Overview

For more than a century, the *American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO)* has been the leading orthodontic resource. The success of the journal, however, has resulted in a significant increase in submissions to the extent that a backlog of accepted articles has been created. This bottleneck in the publication process slows the dissemination of information that is certain to be of value to the orthodontic community. This community is inclusive of those involved in education, research, and patient care.

In response, the American Association of Orthodontists has approved the creation of a related publication titled the *AJO-DO Clinical Companion*, which will be an international journal dedicated to excellence in clinical orthodontics.

Every other month, readers will have online access to featured information and original peer-reviewed articles that examine all aspects of orthodontic treatment.
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

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
3. Execution and modification of the order

Any modifications to the product or service description, budget or schedule, as set out in the order acknowledgement, must be in agreement to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional services that are not consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove *any* part of the content that is not consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing, the price/rates for the Products and Services shall be those set out in The Client is obliged to pay in full the invoice amount to Elsevier as stated thereon. Invoices will be rendered in accordance with the applicable laws of the country in which the Product or Service is to be delivered or performed. All prices and fees are exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier or any of its representatives. Where applicable, Elsevier shall provide to the Client a VAT registration number or other official identification number, as required by applicable data protection laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any third party or an individual on behalf of Elsevier. Where applicable, the Client shall provide to Elsevier a written confirmation that any such third party is acting on behalf of Elsevier and that the Client has the authority to accept and negotiate any agreements with such third party.

5. Payment

Any payment not otherwise agreed in writing, payment shall be effected within thirty (30) days of the invoice date. In the event of any dispute, the Client must pay all amounts due to Elsevier in accordance with the applicable laws of the country in which the Product or Service is to be delivered or performed. All invoices will be rendered in accordance with the applicable laws of the country in which the Product or Service is to be delivered or performed. All prices and fees are exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any taxes, duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier or any of its representatives. Where applicable, Elsevier shall provide to the Client a VAT registration number or other official identification number, as required by applicable data protection laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any third party or an individual on behalf of Elsevier. Where applicable, the Client shall provide to Elsevier a written confirmation that any such third party is acting on behalf of Elsevier and that the Client has the authority to accept and negotiate any agreements with such third party.

6. Distribution

The Client acknowledges that it is responsible for ensuring that any privacy, confidentiality, or intellectual property rights of the Products and/or Services are maintained and that the Client is compliant with all applicable laws and regulations. The Client further acknowledges that it is responsible for ensuring that any advertising or other content that it uses on or in connection with any matter or business transacted by or on behalf of Elsevier, shall not contain any material that is defamatory, obscene, indecent, profane, libelous, threatening, harassing, discriminatory, or otherwise objectionable.

7. Force majeure

In the event of force majeure, the Client shall be entitled to terminate this TC at any time, without prejudice to any other rights or remedies of either party. The Client shall be deemed to have exercised its right to terminate this TC if the Client notifies Elsevier in writing of its intention to terminate the TC and either: (i) the Client is unable to perform any obligation due to force majeure; or (ii) the Client is unable to perform any obligation due to force majeure, and (a) the Client has given a reduced discount for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to refund to the Client a pro rata portion of the fee which the Client has paid to Elsevier for display of the Advertising Content. Elsevier may terminate this TC at any time in the event of a breach of this TC by the Client. No notice of termination will be required to be given by either party to the other party. The Client shall be entitled to terminate this TC at any time, without prejudice to any other rights or remedies of either party. The Client shall be deemed to have exercised its right to terminate this TC if the Client notifies Elsevier in writing of its intention to terminate the TC and either: (i) the Client is unable to perform any obligation due to force majeure; or (ii) the Client is unable to perform any obligation due to force majeure, and

