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.

Display Advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joan Coffey</td>
<td>United States</td>
<td><a href="mailto:j.coffey@elsevier.com">j.coffey@elsevier.com</a></td>
</tr>
<tr>
<td>Joe Skey</td>
<td>United States</td>
<td><a href="mailto:j.skey@elsevier.com">j.skey@elsevier.com</a></td>
</tr>
<tr>
<td>Robert Bayliss</td>
<td>Europe</td>
<td><a href="mailto:r.bayliss@elsevier.com">r.bayliss@elsevier.com</a></td>
</tr>
<tr>
<td>Virginia Van Homrigh</td>
<td>APAC</td>
<td><a href="mailto:v.vanhomrigh@elsevier.com">v.vanhomrigh@elsevier.com</a></td>
</tr>
<tr>
<td>Derek Zakaib</td>
<td>Canada</td>
<td><a href="mailto:derekjohnzakaib@gmail.com">derekjohnzakaib@gmail.com</a></td>
</tr>
</tbody>
</table>

Recruitment Advertising

Ariel Medina | Global
212-633-3689
a.medina@elsevier.com

Audience

Internists, cardiologists, hospitalists, and oncologists.

Global Print Circulation

Online Only

- Avg. Global Monthly Visits: 137,177
- Avg. Global eTOC Distribution: 19,666
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**

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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
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**FORMATS**
jpeg, png, gif, (static image only)

**TRACKING PIXELS**
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**MAX FILE SIZE**
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**AIP Email**

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**TRACKING PIXELS**
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**MAX FILE SIZE**
200 KB

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, advertisements made on behalf of the Client ("the Client") relating to the products and/or series of Elsevier ("the Products and/or Series") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous agreements between the parties ("the Agreements"). Unless expressly otherwise agreed in writing, such Agreements shall have no effect upon, expressly amended and signed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraudulent misrepresentation.

2. Offer and acceptance

Each order for the Products and Services shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or invoices the Client or otherwise confirms performance of the Services. Elsevier reserves the right to refuse any order. In the event of any return of the Products purchased or dissatisfaction with the Services rendered, any claim for return or refund of the price/rates for the Products or Services shall be subject to the relevant Elsevier company's return policy as described in such policies will be provided to the Client upon request. Any returns of the Products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed.

3. Force Majeure

Subject in accordance with the terms of the TC, Elsevier shall not be liable or responsible for any breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements extends beyond one year, Elsevier reserves the right to demand a new series of insertions. All product orders are accepted subject to the availability of the ordered product. Elsevier may terminate this TC at any time in the event of a breach of this TC by the Client or in the event of a breakdown of the relevant services. Unsolicited advertisements or proposals will be returned to the Client. Elsevier shall be entitled to charge for the production and printing of the unsolicited advertisement or proposal.

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 relevant Elsevier order acknowledgement. The Client shall be notified of any revision of these prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be subject to all taxes, duties or other levies imposed on the sale or import of the Products or Services by local or international authorities, which shall be charged by Elsevier as appropriate. Where applicable, Elsevier shall provide to the Client all VAT registration number or other tax identification number and all required tax documentation. The Client shall pay all taxes, duties or other levies imposed on the sale or purchase of the Products or Services by local or international authorities, which shall be charged by Elsevier as appropriate. Prices/rates for products or services purchased by a Client for its own use and not for resale shall be subject to the payment terms agreed between the Client and Elsevier where applicable.

5. Payment

Payment of all sums due under the TC must be in accordance with the relevant payment terms agreed by the Client and Elsevier. Invoices or statements of accounts shall be presented in writing by Elsevier to the Client. The Client shall pay each invoice on the date specified. Payment may be made by any method accepted by Elsevier. Advance payment is required for all new clients or where a new client has not been in business with Elsevier for a minimum period of twelve months. Any sums outstanding after the due date shall be subject to interest at the rate of 1% per month, together with any collection fees incurred by Elsevier. Late payment may result in the cancellation of the Client's order or the refusal of further orders by Elsevier. Any returns of the Products purchased or dissatisfaction with the Services rendered, any claim for return or refund of the price/rates for the Products or Services shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed.

6. Distribution

The Client shall, at its own cost, pay all costs and charges incurred in connection with the sending of the Product to the Client, including, without limitation, all bank charges and foreign exchange charges. The Client shall, at its own risk, arrange for the delivery of the Product to such place as is agreed by the Client and Elsevier. If the Client does not specify the delivery address, Elsevier reserves the right to deliver the Product to the Client's principal place of business or any other place as Elsevier shall determine. The Client shall make available to Elsevier, at its own risk, all the necessary equipment and facilities at the place of delivery to enable Elsevier to complete its obligation set forth in this TC, then such party shall be relieved of those obligations to the extent it is prevented from performing the same by such event or circumstance.

7. Force Majeure

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 exclusive jurisdiction of the courts of that same corporate domicile. Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person, or from any corporation or unincorporated entity (including, without limitation, state run universities, hospitals and libraries), or any employee, officer or agent of any such person or corporation or entity, or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

8. Liability and claims

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and rules of the government of the country in which the Products and/or Services are being produced or made available ("the Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the Client's obligations to ensure that no Person or Product infringes any patent, copyright, trademark, or other right of Elsevier or any other party. The Client shall ensure that it is not liable to Elsevier for any breach of the obligations under this TC to the extent that it is caused by any publication, advertisement, or solicitation by any third party without the Client's consent.

9. Force Majeure

If, at any time, the Client becomes aware of any uncollected amounts, the Client shall immediately make such amounts available to Elsevier. Elsevier may terminate this TC at any time in the event of a breach of this TC by the Client or in the event of a breakdown of the relevant services. Unsolicited advertisements or proposals will be returned to the Client. Elsevier shall be entitled to charge for the production and printing of the unsolicited advertisement or proposal.

10. 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 relevant Elsevier order acknowledgement. The Client shall be notified of any revision of these prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be subject to all taxes, duties or other levies imposed on the sale or import of the Products or Services by local or international authorities, which shall be charged by Elsevier as appropriate. Where applicable, Elsevier shall provide to the Client all VAT registration number or other tax identification number and all required tax documentation. The Client shall pay all taxes, duties or other levies imposed on the sale or purchase of the Products or Services by local or international authorities, which shall be charged by Elsevier as appropriate. Prices/rates for products or services purchased by a Client for its own use and not for resale shall be subject to the payment terms agreed between the Client and Elsevier where applicable.

11. Payment

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12. Distribution

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13. Cancellations & Returns

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and rules of the government of the country in which the Products and/or Services are being produced or made available ("the Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the Client's obligations to ensure that no Person or Product infringes any patent, copyright, trademark, or other right of Elsevier or any other party. The Client shall ensure that it is not liable to Elsevier for any breach of the obligations under this TC to the extent that it is caused by any publication, advertisement, or solicitation by any third party without the Client's consent.