Resuscitation

Overview

Resuscitation is a monthly international and interdisciplinary medical journal. The papers published deal with the aetiology, pathophysiology and prevention of cardiac arrest, resuscitation training, clinical resuscitation, and experimental resuscitation research, although papers relating to animal studies will be published only if they are of exceptional interest and related directly to clinical cardiopulmonary resuscitation. Papers relating to trauma are published occasionally but the majority of these concern traumatic cardiac arrest.

Display Advertising

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Global Print Circulation

Online Only

Avg. Global Monthly Visits 44,243

Avg. Global Monthly Unique Visitors 19,511

Avg. Global Monthly Page Views 25,713

Avg. Global eTOC Distribution 8,261

Affiliation

• The European Resuscitation Council • The American Heart Association • The Australian Resuscitation Council • The New Zealand Resuscitation Council • The Resuscitation Council of Southern Africa • The Japan Resuscitation Council

Audience

The journal content will be of interest to healthcare professionals working in critical care, emergency medicine, acute medicine, anaesthesia, cardiology, paediatrics, and neonatology.
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>
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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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Animation and expandable banners unavailable

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

The provisions of this TC are applicable to orders for the purchase of products or services placed by the Client with Elsevier, and to the extent of any illegality, invalidity, voidness, voidability, or unenforceability it shall to the extent of such illegality, invalidity, voidness, voidability, or unenforceability, be severable and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or exercising any right of Elsevier under any of the provisions of this TC shall not be deemed a waiver of any of such rights. In the event of any illegality, invalidity, voidness, voidability, or unenforceability under any of the provisions of this TC, the provisions shall be deemed to have been modified to the extent necessary to make such provisions legal, valid, enforceable, and reasonable, and such modifications shall not affect the enforceability of the remainder of the provisions of this TC.

2. Execution and modification of the order

Where general terms and conditions of supply are not specified in the order acknowledgement or invoice, the provisions of this TC shall apply.

3. Force majeure

Force majeure shall include, but not be limited to, acts of God, war, embargo, acts of government, civil disorder, labor disputes, insolvency of either of the parties or any of their suppliers, any event over which the party claiming a force majeure has no reasonable control and which is beyond the party’s ability to prevent, avoid or mitigate, and any event or other force of nature that may be deemed a force majeure event by a court of competent jurisdiction.

4. Prices, taxes and currencies

If no dates are so specified, delivery/performance will be within a reasonable time. Time shall not be of the essence except as otherwise specified in writing by Elsevier. If the Client does not order the quoted volume, Except where specified otherwise, if Elsevier supplies products or services to the Client for its own account and use and not on behalf of any other person or entity. If, in the Client’s account, in the event of a force majeure event, and the Client shall be entitled to and shall have the right to suspend performance of the Services for the Client, to the extent that delivery or performance is impossible due to such force majeure event, until the Services can be performed without such impossibility.

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The Client shall not sell, resell, resell for personal gain or for that of Elsevier or Elsevier’s affiliates (any such act, a “Prohibited Payment”). A Prohibited Payment includes any gift, donation, loan, loan guarantee, extension of credit, rebate, or remission of any other kind, bribe or kickback, appreciation to, or payment, to any officer, employee, or agent of Government (or any political subdivision or agency thereof) or person or entity, or to any individual or entity operating or controlled by or through such Government or political subdivision or agency thereof. A Prohibited Payment is made for personal gain or for that of Elsevier or Elsevier’s affiliates (any such act, a “Prohibited Payment”). A Prohibited Payment includes any gift, donation, loan, loan guarantee, extension of credit, rebate, or remission of any other kind, bribe or kickback, appreciation to, or payment, to any officer, employee, or agent of Government (or any political subdivision or agency thereof) or person or entity, or to any individual or entity operating or controlled by or through such Government or political subdivision or agency thereof.

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7. Force majeure

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8. Liability and claims

The 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 (“Closing Date”). Where copy is received late or not at all, Elsevier shall not be liable for the failure of the Client’s advertising to be published.

9. Force majeure

The Client shall be entitled to and shall have the right to suspend performance of the Services for the Client, to the extent that delivery or performance is impossible due to such force majeure event, until the Services can be performed without such impossibility.

10. Liability and claims

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