Overview

Aims and Scope: To create a principal international information conduit for establishing modernity of neurosurgical practice for the global community through contemporary and innovative journalistic communication technologies and channels. To serve as a forum for scientific, clinical, educational, social, cultural, economic, and political ideas and issues for global neurosurgery. To act as a primary intellectual catalyst for the field. To enhance and move toward complete global communication related to all aspects of current and future neurosurgical practice, research, and progress.

Display Advertising

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Philip Prigal Global
347-556-0473
p.prigal@elsevier.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

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<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

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14. General

9. Force majeure

2. Offer and acceptance/ Description

1. Applicability

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. UK Bribery Act) and those enforced in the country where business is being conducted and/or the Client’s place of business ... employees and agents shall engage only in legitimate business and ethical practices in commercial operations and in

Agreement, including, without limitation, the RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable ... any such Laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the

11. Audit

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of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

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where necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

applicable, Client shall provide to Elsevier Client’s VAT registration number or other evidence of tax exemption to Elsevier in the form of an invoice. In the event that the taxes are recoverable by Elsevier, Client shall be entitled to receive

4. Prices, taxes and currencies

such things as format, printing processes, technical design, size and kind of address file, weights and the like. All drawings, descriptive matter, specifications and advertising used by Elsevier and any descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characterisation of the Products and Services, cannot be considered a reason for repudiation or rescission, as the case may be, unless they cause the work to be void.

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2024

World Neurosurgery

ELSEVIER Rate Card Effective January 2024