Laboratory Investigation

Overview

*Laboratory Investigation* is an international journal owned by the United States and Canadian Academy of Pathology. *Laboratory Investigation* offers prompt publication of high-quality original research that advances the understanding and classification of human disease. *Laboratory Investigation*'s scope encompasses research and reviews that elucidate the pathogenesis or classification of human disease, including original mechanistic or correlative studies that translate experimental, observational, computational, or technologic research findings.

Display Advertising

Tom Pitofsky  
**United States**
661-513-7247
 t.pitofsky@elsevier.com

Jim Secretario  
**United States**
917-678-0541
 j.secretario@elsevier.com

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

Robert Bayliss  
**Europe**
44 20 7424 4454
r.bayliss@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

**Online Only**

- **Avg. Global Monthly Visits**
  - 3,185

- **Avg. Global Monthly Unique Visitors**
  - 1,908

- **Avg. Global Monthly Page Views**
  - 2,225

- **Avg. Global eTOC Distribution**
  - 3,209

Affiliation

United States and Canadian Academy of Pathology

Audience

- Molecular pathologists
- Clinical laboratory scientists
- Medical technologists
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).

eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</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

AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

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

These terms and conditions shall apply to all proposals, advertisements, orders for the publication of any or all of the Products or any or all of the Services by the Client to Elsevier and vice versa. Any price list or rate card for the Products will be subject to change and the Client agrees to be bound by the new price list or rate card of Elsevier then in force. The Client shall be bound by the then current valid price list or rate card of Elsevier in all offers to the Client.

2. Offer and acceptance

Every offer to the Client by Elsevier to supply Products and Services to the Client from Elsevier shall be deemed to be an offer to the Client to supply Products and Services to the Client from Elsevier. Any order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [if necessary] Elsevier delivers the Products or supplies the Services to the Client. Any changes to the Terms and Conditions and/or any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

3. General

Where the Products or Services are subject to third party purchase or software such a sale may be subject to additional terms.

4. Prices, taxes and currencies

For the purposes of the TC, “Price” means the Price per Copy for the Products or per Unit for the Services. The Price shall be subject to change at any time and from time to time and such change may be made by written notice to the Client at any time. The Client shall be liable to pay all taxes, levies or any other forms of tax which may be imposed on the Price or on the sum payable to Elsevier for any reason or cause.

5. Payment

Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are made necessary by the performance of the Services.

6. Distribution

The Client shall not engage, reproduce, or republish any of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or publication of the Products by any third party.

7. Intellectual property

The Client has the right to use the Products, Services or other content (the “Advertising Content”). Client represents and warrants that (i) Client holds the necessary rights, licenses, or permissions to use the Advertising Content, and (ii) Elsevier shall not be liable for any infringement or claim of infringement relating to such Advertising Content.

8. Liability and claims

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services from Elsevier. The Client shall be responsible and liable to Elsevier for any breach of its obligations set forth in this TC, including without limitation for any warranty, representation, or action of any kind imposed on Elsevier by operation of law or any action brought by a third party on any Products.

9. General and modification of the order

Any modifications to the Products or Service delivery schedules in the order acknowledgement, must be in writing and must be agreed to by Elsevier. No oral or telephone communications from the Client will be considered a modification of the order.

10. Advertising & Reprints

Each order for the Products and Services by the Client to Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services from Elsevier. The Client shall be responsible and liable to Elsevier for any breach of its obligations set forth in this TC, including without limitation for any warranty, representation, or action of any kind imposed on Elsevier by operation of law or any action brought by a third party on any Products.

11. Audit

The Client and its agents, employees, attorneys, or representatives shall not have access to the underlying data, systems, or records of any of Elsevier’s customers or clients. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or publication of the Products by any third party.

12. Cancellations & Returns

The Client shall be solely responsible for collecting from its customers amounts due and at the same time as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier. Elsevier shall then have the right to inspect the Products and/or Services and determine the validity of such claims.

13. eTOC Metrics

The Client shall order multiple copies of the Product from Elsevier 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.

14. General

The Client shall order multiple copies of the Product from Elsevier 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.