

The Lancet HIV

Overview

The Lancet HIV will build on The Lancet's rich history of publishing HIV/AIDS research to provide a reliable foundation for advocacy and for programmatic and political change. The journal will publish the best translational, epidemiological, clinical, and implementation research. Most importantly, the journal will aim to unify these disciplines across a single vision for the health of those living with HIV. The Lancet HIV has been founded on two clear principles. First, the task of defecting HIV has not been accomplished and the journal will work in partnership with others to accelerate our response immediately. Second, The Lancet HIV is a new journal intending to reposition HIV/AIDS for a new era of sustainable development. We invite you to join us in this two-fold mission.

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

APAC

Virginia Van Homrigh APAC 61 448 008159 v.vanhomrigh@elsevier.com

Global Print Circulation

Available upon request

Avg. Global Monthly Visits

34,849

Avg. Global Monthly Unique Visitors

12,928

Avg. Global Monthly Page Views 19,091

Avg. Global eTOC Distribution 53,375

Audience

HIV specialists





Editor-in-Chief Peter Hayward

Rate Card

Effective January 2024

Issuance 12 times per year

Print Closings

VOLUME/ISSUE	PUBLICATION DATE	SPACE CLOSING	RUN OF BOOK ARTWORK DUE	PREPRINTED SUPPLIED PIECES DUE
11/1	January 2024	11/22/2023	11/29/2023	12/08/2023
11/2	February 2024	12/28/2023	01/03/2024	01/12/2024
11/3	March 2024	01/26/2024	01/31/2024	02/09/2024
11/4	April 2024	02/23/2024	02/28/2024	03/08/2024
11/5	May 2024	03/29/2024	04/03/2024	04/12/2024
11/6	June 2024	04/26/2024	05/01/2024	05/10/2024
11/7	July 2024	05/23/2024	05/29/2024	06/07/2024
11/8	August 2024	06/27/2024	07/02/2024	07/12/2024
11/9	September 2024	07/26/2024	07/31/2024	08/09/2024
11/10	October 2024	08/29/2024	09/04/2024	09/13/2024
11/11	November 2024	09/27/2024	10/02/2024	10/11/2024
11/12	December 2024	11/01/2024	11/06/2024	11/15/2024

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)
ıx	\$ 3,515	\$ 1,760
3x	\$ 3,410	\$1,700
6x	\$ 3,310	\$ 1,660
12X	\$ 3,215	\$ 1,610
24X	\$ 3,105	\$ 1,550
48x	\$ 2,935	\$ 1,465
96x	\$ 2,880	\$ 1,415

4 COLOR 2,500

Cover Tips Available Upon Request

Outserts Available Upon Request





Premium Positions

Cover 4: 50% B/W Page rate Cover 2: 35% B/W Page rate Opposite TOC: 25% B/W Page rate

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate.

Composition

All production charges are net and non-commissionable

PRINTING	FULL PAGE	HALF PAGE	QUARTER PAGE	
Black & White only	\$150	\$125	\$95	

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.





Classified / back of book print closings

VOLUME/ISSUE	PUBLICATION DATE	CLASSIFIED SPACE CLOSING & RUN OF BOOK ARTWORK DUE
11/1	January 2024	11/29/2023
11/2	February 2024	01/03/2024
11/3	March 2024	01/31/2024
11/4	April 2024	02/28/2024
11/5	May 2024	04/03/2024
11/6	June 2024	05/01/2024
11/7	July 2024	05/29/2024
11/8	August 2024	07/02/2024
11/9	September 2024	07/31/2024
11/10	October 2024	09/04/2024
11/11	November 2024	10/02/2024
11/12	December 2024	11/06/2024

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

Classified / back of book print advertising

Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)
1X	\$ 1,690	\$ 1,270
3x	\$ 1,640	\$ 1,225
6x	\$ 1,595	\$ 1,195
12X	\$ 1,545	\$ 1,165
24X	\$ 1,495	\$ 1,120
48x	\$ 1,410	\$1,060
96x	\$ 1,385	\$1,020







Confidential Email Inbox

Cost: \$40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:

Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing

Trim: 210mm x 276mm (Global), 8.25" x 10.875" (US)

1/4" from all trim edges.

Binding: Perfect;

Printing Process:

Halftone Screen: Cover: 150 line screen Text: 150 line screen

AD SIZE	NON-BLEED	BLEED
Full Page (Global)	186mm x 260mm	220mm x 292mm
Spread (Global)	400mm x 260mm	430mm x 292mm
Full Page (US)	7.75" × 10.375"	8.5" x 11.125"
Spread (US)	15" x 10"	16-3/4" x 11.125"
1/2 Horizontal (US)	7" × 5"	8.5" × 5.6875"
1/2 Vertical (US)	3.5" X 10"	4.375" X 11.125"

Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.





Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- No content is to be within 1/4" of all trim edges.
- · Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.

- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated
 within the page layout application but instead should be manipulated in
 a proper image editing program (ex. Photoshop) and then imported
 into the page layout program at proper size and position.
- · DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness
 (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.





Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Supplied Print Ad Pieces

Size - 2 page:

Size - 4 page:

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion orderNote: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

The Lancet HIV

Contact Production

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials





Digital Specs

Lancet Websites

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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).



