

# Reproductive Biomedicine Online

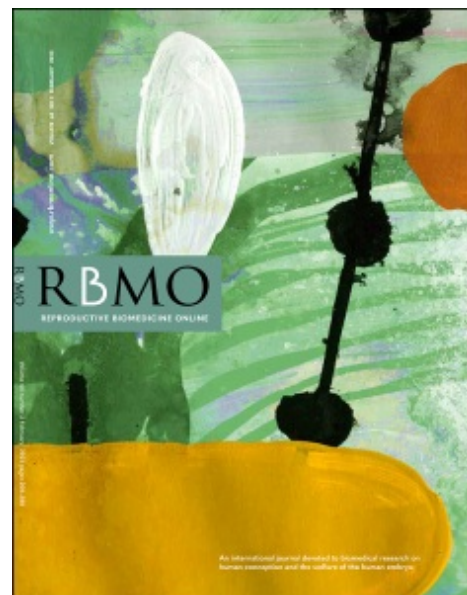
## Overview

This journal covers the formation, growth and differentiation of the human embryo. It is intended to bring to public attention new research on biological and clinical research on human reproduction and the human embryo including relevant studies on animals. It is published by a group of scientists and clinicians working in these fields of study, and independently of any publishing house. Its audience comprises researchers, clinicians, practitioners, academics and patients.

Web and paper versions of this journal bring up-to-date news on the clinical and scientific aspects of this topic, in two volumes per annum with a minimum of three issues per volume. New information, in the form of research papers and comment are presented in English, rapidly and responsibly, together with publishing-associated activities including articles, reviews, abstracts, editorials, commentaries, letters, opinions, case reports, patient information, conference reports, items relevant to counselling, interviews, ethics and law for patients, and other items. The journal is hyperlinked with websites of two charities covering pregnancy and miscarriage, and IVF and infertility.

Every attempt is made to publish rapidly and responsibly. Abstracts are posted on web soon after receipt, with a strong disclaimer stating that this material has not yet been peer-reviewed. Refereeing time is kept to a minimum, and full texts are presented on web immediately the refereeing and adjudicating process is ended. Fully proofed papers are subsequently published in web and paper versions. Submitted items including editorials, comment, news from wider sources, short communications, matters of legal, ethical and counselling importance will be placed on web as soon as possible after their arrival in the office and at the Editor's discretion. The Editor reserves the right to publish certain papers on web that have been criticised by the referees.

The internet version of papers enables data about reproductive health to be made rapidly available to men and women worldwide. Conference proceedings and reports, as well as book chapters discussing matters relevant to the journal's activities will be published. The journal headquarters are located in Cambridge. Articles can be sent to editors in the UK, Europe, India and the USA. Copyright is held by Reproductive Healthcare Ltd

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Global Print Circulation  
Online Only

Avg. Global Monthly Visits  
15,110

Avg. Global Monthly Unique Visitors  
11,235

Avg. Global Monthly Page Views  
28,715

Avg. Global eTOC Distribution  
14,018

### Affiliation

AAB College of Reproductive Biology (AAB-CRB) / Alpha (Scientists in Reproductive Medicine) / American College of Embryology (ACE) / The Global Chinese Association for Reproductive Medicine (GCARM) / International Society for Fallopian Tubes and Reproductive Surgery (ISFT-RS) / International Society for In Vitro Fertilization (ISIVF) / Mediterranean Society for Reproductive Medicine (MSRM) / Preimplantation Genetic Diagnosis International Society (PGDIS) / Turkish Society of Reproductive Medicine (TSRM)

### Audience

obstetricians, gynecologists, reproductive endocrinologists, urologists, basic scientists and others who treat and investigate problems of infertility and human reproductive disorders. The journal encourages and supports meaningful basic and clinical research, and facilitates and promotes excellence in professional education, in the field of reproductive medicine Impact Factor in 2010: 2.285

### Editor-in-Chief

Senior Editor: Jacques Cohen

### Issuance

12 times per year

## Digital Specs

### Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

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

### AIP Email

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

FORMATS	jpeg, png, gif, (static image only)
TRACKING PIXELS	No
MAX FILE SIZE	200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.

## Rates

PLACEMENT	RATE	COMMENTS
Banner (CPM)	Available upon request	
eTOC Leaderboard	Available upon request	
eTOC Large Rectangle	Available upon request	
eTOC AIP	Available upon request	
Prestitial	Available upon request	

Digital rates vary by country, please contact the relevant contact person for rates outside of the US.

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**10. Advertising & Reprints** Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, although Elsevier will endeavour to do so Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any client advertisement or other content (the "Advertising Content"). Client represents and warrants that (i) Client holds the necessary rights to permit the use of the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution, or transmission of the Advertising Content will not violate any civil or criminal laws, rules or regulations or industry codes or any rights of any third parties including, but not limited to, infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and generally prevailing custom and practice. Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties. Elsevier reserves the right to reject any advertising and/or promotions that are not consistent with Elsevier's standards. In addition, Elsevier shall have the right, at any time, to remove any of Client's advertising and/or terminate this TC if Elsevier determines, in its sole discretion, that the Advertising Content or any portion or publishing thereof (i) violate Elsevier's then applicable advertising policy; (ii) violate any law, rule or regulation or industry code or if Elsevier is directed to do so by any law enforcement agency, court or government agency; (iii) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks or other proprietary rights or (iv) are otherwise objectionable to Elsevier. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or accuracy of any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specific advertiser. Two or more advertisers are not permitted to use space under the same order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements has been given a discounted rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for the actual volume at the end of the applicable year at a reduced discount and the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier shall return to the Client any amount overpaid by the Client. Orders specifying positions are accepted subject to the right of Elsevier to determine actual positions. If Elsevier considers it necessary to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can only supply reprints of published material and shall be entitled to reject any order for reprints of material that has not been published.

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**12. Compliance with laws** Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation any such Laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted and/or the Client's place of business or residency. Client and its officers, directors, employees and agents shall engage only in legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official of a government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or political parties or candidates (jointly "Government Official"). Neither the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or Elsevier's affiliates (any such act, a "Prohibited Payment"). A Prohibited Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are directly related to the promotion, demonstration or explanation of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

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