Overview

Academic Radiology publishes original reports on clinical and laboratory investigations in diagnostic imaging, the diagnostic use of radioactive isotopes, computed tomography, positron emission tomography/molecular imaging, MRI, ultrasound, digital subtraction angiography, and related techniques.

Display Advertising

Jaesam Hong United States
212-633-3713
j.hong@elsevier.com

Kate Lach Europe
48 500 299 970
k.lach.1@elsevier.com

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

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global
212-633-3713
j.hong@elsevier.com

Global Print Circulation
Online Only
12,393

Avg. Global Monthly Visits
12,393

Avg. Global Monthly Unique Visitors
5,273

Avg. Global Monthly Page Views
6,446

Avg. Global eTOC Distribution
7,662
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>
<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.
1. Applicability. These terms and conditions shall apply to 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 for the “TC”. They supersede any previous agreement between the parties (the “TC”). If no dates are so specified, delivery/performance will be within a reasonable time.

2. Offer and acceptance/Description. Client makes an offer to Elsevier for the purposes of making a purchase of Products and/or Services agreed by both parties in the relevant order, including such things as format, printing processes, design, size and of address, weight, prices and the like. All drawings, descriptive matter, specifications and advertising inserted by Elsevier or its descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued or published for the purpose of giving an approximate idea of the Products and Services described therein. They will form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

3. General. No modification of the Order is binding on Elsevier unless in writing and signed by an authorised representative of Elsevier. No terms of business or conditions previously agreed in writing to the effect that These terms and conditions shall not apply to the order acknowledged, 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 beyond those for which a fee has been, or will be, charged, Elsevier shall be entitled to make an additional charge for such services, which the Client shall pay to Elsevier.

4. Prices, taxes and currencies. Unless otherwise agreed by Elsevier in writing, the price for the Products and/or Services shall be Those set out in Elsevier’s current price list (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any, import duties or other levies imposed on the sale or export of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Elsevier shall provide to Client Elsevier’s VAT registration number or other details to enable VAT to be accounted for.

5. Payment. Unless otherwise agreed in writing, payment shall be effected within thirty (30) days of the invoice date. In the currency in which payment is due. Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are incurred in connection with the design, production or marketing of any Advertising Content.

6. Distribution. The Client that (i) engages, reengages, reproduces, replays or publishes any Products or other products of Elsevier in its own name; or (ii) deals on its own behalf as principal or on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier on the Client’s own behalf and as an principal, if any sale in whole or in part, results from its own efforts.

7. Audit. Elsevier shall be entitled to have access to Client’s books, records and accounts for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC. The Client shall allow Elsevier’s authorized representative at any reasonable time to have access to Client’s premises (or such other premises as specified by Elsevier) and within the relevant time limit set by Elsevier (the “Closing Date”). Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier is not responsible for any failure to meet the Closing Date.

8. Liability and claims. To the maximum extent permitted by relevant laws (the “Elsevier’s Limitation of Liability”), Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of the TC or any implied warranty, condition or other 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 delay, costs or expenses (including legal costs on a solicitor and client basis) in respect of any action or claim resulting therefrom; (d) any loss or loss attributable to the Client for any breach of the TC; (e) for any act or omission which is not a direct result of Elsevier’s negligence or willful default; (f) any direct or indirect losses or damage suffered or incurred by a third party to whom Elsevier has a duty of care under the TC; (g) for any act or omission which is not a direct result of Elsevier’s negligence or willful default; (h) for any direct or indirect losses or damage suffered or incurred by a third party to whom Elsevier has a duty of care under the TC; (i) for any act or omission which is not a direct result of Elsevier’s negligence or willful default; (j) for any act or omission which is not a direct result of Elsevier’s negligence or willful default.

9. Force majeure. Elsevier shall not be liable for any act or omission on its part which is due to circumstances beyond its control and which it could not reasonably have avoided; including such things as fire, floods, earthquakes, wars, civil uprisings, disputes between nations, or natural disasters. Any failure by Elsevier to perform any of its obligations under the TC arising out of or related to the force majeure event or any other cause shall be excusable if such delay is due to circumstances beyond Elsevier’s control and not to the fault of Elsevier.

10. Cancellation & Returns. Clients shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or such other premises as specified by Elsevier) and within the relevant time limit set by Elsevier (the “Closing Date”). Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier is not responsible for any failure to meet the Closing Date.

11. Audit. Elsevier shall be entitled to have access to Client’s books, records and accounts for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC. The Client shall allow Elsevier’s authorized representative at any reasonable time to have access to Client’s premises (or such other premises as specified by Elsevier) and within the relevant time limit set by Elsevier (the “Closing Date”). Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier is not responsible for any failure to meet the Closing Date.

12. Confirmation and modification of the order. All modifications to this agreement or to the order acknowledged shall be in writing and signed by an authorised representative of Elsevier. Partially enforcing 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. From the due date of the invoice to the date of payment in full, interest at the rate of 1% per month will be charged on any amount which is outstanding. If the Client orders in excess of the quoted volume, Elsevier shall not be required to produce the Products and Services beyond such volume. If the Client orders in excess of the quoted volume, Elsevier shall be entitled to recover payment of the Products ordered in excess of the volume ordered. Elsevier shall be entitled to make such additional charge as will be reasonable having regard to the circumstances in which it is made.

14. General. The Client will be solely responsible for collecting from its customers any amounts due to it in respect of the sale of the Products and/or Services. To the extent permitted by any anti-waiver laws, the Client waives any right to claim for any breach of the TC or any implied warranty, condition or other representation or any duty of any kind imposed on Elsevier by operation of law. No advice or recommendation given by Elsevier shall constitute a representation or warranty by Elsevier that the Products and/or Services will meet any specific purpose or will be fit for any particular purpose or will conform to any sample. The Client will be solely responsible for ensuring that such products are suitable for its use and will be solely responsible for any consequential or any other liability. The Client’s use of any Products and/or Services is solely at its own risk.

15. 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 for the "TC". They supersede any previous agreement between the parties (the "TC"). If no dates are so specified, delivery/performance will be within a reasonable time.