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





ELSEVIER TERMS AND CONDITIONS OF SUPPLY

L Applicability These terms and conditions shall apply to all offers, proposals 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. For the purposes of the TC "Elsevier' shall mean the company within the Elsevier group that is providing the Products and Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are reproseed by the Client, these shall not apply and the TC will prevail. Any artistion to the TC and any prepresentations were relevant to the Total and any prepresentations will be producted as expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

2. Offer and acceptance/ Description Each order for the Products and Services by the Client from Elsevier shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (if earlier) Elsevier Products or issues the invoice to the Client or commences performance of the Services for the Client. All product orders 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 Service from Elsevier for its own account and use and not no health of any other person or entity. If client is an agent, it is purchasing Products or Service from Elsevier for its own account and use or no more than one identified institutional subscriptors 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 institutional subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be demended to the control of the count of the co

3. Execution and modification of the order Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, to the account of, and at the risk of the Client. Any dates specified delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no dates are specified, delivery/performance with the within a reasonable time.

4. Prices, taxes and currencies Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless oth agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Under the Taxes, import duties or other levies imposed on the sale or import of the Products, to exemption to Elsevier at the time of placing its order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the amounts payable to Elsevier under the TC, then the amount of the payment will be automatically increased to fully offset such tax, so that the amount extremitted to Elsevier, net of all taxes, equals the amount invoiced or otherwise due. The Client will promptly furnish Elsevier with the official receipt of payment of those taxes to the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely responsible to the payor of the payor o

5. Pymmet Unions so thereive agreed in writing, payments that the effected within thirty (sp) days of the invoice date in the current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on any account. The Client may resell the Products before ownership has passed to it provided that any sale shall be effected in the ordinary course of the Client's some behalf and the shall dead as a sprincipal whem making such as a sale. Elsevier's property on the Client's some behalf and the shall dead as a sprincipal whem making such as a sale. Elsevier's property on the Client's some behalf and the shall dead as a principal whem making such as a sale. Elsevier's property on the Client's some behalf and the shall dead as a principal whem making such as a sale. Elsevier's property on the Client's some behalf and the shall dead as a principal whem making such as a sale. Elsevier shall be entitled to recover payment for the copies of the Product has not passed from Elsevier. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. For ducts shall be at the Client shall make all payments due under the Client shall as a such as

6. Distribution The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 5.

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8. Liability and daims TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law; (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any damages, costs or expenses payable by Elsevier to any third party; (d) loss of any order or contract; or (e) any loss that was not foreseeable by the Client and Elsevier at the time this TC with the PARTY is contracted into; or (f) any loss not caused by any breach or the part of Elsevier, PAR(b) (in) RETHER PARTY SHALL BE RESPONSIBLE FOR death or RESPONSIBLE FOR death or STORM PARTY AGAINST THE OTHER PARTY SOWN INSCLIGENCE OR WILLFUL INTENT OR THE TENEDRY CHILDENCE OF ALIE WILLFUL PARTY AGAINST THE OTHER PARTY AGAINST THE OTHER PARTY AGAINST THE OTHER PARTY AGAINST THE OTHER PARTY SOWN INSCLIGENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PARTY AGAINST THE OTHER PART EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

re [f by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its torth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions obligations set forth in this TC, then such party shall be relieved of the of this TC and to avoid the effects of such event to the extent possible

a. Advertising & Reprints Client is solely responsible for ensuring proposed advertising gong 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 copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertising Content by Elsevier (the "Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution, or transmission for any copyright, patent, trade-secret, music, image, or other proprietary or property right, false advertising, unfaint complication or industry codes or any rights including, but not limited to infringement or misappropriation of any copyright, patent, trade-secret, music, image, or other proprietary or property right, false advertising, unfaint complication of any copyright, patent, trade-secret, music, image, or other proprietary or property right, false advertising, unfaint on the or regulation or industry codes or any rights including exasonable legal fless and expenses incurred by Elsevier, arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties. Elsevier reserves the right to reject any advertising and/or returning the time? If Elsevier determine, in its sole described in client and the advertising Content or any portion or publishing thereof (t) unlikhing the received and all liability, loss,

12. Audit Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.

22. Compliance with laws Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation any such Laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted and/of the Client's place of Posiness or residency. Client and its officers, directors, employees and agents shall engage only in legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official of a government agency or any other government agency or any other government owner, directly or indirectly, or proving or administrative to a residency of the commercial contact or Covernment Official for the purpose or intent to induce such person to use his/her authority to help the client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or Elsevier's affiliates (any such act, a "Prohibited Payment"). A Prohibited Payment does not include a payment of reasonable and boan file expenditures, such as travel or longing expenses, which are directly related to the promotion, demonstration or explanation of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

35. Cancellations & Returns If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new to be incurred or committed, contracted from the date of receipt of written notice of cancellation by Elsevier cancellation with the contraction of the contraction o

4. General The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it without the prior written consent of Elsevier. Beseiver may assign the TC or any part of it without the prior written consent of Elsevier. Beseiver may assign the TC or any part of it to any person, firm or company, if any provision of the TC is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, void, able, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and the remaining provisions of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision of prosecuting any preach) of the TC will not be constructed as a waiver of any of its rights under the TC.

eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023 Monthly average web metrics based on the period of July 2022 to June 2023

