The Surgeon

Overview

Since its establishment in 2003, The Surgeon has established itself as one of the leading multidisciplinary surgical titles, both in print and online. The Surgeon is published for the worldwide surgical and dental communities. The goal of the Journal is to achieve wider national and international recognition, through a commitment to excellence in original research. In addition, both Colleges see the Journal as an important educational service, and consequently there is a particular focus on post-graduate development. Much of our educational role will continue to be achieved through publishing expanded review articles by leaders in their field.

Visit Website

North America

Aileen Rivera North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers North America
347-449-4997
t.peppers@elsevier.com

EMEALA

Katy Parker EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC

Virginia Van Homrigh APAC
61 448 008359
v.vanhomrigh@elsevier.com

Global Print Circulation
Online Only

Avg. Global Monthly Visits
Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request
**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).
### 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>
<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>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
14. General

8. Liability and claims

4. Prices, taxes and currencies

2. Offer and acceptance/ Description

1. Applicability of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in exercising any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

13. Cancellations & Returns

cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any cancellation requests shall be made in writing to the Client. Any cancellations submitted in error or after such date will not be considered. The Client shall remain liable for full cost of the advertisement.

12. Compliance with laws

A Prohibited Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, for personal or professional development, or for any other legitimate purpose.

11. Confidential information

A Prohibited Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, for personal or professional development, or for any other legitimate purpose.

10. Indemnification

Neither Elsevier nor the Client nor any of their officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment of any money or of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her position, authority or influence to (i) knowingly influence the governmental actions or decisions of a government agency or any other government-owned, operated or funded entity (including but not limited to universities, hospitals and libraries), or political parties or candidates (jointly “Government Official”). Neither Elsevier nor the Client shall be liable for damages of any kind or nature incurred by the Client nor any of its officers, directors, employees or agents in connection with any Prohibited Payment.

6. Intellectual property

Copyright and other intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products or any other part of the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment of any money or of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her position, authority or influence to (i) knowingly influence the governmental actions or decisions of a government agency or any other government-owned, operated or funded entity (including but not limited to universities, hospitals and libraries), or political parties or candidates (jointly “Government Official”). Neither Elsevier nor the Client shall be liable for damages of any kind or nature incurred by the Client nor any of its officers, directors, employees or agents in connection with any Prohibited Payment.

Liability and claims

THE CLIENT UNDERSTANDS THAT THE ADVERTISING MATERIAL MUST OBEY ALL APPLICABLE LAWS INCLUDING, BUT NOT LIMITED TO, INTENTIONAL OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE. 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 IMPARL TO THE SAME EXTENT AS THE LIMITATION OF LIABILITY STATED ABOVE AND IN THE EXCLUSION OF ANY LIABILITY FOR ANY IMPLIED WARRANTY OR EXPRESS WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. IN NO EVENT SHALL ELSEVIER BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES OR ANY LOST PROFITS, LOST SAVINGS OR OTHER DAMAGE RESULTING FROM THE USE OF OR INABILITY TO USE THE PRODUCTS.

8. Liability and claims

THE CLIENT UNDERSTANDS THAT THE ADVERTISING MATERIAL MUST OBEY ALL APPLICABLE LAWS INCLUDING, BUT NOT LIMITED TO, INTENTIONAL OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE. 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 IMPARL TO THE SAME EXTENT AS THE LIMITATION OF LIABILITY STATED ABOVE AND IN THE EXCLUSION OF ANY LIABILITY FOR ANY IMPLIED WARRANTY OR EXPRESS WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. IN NO EVENT SHALL ELSEVIER BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES OR ANY LOST PROFITS, LOST SAVINGS OR OTHER DAMAGE RESULTING FROM THE USE OF OR INABILITY TO USE THE PRODUCTS.

7. Force majeure

The Client agrees that the failure to agree to and accept the new terms of supply shall not prevent Elsevier from publishing the Client's Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or non-appearance of the Client's Advertising Content in the TC or in the Client's own publication.

