Pathology

Overview

Pathology is the official journal of the Royal College of Pathologists of Australasia (RCPA). It is committed to publishing peer-reviewed, original articles related to the science of pathology in its broadest sense, including anatomical pathology, chemical pathology and biochemistry, cytopathology, experimental pathology, forensic pathology and morbid anatomy, genetics, haematology, immunology and immunopathology, microbiology and molecular pathology.

North America

Aileen Rivera North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers North America
347-449-4997
t.peppers@elsevier.com

EMEALA

Katy Parker EMEALA
+44 (o) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz EMEALA
+44 (o) 7796 925011
m.giergielewicz@elsevier.com

APAC

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

Global Print Circulation
Online Only

Avg. Global Monthly Visits
13,633

Avg. Global Monthly Unique Visitors
7,297

Avg. Global Monthly Page Views
8,383

Avg. Global eTOC Distribution
2,373
Affiliation
Official journal of the Royal College of Pathologists of Australasia (RCPA)

Audience
Pathologists

Editor-in-Chief
Brett Delahunty

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 300 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

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all offers, proposals, agreements made with and to the Client, and to any party to it ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the whole agreement between the parties for the TC. These supersede any previous understandings or agreements between the parties (the "TC"). These terms and conditions shall be the only terms applicable between the Client and Elsevier in the Company group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and 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 fraud or fraudulent misrepresentation.

2. Offer and acceptance/Description

TCs are offered to the Client for the supply of the Products and Services by the Client from Elsevier to the Client shall be deemed to be an offer by Elsevier to the Client to sell the Products and Services as detailed or described in the TC. Each order placed by the Client shall be deemed accepted by Elsevier, unless Elsevier notifies the Client in writing and within a reasonable time that it will not supply the products or Services at the prices specified in the TC.

3. Agreement on completion

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction of any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, unenforceable or void, or any part thereof.

4. Payment for the TC

Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are incurred by the Client in connection with the Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws.

5. Products and Services

Products and Services are agreed by both parties in the relevant order, including such things as number of copies, paper, binding, printing processes, design, color and of address, file sizes, weights and the like. All drawings, descriptive matter, specifications and advertising material by Elsevier or its suppliers and/or illustrations contained in Elsevier’s catalogues or brochures are issued or published for the sole purpose of giving an approximate idea of the Products and Services described therein. They will form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for refusing delivery or, as the case may be, modifying the agreed price.

6. Delivery

Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are incurred by the Client in connection with the Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws.

7. Intellectual property

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier represents and warrants that it is purchasing Products and Services from the Client in good faith and not and on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from the Client for the Client's account and not on behalf of any person or entity.

8. Liability and claims

TCs TO WHICH THE LIABILITY ARISING THEREFROM IS EXCLUDED TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) Elsevier shall not be liable for any of the following losses which may be incurred by 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 (or any loss of profits or expected future business) (b) damage to reputation or goodwill (c) any damages, costs or expenses (in particular, any legal costs) incurred by any party which arise out 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 (or any loss of profits or expected future business).

9. Variation to TCs

The Client shall not be entitled to vary the TCs or any part of it without the prior written consent of Elsevier.

10. General

Where no dates are so specified, delivery/performance will be within a reasonable time. If, under the law within which the Client is selling the Products, the Client is required to notify any loss or damage to be paid to Elsevier from the Client. From the date of the invoice to the due date of payment in full, interest on the amount of sales tax or value added tax chargeable 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 notify the Client and the Client shall pay the balance of the payment in full. The Client shall pay all amounts owing to the Client in full within 30 days of the invoice date. Any returns of the products shall be subject to the relevant Elsevier company’s return policy and any rebates or credits will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

11. Client shall acknowledge that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any breach of this representation and warranty, Elsevier may terminate this TC at any time in the event of a breach by the Client. The Client acknowledges that the above prohibitions on the use or resale of the Products by any third party, the Client is solely responsible for collecting from its customers amounts due and owing to it in respect of the sale of the Products. The Client shall not resell the Products before ownership has passed to it provided that any sale shall be effected in the ordinary course of the Client’s business at full market value and any such sale shall be a sale of the Client’s property to the Client’s Customer and not as principal when making such a sale.

12. Compliance with laws

Any 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 retain the price as if the Client had ordered the quoted volume 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 notify the Client and the Client shall pay the balance of the payment in full. The Client shall pay all amounts owing to the Client in full within 30 days of the invoice date. Any returns of the products shall be subject to the relevant Elsevier company’s return policy and any rebates or credits will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

13. General

Advertising orders are proposed by the Client, and the Client is solely responsible for collecting from its customers amounts due and owing to it in respect of the sale of the Products. The Client shall not resell the Products before ownership has passed to it provided that any sale shall be effected in the ordinary course of the Client’s business at full market value and any such sale shall be a sale of the Client’s property to the Client’s Customer and not as principal when making such a sale. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from the Client for the Client's account and not on behalf of any person or entity.

14. General

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier represents and warrants that it is purchasing Products and Services from the Client in good faith and not and on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from the Client for the Client's account and not on behalf of any person or entity.