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.

Audience

Internists, cardiologists, hospitalists, and oncologists.

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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

Rate Card
Effective January 2024
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>
<thead>
<tr>
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</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

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**AIP Email**

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Animation and expandable banners unavailable

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2.1. All other terms and conditions for the supply of the Products and/or Services shall be subject to the terms of the TC. No variation or amendment to the TC shall be effective unless expressly agreed in writing and signed by an authorized representative of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud or fraudulent misrepresentation.

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6. Payment in advance

6.1. The Client shall pay the price(s) for the Products and/or Services in advance of delivery or performance.

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11.1. Elsevier reserves the right to audit the Client’s use of the Products and/or Services and all invoices related to such use.

12. Data privacy

12.1. Elsevier shall process personal data in accordance with the applicable data protection laws.

13. Other terms

13.1. This TC shall be governed by the laws of the corporate domicile of Elsevier. Any dispute arising out of or in connection with this TC shall be settled by arbitration in accordance with the rules of the Arbitration Institute of the Stockholm Chamber of Commerce. The arbitral tribunal shall consist of three members, and the arbitral arbitration award shall be final and binding on the parties.

14. General

14.1. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person or entity other than Elsevier in connection with any matter or business transacted by or on behalf of Elsevier.

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15.1. The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of Elsevier. The Client has entered into this TC in accordance with and for the purpose of obtaining the Products and/or Services from Elsevier.

16. Additional terms

16.1. These additional terms will form an integral part of the TC and shall not be amended or varied without the written consent of Elsevier.

17. Legal notice

17.1. These terms and conditions are hereby notified to the Client in accordance with the provisions of the Consumer Protection Act, 2002.

18. Governing law and jurisdiction

18.1. The Client agrees that the parties shall be governed by the laws of the corporate domicile of Elsevier in connection with the Products and/or Services.

19. Governing law and jurisdiction

19.1. The Client agrees that the parties shall be governed by the laws of the corporate domicile of Elsevier in connection with the Products and/or Services.