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
137,277

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).

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**eTOC Email**

<table>
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<tbody>
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<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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Contact your sales representative for all digital advertising rates and opportunities.
4. **Compliance with laws**

   The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person, a person directly or indirectly associated with or acting on behalf of the Client, or a person in whose employment the Client has any interest, to influence the Client in making or performing any decision, or to perform any acts within the Client's control.

5. **Payment**

   Payment must be made in the currency specified by Elsevier in the order or invoice. If any part of the payment is not made within the agreed period, Elsevier shall be entitled to charge interest on the outstanding amount at a rate of 1% per month, from the due date of the invoice, until the full amount is paid. If the Client is unable to pay the invoice within 30 days, Elsevier shall be entitled to suspend further sales or services to the Client.

6. **Limitation of liability**

   Elsevier shall not be liable for any loss or damage resulting from any act or omission of any employee, agent, or representative of the Client.

7. **Risk of title**

   Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until the Client has paid the full purchase price. If the Client fails to pay the full purchase price, Elsevier shall have the right to retain possession of the Products until the full purchase price is paid.

8. **Audit**

   The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other requirements of the Client's company or organization.

9. **Insurance**

   The Client must provide insurance coverage for any property or equipment damaged or lost during the term of this Agreement.

10. **Assignment**

    The Client may not assign, transfer, or subcontract any of its rights or obligations under this Agreement without the prior written consent of Elsevier.

11. **Miscellaneous**

    The Agreement shall be binding on the Client and its successors and assigns. It shall be governed by the laws of England and the jurisdiction of the courts of that same corporate domicile.

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**Rate Card**

**Effective January 2024**

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**ELSEVIER TERMS AND CONDITIONS OF SUPPLY**

1. **Applicability**

   These terms and conditions shall apply to all offers, proposals, and agreements made between the Client and the Client’s order (the “Client”) relating to the products and services of Elsevier (the “Products and Services”) and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the “TC”). These terms supersede any previous agreements between the parties (the “terms”).

2. **Offer and acceptance**

   Unless otherwise specified by Elsevier in writing, the Client’s order placed on Elsevier shall be deemed accepted on written acknowledgement of order by Elsevier or Elsevier’s delivery department, or where delivery is made by a carrier or other third party, on the date of delivery.

3. **Compliance with laws**

   The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person, a person directly or indirectly associated with or acting on behalf of the Client, or a person in whose employment the Client has any interest, to influence the Client in making or performing any decision, or to perform any acts within the Client's control.

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