Mayo Clinic Proceedings

Overview

*Mayo Clinic Proceedings*, a peer-reviewed and indexed journal, sponsored by Mayo Clinic, and authored by physicians worldwide, publishes original articles, reviews, and editorials of interest to physicians primarily in the practice of internal medicine, cardiology and oncology.

Global Print Circulation

Online Only

Avg. Global Monthly Visits

108,548

Avg. Global Monthly Unique Visitors

93,872

Avg. Global Monthly Page Views

142,088

Display Advertising

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Rate Card
Effective January 2023
## Audience
Internists, cardiologists, hospitalists, and oncologists.

## Editor-in-Chief
Karl Nath, MD

## 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

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*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>
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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>
</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

AIP Email

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Tracking Pixels: No
Max File Size: 200 KB

Animation and expandable banners unavailable

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

6. Distribution

1. Applicability

eTOC Metrics: 6 Month Average of eTOC sends - Nov 2022 to April 2023

administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or ... invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and the remaining provisions

courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the ... 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 ... A Prohibited Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging

verify Client's compliance with the TC.

calculate the price for the actual volume at the end of the applicable year at a reduced discount and the Client shall ... orders in excess of the quoted volume, Elsevier shall return to the Client any amount overpaid by the Client. Orders

to use space under the same order. No advertising orders will be accepted for periods longer than one year. Where an order ... rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-

to do so by any law enforcement agency, court or government agency; (3) are the subject of a claim asserted by an entity ... marks or other proprietary rights or (4) are otherwise objectionable to Elsevier. In such event, Elsevier may either (i)

generally prevailing custom and practice. Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and ... false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any ... any person or entity; (iii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and ... if Elsevier fails to arrange for such copy to be published on the Client's behalf. Elsevier's obligation to arrange for such copy to be published on the Client's behalf will however be required in full. When change of copy is not received before the Closing Date, copy run in

2. 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 ... as agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in 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 photostatting, recording or in any other manner or form, without the specific prior written permission of Elsevier.

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9. Force majeure: if by reason of labor strike, strikes, strikes, labor or labor matters, fire, error or any other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part any obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The subject matter of the Products is intended to be excluded in accordance with these terms and conditions and the charges have been agreed upon accordingly. The Client acknowledges that a high price would be payable for the Products or Services but for such limitations.

10. Force majeure: if by reason of labor dispute, strike, strikes, strikes, labor or labor matters, fire, error or any other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part any obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The subject matter of the Products is intended to be excluded in accordance with these terms and conditions and the charges have been agreed upon accordingly. The Client acknowledges that a high price would be payable for the Products or Services but for such limitations.

11. Audit: Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's files, books and records to verify Client's compliance with the TC.

12. Compliance with law: Client shall at all times during the term strictly comply with all applicable laws, codes, rules, regulations, standards and judicial and administrative orders (jointly “Applicable Laws” or “Laws”) relevant to its duties, obligations and performance under this Agreement. Client shall also comply with all applicable anti-corruption laws, including the Bribery Act 2010 and the U.S. domestic and foreign anti-corruption laws. Client shall not provide any information, payment, goods or services or make any contribution in connection with this Agreement that the Client knows or has reason to believe is intended to (a) induce an official or any other person or entity, or (b) influence any official or any other person or entity with respect to his or her official capacity or any other matter in which he or she is involved. In the event that either the Client, or any third party acting on behalf of the Client, provides any such information, payment, goods or services or makes any contribution, the Client will immediately upon becoming aware of such fact, cease all such activities and will use its best efforts to remediate any adverse effect. Without limitation, this includes any decision, declaration, or act of or by any law enforcement agency, court or government agency, which, in the good faith judgment of Elsevier, is designed to do any of the following: (a) induce any official or any other person or entity, or (b) influence any official or any other person or entity with respect to his or her official capacity or any other matter in which he or she is involved. In such event, Elsevier may (i) terminate this Agreement and refuse to deliver or perform any further services or obligations under this Agreement, (ii) require the Client to provide any information, payment, goods or services, or make any contribution, (iii) require the Client to pay any amount, or (iv) require the Client to take any other action that Elsevier, in its sole discretion, determines to be necessary to remediate any adverse effect caused by the Client's actions or inactivity. The Client further agrees that, if Elsevier is not able to remediate the adverse effect to the Client's satisfaction, Elsevier shall be entitled to take any action that Elsevier, in its sole discretion, determines to be necessary to remediate the adverse effect, including but not limited to (a) requiring the Client to compensate Elsevier for any loss or damage caused by the Client's actions or inactivity, (b) requiring the Client to pay any amount, or (c) requiring the Client to take any other action that Elsevier, in its sole discretion, determines to be necessary to remediate the adverse effect.

13. Cancellations & Returns: If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. Cancellations must be made in writing and no cancellation shall be effective unless given in writing to Elsevier. Ordres for amendments must be cancelled in writing prior to the relevant date at space closing date, but in the event that any amendments are made after such date, Elsevier shall be entitled to charge the full cost of the advertising. Any returns of the products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client at the time of order. Orders cannot be cancelled by the Client, but it is the right of Elsevier to cancel an order, in whole or in part, if, in its absolute discretion, it is considered necessary to do so; provided always that the Client shall be notified of such cancellation as soon as practicable.