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

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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 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**

<table>
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<tbody>
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<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**AIP Email**

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<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

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
These terms and conditions shall apply to all proposals, advertisements and agreements made between the parties or their respective agents ("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. In the event that a Client is not in full agreement with any of the provisions of the TC, the Client is required to notify to Elsevier any such term and condition to be unacceptable to the Client and the TC shall be null and void. Failure or delay by Elsevier in exercising or enforcing any of its rights under the TC shall not be construed as a waiver of any of its rights under the TC. All provisions of the TC shall be construed in accordance with the laws of the corporate domicile of the Elsevier company which is providing the Products or Services. Products or Services sold by Elsevier shall be sold subject to the conditions of sale contained in the order acknowledgement, and no variation of the TC shall be valid unless agreed in writing signed by a duly authorised officer of Elsevier.

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3. Payment
Payment must be made within thirty five days of the invoice date. The Client shall immediately notify Elsevier of any dispute or objection to the invoice, and failure to do so will result in a waiver of any such dispute or objection. Unless otherwise agreed in writing by Elsevier, payment must be made in full by the Client to Elsevier in cleared funds. Elsevier reserves the right to charge interest on any overdue amount at 1% per month or such other rate as is determined by Elsevier in its absolute discretion. In the event that any advertisement is not displayed in accordance with the order, the Client shall not be entitled to any refund of the fee which it has paid to Elsevier for the display of such advertisement. Elsevier shall have the right to charge interest on any such overdue amount at a rate determined by Elsevier in its absolute discretion. Failure or delay by Elsevier in exercising or enforcing any of its rights under the TC shall not be construed as a waiver of any of its rights under the TC.

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Products and Services shall be delivered by Elsevier to the Client at the address stated in the order acknowledgement. Delivery of Products and Services will be deemed to have been made when Elsevier has delivered the Products and/or Services to the Client. Where receipt of Products and Services by the Client is required at a place other than the place of delivery, the Client shall be deemed to have accepted delivery of the Products and/or Services when the Products and/or Services have been delivered to the Client. The Client shall be deemed to have accepted any advertisement when it is published or displayed. The Client shall be deemed to have accepted any reprints of published material when it is made available for collection by the Client. Failure or delay by Elsevier in exercising or enforcing any of its rights under the TC shall not be construed as a waiver of any of its rights under the TC. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage. Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own negligence. Elsevier’s liability for any other loss imputable to it shall in any event be limited to the invoice value of the part of the TC which caused the loss or damage.