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.

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**Global Print Circulation**

Online Only

**Avg. Global Monthly Visits**

137,177

**Avg. Global Monthly Unique Visitors**

88,597

**Avg. Global Monthly Page Views**

102,743

**Avg. Global eTOC Distribution**

19,666

**Audience**

Internists, cardiologists, hospitalists, and oncologists.
## 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>
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<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)

### AIP Email

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### FORMATS
- jpeg, png, gif, (static image only)

### MAX FILE SIZE
- 200 KB

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.
11. Audit

The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or any other premises on which Client has the right to provide its services) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC. The Publisher may not exercise the right to audit the Client more than once in any calendar year, except where the Publisher reasonably believes that Client’s failure to comply with the TC has caused publisher’s revenue to be materially understated or where Client’s failure to comply with the TC results in a breach of copyright or trademark law, in which case the Publisher may audit the Client at any time during the term of the Agreement.

12. Compliance with laws

Client shall at all times during the term strictly comply with all applicable laws, standards, codes, regulations, and administrative or judicial orders or judgments (including any governmental or judicial orders or judgments which have been issued in connection with any commercial or administrative civil or criminal proceedings against Client or any other person or entity) which apply to Client’s operations. The Publisher may not exercise the right to audit the Client more than once in any calendar year, except where the Publisher reasonably believes that Client’s failure to comply with the TC has caused publisher’s revenue to be materially understated or where Client’s failure to comply with the TC results in a breach of copyright or trademark law, in which case the Publisher may audit the Client at any time during the term of the Agreement.

13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and made prior to the space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the inserted advertisement. The cancellation 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. No new external or internal costs shall be incurred after the date of cancellation. This fee will be charged in addition to any expenses already incurred by Elsevier for the advertisement.

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This TC supersedes any and all previous terms and conditions of supply between Elsevier and any third party. All communications relating to the products and/or services of Elsevier shall be addressed to the Client. No variation of the TC shall be deemed to have been agreed unless a signed confirmation of the variation is received by Elsevier. The Publisher shall not be liable for any delay in the performance of its obligations caused by any act or event beyond its control, including but not limited to acts of God, labor disputes, strikes, lockouts, epidemics, civil commotions, requisitions, embargoes, wars, or national emergencies. The Publisher shall not be liable for any failure or delay in performing any of its obligations hereunder due to any act or event beyond its control, including but not limited to acts of God, labor disputes, strikes, lockouts, epidemics, civil commotions, requisitions, embargoes, wars, or national emergencies.

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