6. Intellectual property

Copyright and other intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products or any other part of the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment of any money or of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her position, authority or influence to (i) knowingly influence the governmental actions or decisions of a government agency or any other government-owned, operated or funded entity (including but not limited to universities, hospitals and libraries), or political parties or candidates (jointly “Government Official”). Neither Elsevier nor the Client shall be liable for damages of any kind or nature incurred by the Client nor any of its officers, directors, employees or agents in connection with any Prohibited Payment.

5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set any ceiling limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and legitimate title to any tangible products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (i) payment or cleared funds or (ii) such sums due to it in respect of the Products and all other sums which are or which may become due to Elsevier from the Client on account.

4. Prices, taxes and currencies

Alternative Advertising Content included in a different issue, or different content in a particular issue, shall not bechargeable.

3. Prices, taxes and currencies

Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products or Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for personal use.

2. Offer and acceptance/ Description

The offer 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 its earlier Elsevier delivers the Order or issues the invoice to the Client or commencement performance of the Services for the Client. All products ordered are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products or Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for personal use. Client acknowledges that violation of this representation will cause serious harm to Elsevier. Upon violation of this representation and warranty, Elsevier shall be entitled to immediately injudicial relief requiring Client to discontinue all recipients of Elsevier Products and Services from Client, including all actual recipients that have not been previously properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with the provisions of the TC and average and any parties by the third party. Client is solely responsible for collecting from its customers amounts due in respect of its sale of the Products, exercising full control and solely bearing all of its own losses from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under these terms.

1. Applicability

The Client is the party responsible for ensuring that its proposals, publications or Products or any other part of the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment of any money or of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her position, authority or influence to (i) knowingly influence the governmental actions or decisions of a government agency or any other government-owned, operated or funded entity (including but not limited to universities, hospitals and libraries), or political parties or candidates (jointly “Government Official”). Neither Elsevier nor the Client shall be liable for damages of any kind or nature incurred by the Client nor any of its officers, directors, employees or agents in connection with any Prohibited Payment.

10. Indemnification

Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products or Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for personal use.

11. Confidential information

The Client shall not be entitled to use any source material, information, artwork or copy supplied by the Client to Elsevier for any purpose other than the publication and appearance of Advertising Content in the TC. The Client shall not disclose such source material, information, artwork or copy to any third party without Elsevier’s prior written consent. The Client shall be responsible for ensuring that all such source material, information, artwork or copy is made available to Elsevier in a manner that will ensure its confidentiality.

9. Force majeure

The Client’s use of the Products does not relieve Elsevier of the obligation to provide the Products or Services. The Client shall be responsible for ensuring that it has adequate systems and procedures in place to ensure the security of the Products or Services and that it will promptly notify Elsevier of any unauthorized access to or use of the Products or Services.

8. Liability and claims

A Client who is in breach of any of the foregoing representations and warranties, Elsevier shall be entitled to immediate injudicial relief requiring Client to disclose all recipients of Elsevier

7. Force majeure

The Client’s use of the Products does not relieve Elsevier of the obligation to provide the Products or Services. The Client shall be responsible for ensuring that it has adequate systems and procedures in place to ensure the security of the Products or Services and that it will promptly notify Elsevier of any unauthorized access to or use of the Products or Services.

6. Intellectual property

Copyright and other intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products or any other part of the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment of any money or of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her position, authority or influence to (i) knowingly influence the governmental actions or decisions of a government agency or any other government-owned, operated or funded entity (including but not limited to universities, hospitals and libraries), or political parties or candidates (jointly “Government Official”). Neither Elsevier nor the Client shall be liable for damages of any kind or nature incurred by the Client nor any of its officers, directors, employees or agents in connection with any Prohibited Payment.

5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set any ceiling limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and legitimate title to any tangible products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (i) payment or cleared funds or (ii) such sums due to it in respect of the Products and all other sums which are or which may become due to Elsevier from the Client on account. The Client may need to frustration before the end of the applicable year at a reduced discount and the Client shall be liable for the full cost of the advertising.

4. Prices, taxes and currencies

Alternative Advertising Content included in a different issue, or different content in a particular issue, shall not bechargeable.