x 292mm
Full Page (US) | 7.75" x 10.375" | 8.5" x 11.125"
Spread (US) | 15" x 10" | 16-3/4" x 11.125"
1/2 Horizontal (US) | 7" x 5" | 8.5" x 5.6875"
1/2 Vertical (US) | 3.5" x 10" | 4.375" x 11.125"
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.
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 orderNote: 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 HIV
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>
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<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>
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</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>
<th>AD</th>
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</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>
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### LANCET (ALL TITLES) AIP Email

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

**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.
2. Offer and acceptance/ Description Each order for the Products from 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 order or invoice to the Client or commences performance of the Services for the Client. All orders are subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier, Elsevier reserves the right to substitute Purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If an agent is an agent, and 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 it is agent in order to personal subscriptions in a representative capacity, for the account and use of no more than one identified individual subscriber for personal use. Client acknowledges that violation of this representation and warranty will cause impermissible 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 and 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 of the Products and Services agreed by both parties in the relevant order, including such things as format, printing processes, design, size and kind of address file, 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 considered a reason for rejecting the Products or Services, as the case may be, on the ground of their being defective.

4. Prices, taxes and currencies Unless otherwise agreed by Elsevier in writing, the proprietary 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, insurance, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, import duties or other taxes 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, Elsevier shall provide to 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 price payable by the Client to Elsevier under the TC, the Client shall notify Elsevier of the amount of tax withheld and pay Elsevier the amount of tax withheld (including any related interest and penalties) within the time period specified for the particular tax in the relevant tax ruling or law. The Client shall be entitled to demand receipt of the receipt of payment of these taxes at the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier issuing office. The Client will be solely responsible for its own cost for completing any foreign-exchange-related procedures in the said territory that are necessary to make such payment.

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 any credit limits for any Client account and shall be entitled to refuse to supply any 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 (net of cleared funds) all sums due to it in respect of the Products and all other sums which are or become due from Elsevier to the Client on account of any purchase or order. The Client may not resell, assign, transfer or delegate the right to receive any Products or Services or the right to receive any monies due to Elsevier without Elsevier’s written consent. The Client shall be charged interest on any unpaid amount at the rate of 2% a month, or such lower rate as is permitted by law, commencing from the due date of payment and continuing until the full amount is paid. The Client shall pay any reasonable costs and expenses (including legal costs and disbursements) incurred by Elsevier in recovering any sums outstanding under the TC from the Client.

6. Distribution The Client shall not engage in piracy, reproduction, or plagiaurism 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 control and strictly adhering to all of its losses from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under these.

8. Liability and claims To THE MAXIMUM EXTENT PERMITTED BY LAW, IN NO EVENT WILL ELSEVIER, ITS DIRECTORS, OFFICERS, EMPLOYEES OR OTHERS FOR WHOM ELSEVIER IS LEGALLY RESPONSIBLE, BE LIABLE TO THE CLIENT OR ANY OTHER PERSON FOR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES OR OTHER EXPENSES OF ANY KIND, INCLUDING, BUT NOT LIMITED TO, LOST PROFITS OR LOST FUTURE BUSINESS OPPORTUNITIES; DAMAGE TO GOODWILL OR PERSONAL INJURY; DAMAGE TO DATA; OR ANY OTHER DAMAGES RESULTING FROM THE USE OR INABILITY TO USE THE PRODUCTS OR SERVICES, EVEN IF ELSEVIER IS ADVISED OF THE POSSIBILITY THEREOF. THE MAXIMUM AGGREGATE LIABILITY OF ELSEVIER FOR ANY CLAIMS UNDER OR IN CONNECTION WITH THESE TERMS AND CONDITIONS WILL BE THE AMOUNT PAID BY THE CLIENT TO ELSEVIER FOR THE PARTICULAR ORDER OR SERVICE GIVING RISE TO SUCH CLAIM.

9. Intellectual property Copyright and other intellectual property rights in the Products, Elsevier proposals, publications or Other Services or Services shall remain with Elsevier unless otherwise agreed in writing. The rights granted by Elsevier to the Client are restricted strictly to those Products or Services ordered by the Client. Elsevier may at any time and from time to time make such amendments to the Products, Elsevier proposals, publications or Other Services or Services as Elsevier may believe necessary or desirable. The Client shall use the Products, Elsevier proposal, publications or Other Services or Services for its own internal or commercial purposes and shall not exploit the Products, Elsevier proposal, publications or Other Services or Services for any other purpose.

11. Audit Each party shall have the right to inspect the other party’s books and records in connection with the Products and Services and for the purpose of the Client agreeing to settle the accounts due. The other party shall allow the other party to make such inspection at reasonable times and shall provide the other party with all information and assistance reasonably required in connection with such an inspection. Any such inspection may be made by a person or entity designated in writing by the party exercising such right of inspection and such person or entity shall be bound by any confidentiality or non-disclosure agreement with the other party (other than this TC).

Circulation updated on November 9, 2023. Circulation maintained at 5,000 from controlled subscriber sides for the exclusive distribution of personal information. Additional information can be obtained by visiting contact Elsevier’s Rate Card.

Elsevier TMC Rate Card – Effective January 2023

E800868

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