Urologic Oncology: Seminars and Original Investigations

Overview

_Urologic Oncology: Seminars and Original Investigations_ combines original peer-reviewed research articles with reviews by invited experts on a single topic in each issue. The journal publishes practical, timely, and relevant clinical and basic science research articles which address any aspect of urologic oncology.

Display Advertising

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Recruitment Advertising

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Global  
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Global Print Circulation  
1,235  
Available upon request

Avg. Global Monthly Visits  
Available upon request

Avg. Global Monthly Unique Visitors  
Available upon request

Avg. Global Monthly Page Views  
Available upon request
Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>42/2</td>
<td>February 2024</td>
<td>01/22/2024</td>
<td>01/25/2024</td>
<td>02/01/2024</td>
</tr>
<tr>
<td>42/3</td>
<td>March 2024</td>
<td>02/05/2024</td>
<td>02/08/2024</td>
<td>02/15/2024</td>
</tr>
<tr>
<td>42/4</td>
<td>April 2024</td>
<td>02/19/2024</td>
<td>02/22/2024</td>
<td>02/29/2024</td>
</tr>
<tr>
<td>42/5</td>
<td>May 2024</td>
<td>03/08/2024</td>
<td>03/13/2024</td>
<td>03/20/2024</td>
</tr>
<tr>
<td>42/6</td>
<td>June 2024</td>
<td>04/03/2024</td>
<td>04/08/2024</td>
<td>04/15/2024</td>
</tr>
<tr>
<td>42/7</td>
<td>July 2024</td>
<td>04/23/2024</td>
<td>04/26/2024</td>
<td>05/03/2024</td>
</tr>
<tr>
<td>42/8</td>
<td>August 2024</td>
<td>05/15/2024</td>
<td>05/20/2024</td>
<td>05/27/2024</td>
</tr>
<tr>
<td>42/9</td>
<td>September 2024</td>
<td>06/11/2024</td>
<td>06/14/2024</td>
<td>06/21/2024</td>
</tr>
<tr>
<td>42/10</td>
<td>October 2024</td>
<td>07/10/2024</td>
<td>07/15/2024</td>
<td>07/22/2024</td>
</tr>
<tr>
<td>42/11</td>
<td>November 2024</td>
<td>08/20/2024</td>
<td>08/23/2024</td>
<td>08/30/2024</td>
</tr>
<tr>
<td>42/12</td>
<td>December 2024</td>
<td>09/24/2024</td>
<td>09/27/2024</td>
<td>10/04/2024</td>
</tr>
<tr>
<td>43/1</td>
<td>January 2025</td>
<td>11/05/2024</td>
<td>11/08/2024</td>
<td>11/15/2024</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,220</td>
<td>$1,325</td>
<td>$800</td>
</tr>
<tr>
<td>3x</td>
<td>$1,980</td>
<td>$1,165</td>
<td>$760</td>
</tr>
<tr>
<td>6x</td>
<td>$1,830</td>
<td>$1,050</td>
<td>$730</td>
</tr>
<tr>
<td>12x</td>
<td>$1,770</td>
<td>$970</td>
<td>$700</td>
</tr>
<tr>
<td>18x</td>
<td>$1,710</td>
<td>$950</td>
<td>$660</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,705</td>
<td>770</td>
<td>810</td>
</tr>
</tbody>
</table>

**Cover Tips**

$6,100

**Outserts**

$7,400

**Premium Positions**

Cover 4: 50% B/W Page rate
Cover 2: 35% B/W Page rate
Cover 3: 25% B/W Page rate
Opposite TOC: 25% B/W Page rate
First Right Hand Page: 25% B/W Page rate
Other Preferred Positions: 10% 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.
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

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>42/2</td>
<td>February 2024</td>
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<td>43/1</td>
<td>January 2025</td>
<td>10/30/2024</td>
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Classified / back of book print advertising

