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.*

Visit Website

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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>Top</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Top</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>
<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

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

<table>
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**Formats**
- jpeg, png, gif, (static image only)

**Tracking Pixels**
- No

**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 proposals, offers and agreements made between Elsevier and any third party or its agent ("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 entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions (whether oral or written). If any term or condition is illegal, invalid or void, such illegality, invalidity or voidness shall be of no consequence and the remaining terms and conditions shall remain in full force and effect.

2. Offer and acceptance

No order placed by the Client shall be deemed accepted until written acknowledgement of order is issued by Elsevier or Elsevier delivers the products or issues the invoice to the Client or commences performance of the Services for the Client. All prices and offers are subject to alterations and remain open for acceptance until accepted by Elsevier in writing. Export taxes, duties, clearance and all other charges payable by Customer if any, will be additional to the quoted price.

3. Execution and modification of the order

Orders must specify a definite schedule of insertions, issues and size of space for a period not exceeding one year. The TC shall be subject to cancellation or modification by Either party if refusal of any order is required in full or in part due to non-adherence by any party to the terms and conditions of the TC. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is given and the Client does not accept delivery of the first advertisement, Elsevier shall have the right at its discretion in the event of a breach of the Client's terms, to cancel the order in part or entirely, and in such event, the Client hereby agrees that it will pay Elsevier any reasonable and bona fide expenditure incurred by Elsevier in connection with the order, including without limitation all bank charges and foreign exchange charges.

4. Prices, taxes and currencies

Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are incurred by or on behalf of the Client in relation to the services provided by Elsevier. All fees and other amounts due to Elsevier hereunder shall be payable in the currency specified by Elsevier and in accordance with the terms and conditions of the TC. The Client hereby agrees to pay all such amounts in the currency of the country in which the service is rendered, with all applicable taxes and duties (including VAT). The Client shall pay for all such amounts, with any value added tax, unless otherwise agreed by Elsevier in writing. If paying the amount due to Elsevier is delayed by the Client, then the Client shall bear the additional costs incurred by Elsevier due to the delay.

5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency rendered. Invoices rendered in a currency other than the Client’s home currency shall be converted at Elsevier’s current exchange rate. No discount or reduction will be made for any unclaimed notices, disbursements, or other charges incurred by Elsevier in the performance of its obligations hereunder. Any amounts due Elsevier under this TC which are not paid within thirty (30) days after the invoice date shall bear interest at a rate of 12% per annum, or such other rate as is applicable to the Client in accordance with the laws of the country in which the services are rendered.

6. Distribution

If Elsevier is unable to arrange for such copy to be published on the agreed date or for the agreed period. Payment must be made in advance and will not be refunded except as may be required by law. If an order for a series of advertisements is given and the Client does not accept delivery of the first advertisement, Elsevier shall have the right at its discretion in the event of a breach of the Client's terms, to cancel the order in part or entirely, and in such event, the Client hereby agrees that it will pay Elsevier any reasonable and bona fide expenditure incurred by Elsevier in connection with the order, including without limitation all bank charges and foreign exchange charges.

7. Intellectual property

The Client shall not accept delivery or take possession of any Product in the event that it has reason to believe that any Product is a breach of any copyright, patent, trade secret, or other proprietary right. The Client hereby acknowledges that Elsevier shall own all right, title and interest in any Products and Services created, used, or furnished by Elsevier under this TC. The Client hereby agrees that it will not itself or by or through any of its Representatives, either directly or indirectly, do, induce, aid or abet any other person or entity in any act or practice that violates any copyright, patent, trade secret, or other proprietary right. The Client shall not reproduce, copy, or otherwise exploit any Products or Services created, used, or furnished by Elsevier under this TC.

8. Liability and claims

To the MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS Elsevier shall not be liable for any of the following losses which may result in any breach of the TC or its implied warranty, condition, or any other representation, or any right of any kind imposed on Elsevier by operation of law, by reason of loss of profit or other financial loss. Elsevier shall not be liable for any loss or damage, whether caused by negligence, breach of contract, or (ii) any amount or thing which is more than or over and above the amount paid by the Client to Elsevier. The Client hereby agrees that it will pay Elsevier any reasonable and bona fide expenditure incurred by Elsevier in connection with the order, including without limitation all bank charges and foreign exchange charges.

9. Force majeure

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 (the "Closing Date"). Where no deadline is agreed or at fault, Elsevier will endeavour to do their best to accept the advertising but no liability can be accepted. Elsevier may be unable to accept advertising after the Closing Date.

10. Advertising & Reprints

Orders specifying positions are acceptable subject to availability of positions. Elsevier will not accept orders for periods of less than one week. Where an order for a series of advertisements is given and the Client does not accept delivery of the first advertisement, Elsevier shall have the right at its discretion in the event of a breach of the Client's terms, to cancel the order in part or entirely, and in such event, the Client hereby agrees that it will pay Elsevier any reasonable and bona fide expenditure incurred by Elsevier in connection with the order, including without limitation all bank charges and foreign exchange charges.

11. Audit

Audit shall be reserved at Elsevier's discretion for fraud or suspected fraud. Any such audit will be performed at Elsevier's expense and without liability to the Client. The Client hereby agrees that it will pay Elsevier any reasonable and bona fide expenditure incurred by Elsevier in connection with the order, including without limitation all bank charges and foreign exchange charges.

12. Compliance with laws

The Client shall not accept delivery or take possession of any Product or Service in the event that it has reason to believe that any Product is a breach of any copyright, patent, trade secret, or other proprietary right. The Client hereby agrees that it will not itself or by or through any of its Representatives, either directly or indirectly, do, induce, aid or abet any other person or entity in any act or practice that violates any copyright, patent, trade secret, or other proprietary right.