8. Liability and claims

Elsevier shall not be liable to the Client under any agreement for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law (a) loss of profits or expected future benefit; (b) death or damage to reputation or goodwill; (c) damage to property or goods in the Client's possession; (d) loss of any software or data on any medium or in any other form or manner; or (e) any loss that was not foreseeable by the Client and the Client for the time the TC was entered into; or (f) any other losses to which Elsevier is not expressly required by law to be liable under its own negligence or willful neglect (including the negligence of its employees or others for whom the Party is legally responsible). Nothing in this TC will be construed as excluding or limiting Elsevier's liability in the event of death or personal injury to any person caused by negligence of Elsevier or its agents or employees. The Client's remedies against Elsevier (if any) shall be limited to those provided in this TC. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) terminate this TC in its entirety and refund to the Client a pro rata portion of the fee which the Client has paid to Elsevier for display of the Advertising Content. Elsevier shall not be liable for any third party. Orders for advertising content shall be accepted for periods of one year and shall be subject to the Client's payment in advance. Where the Client is refunded to Elsevier for any undelivered part of each such order, Elsevier shall be entitled, at any time, to demand payment in advance and may suspend advertising services for periods of twelve months or more. The Client shall be entitled to receive a refund of the amount of the fee which the Client has paid to Elsevier for display of the Advertising Content. Elsevier may terminate this TC at any time in the event of a breach of any contract or agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, logos or other advertising rights or interests; (4) if the Client breaches this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specific period. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, the Client shall be responsible for ensuring that any such series of advertisements is placed in accordance with the terms and conditions of this TC. The Client shall be entitled to terminate this TC at any time, without prejudice to any other rights or remedies of either party. The Client shall be deemed to have exercised its right to terminate this TC if the Client notifies Elsevier in writing of its intention to terminate the TC and either: (i) the Client is unable to perform any obligation due to force majeure; or (ii) the Client is unable to perform any obligation due to force majeure, and

9. General

If any part of this TC is found to be invalid or unenforceable, then such part shall be deemed to be severed and the remaining parts of this TC shall continue in full force and effect. Failure or delay in Elsevier or partially enforcing any provision (or procuring or possessing any of the TC) will not be construed as a waiver of any of its rights under the TC.

10. Advertising & Reprints

The Client acknowledges that it is responsible for ensuring that any advertising or other content that it uses on or in connection with any matter or business transacted by or on behalf of Elsevier, shall not contain any material that is defamatory, obscene, indecent, profane, libelous, threatening, harassing, discriminatory, or otherwise objectionable.

11. Applicability

partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC. The Client agrees that it is responsible for ensuring that any advertising or other content that it uses on or in connection with any matter or business transacted by or on behalf of Elsevier, shall not contain any material that is defamatory, obscene, indecent, profane, libelous, threatening, harassing, discriminatory, or otherwise objectionable.

13. Cancellations & Returns

any part of the insurance related to the Products and/or Services shall be provided to the Client at the Client's request. The Client shall be entitled to receive a refund of the amount of the fee which the Client has paid to Elsevier for display of the Advertising Content. Elsevier may terminate this TC at any time in the event of a breach of any contract or agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, logos or other advertising rights or interests; (4) if the Client breaches this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specific period. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, the Client shall be responsible for ensuring that any such series of advertisements is placed in accordance with the terms and conditions of this TC. The Client shall be entitled to terminate this TC at any time, without prejudice to any other rights or remedies of either party. The Client shall be deemed to have exercised its right to terminate this TC if the Client notifies Elsevier in writing of its intention to terminate the TC and either: (i) the Client is unable to perform any obligation due to force majeure; or (ii) the Client is unable to perform any obligation due to force majeure, and

14. General

If no dates are so specified, delivery/performance will be within a reasonable time. The Client may terminate this TC at any time, without prejudice to any other rights or remedies of either party. The Client shall be deemed to have exercised its right to terminate this TC if the Client notifies Elsevier in writing of its intention to terminate the TC and either: (i) the Client is unable to perform any obligation due to force majeure; or (ii) the Client is unable to perform any obligation due to force majeure, and

2. Offer and acceptance/ Description

Any modifications to the product or service description, budget or schedule, as set out in the order acknowledgement, must be in agreement to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional services that are not consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove *any* part of the content that is not consistent with Elsevier’s standards. In addition, Elsevier shall have the right, at any time, to remove

1. Applicability

This TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY ... IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.NOTHING IN THIS CONTRACT

12. Fraudulent representations

Any representation or warranty by Elsevier that it has not given a discounted rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to refund to the Client a pro rata portion of the fee which the Client has paid to Elsevier for display of the Advertising Content. Elsevier may terminate this TC at any time in the event of a breach of any contract or agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, logos or other advertising rights or interests; (4) if the Client breaches this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specific period. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, the Client shall be responsible for ensuring that any such series of advertisements is placed in accordance with the terms and conditions of this TC.