Rates

<table>
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<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 2,320</td>
<td>$ 1,545</td>
<td>$ 1,095</td>
</tr>
<tr>
<td>3x</td>
<td>$ 2,110</td>
<td>$ 1,390</td>
<td>$ 1,080</td>
</tr>
<tr>
<td>6x</td>
<td>$ 1,980</td>
<td>$ 1,290</td>
<td>$ 1,040</td>
</tr>
<tr>
<td>12x</td>
<td>$ 1,910</td>
<td>$ 1,240</td>
<td>$ 1,020</td>
</tr>
<tr>
<td>18x</td>
<td>$ 1,850</td>
<td>$ 1,230</td>
<td>$ 985</td>
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</table>

<table>
<thead>
<tr>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>690</td>
<td>1,770</td>
<td>780</td>
<td>820</td>
</tr>
</tbody>
</table>

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: 8-1/4" x 11"
1/4" from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Sheet
Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-3/8&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>
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 and PMS 201CV). 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.
**Delivery**
Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

**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**: 8-1/2" x 11-1/4"
- **Size - 4 page**: 17" x 11-1/4"

**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 order. Note: 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

**Urologic Oncology: Seminars and Original Investigations**

Sheridan Press

450 Fame Avenue
Hanover, PA 17331-1585
United States

Attn: Elsevier Team

### 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

Send new print ad files and submit pickup ads to www.ads4els.com.

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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<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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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
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Each order for the Products and Services from Elsevier 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 (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client.

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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, and to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and the time of delivery/performance shall not be made of the essence by notice. If no dates so specified, delivery/performance will be within a reasonable time.

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

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9. Force majeure
If by reason of war, act of God, fire, flood, strike, riot, or other labor disturbance, earth tremor, failure to obtain labor, fire, or other element of the Client's operations, accidents, war 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 in any obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such incapacity shall not be deemed to have caused any party liable to any third party. Subject to the foregoing, the Client shall use its reasonable efforts to minimize any adverse effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Services are provided to the Client that contain third party products or software such a sale may be subject to additional license terms.

10. Cancellation and 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. Clients are requested to provide Elsevier with 60 days' notice in order to avoid any cancellation fee. In the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertising. Any returns of the products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client by Elsevier on request. Since Elsevier cannot be held responsible for any value and/or benefit that may not be realized, the return of goods can only be considered as an expedient measure and not as a warranty against any loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertising.

11. Audit
Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to any relevant premises of any third party engaged by Client) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC. The Client shall pay the Publisher's authorized representative's reasonable costs and expenses incurred in connection with such inspections. Such inspections shall be reasonable in number and conducted in a reasonable manner.

12. Compliance with laws
In publishing Advertising Content, Elsevier will act in compliance with all existing and applicable laws, ordinances, codes, regulations, and policies relevant to the Client's activities. Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and all claims arising out of or related to the Client's actions, including reasonable legal fees and expenses incurred by Elsevier, arising out of or in relation to the Advertising Content.

13. Indemnity
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. Clients are requested to provide Elsevier with 60 days' notice in order to avoid any cancellation fee. In the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertising. Any returns of the products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client by Elsevier on request. Since Elsevier cannot be held responsible for any value and/or benefit that may not be realized, the return of goods can only be considered as an expedient measure and not as a warranty against any loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertising.

14. Acceptance
If by reason of war, act of God, fire, flood, strike, riot, or other labor disturbance, earth tremor, failure to obtain labor, fire, or other element of the Client's operations, accidents, war 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 in any obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such incapacity shall not be deemed to have caused any party liable to any third party. Subject to the foregoing, the Client shall use its reasonable efforts to minimize any adverse effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Services are provided to the Client that contain third party products or software such a sale may be subject to additional license terms.

15. Offer and acceptance/ Description
Each order for the Products and Services from Elsevier 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 (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client.

16. 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, and to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and the time of delivery/performance shall not be made of the essence by notice. If no dates so specified, delivery/performance will be within a reasonable time.