Overview

As a truly independent journal, the *American Journal of Emergency Medicine* publishes original peer-reviewed articles, symposia, review articles, book reviews, and reports on all aspects of emergency medicine including toxicology, behavioral emergencies, pediatric emergencies, and therapeutics.

Visit Website

Display Advertising

Kate Lach  
Europe  
48 500 269 970  
k.lach.1@elsevier.com

Kenneth Naylor  
United States  
212-633-3835  
k.naylor@elsevier.com

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

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

Recruitment Advertising

Kenneth Naylor  
Global  
212-633-3835  
k.naylor@elsevier.com

Global Print Circulation

Online Only

Avg. Global Monthly Visits

4,763

Avg. Global Monthly Unique Visitors

3,060

Avg. Global Monthly Page Views

3,362
**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.
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”). No proposal for the products and/or services of Elsevier shall have any force until written confirmation is given by Elsevier. The failure to deliver a receipt of any written order by Elsevier shall not constitute a refusal or an acceptance of the order. In the event of any discrepancy between the Terms of Conditions and any order acknowledgment or any document or agreement relating to the sale or supply of the Products and/or Services, the Terms of Conditions shall prevail.

2. Offer and acceptance/ Description

The Client shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No offer placed by the Client shall be deemed accepted until a written acknowledgment of order is issued by Elsevier (or at Elsevier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for all Client orders. All orders are subject to availability of the ordered products. Unless otherwise expressly agreed by Elsevier in writing, Elsevier reserves the right to substitute Products or Services for 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 and 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 representation of this and warranty will cause impairment harmless to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously properly identified by Client. Elsevier shall commercially reasonable efforts to comply with the provisions and Services agreed by both the parties, including such things as format, printing processes, technical design, size and kind of address labels, weight and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued as 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 character of the Products and Services, cannot be considered a reason for repudiation of the sale, as the case may be, unless they result in lost profit.

3. Prices, taxes and currency

Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be set out in Elsevier’s current price list (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, insurance, shipping, storage, insurance, tax, import and export duties, and any other charges levied by any government, local or other authority.

4. Payment

Unless otherwise agreed in writing, payment shall be effected within thirty (30) days of the invoice date. In the absence of payment, Elsevier may charge interest on the overdue amount at the rate of 1% per month or pro rata thereof from the due date up to the date of payment. If, at the request of Elsevier, payment is required to be made by credit card or other method of payment accepted by Elsevier, the Client shall be fully responsible for all processing fees and costs associated therewith. The payment does not include the charges levied by the credit card issuer or other such service provider.

5. Liability and claims

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products or services 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 or any other party. The Client shall be 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. Defaults or delays in obtaining such payments shall not affect the Client’s obligation to make payments to Elsevier under the TC.

6. Intellectual property

Copyright and other intellectual property rights in the Products, propostals or publications and all other Services or TC shall remain with Elsevier unless otherwise agreed in writing. The rights granted by Elsevier to the Client are restricted to use solely in the ordinary course of the Client’s business.

7. Amendment to the TC

In the event of any amendment to the TC, the amended TC and all modifications or additions to the TC and is hereby accepted by the Client and the Client shall be bound by such amended TC and all modifications or additions to the TC.

8. Advertisements

The Client shall not engage in any advertising, reproduction, or publication 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 or any other products of Elsevier or its affiliates.

9. Client Introductions

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 the cancellation. This fee will not be adjusted to cover any manufacturing costs (except as described above), nor will any amount be transferred to any further order. One application for cancellation. Orders for advertisements must be cancelled in writing prior to the relevant advertising deadline closing date, but in the event that the relevant deadlines are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of the products shall be subject to the relevant Elsevier company’s return policy applicable to the product at the time of return. Details of such policies will be provided to the Client on request. Any return or cancellation of the value of fees paid, including, without limitation, all bank charges and foreign exchange charges. Such fees are not refundable. In the event of any dispute or claim, the Client shall not be entitled to any such fee, unless otherwise 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 products are sold to the Client that contain third party software or such sales may be subject to additional license terms.

10. Advertising & Reprints

Each order for the Products and Services by the Client 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 acknowledgment of order is issued by Elsevier (or at Elsevier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for all Client orders. All orders are subject to availability of the ordered products. Unless otherwise expressly agreed by Elsevier in writing, Elsevier reserves the right to substitute Products or Services for 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 and 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 representation of this and warranty will cause impairment harmless to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously properly identified by Client. Elsevier shall commercially reasonable efforts to comply with the provisions and Services agreed by both the parties, including such things as format, printing processes, technical design, size and kind of address labels, weight and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued as 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 character of the Products and Services, cannot be considered a reason for repudiation of the sale, as the case may be, unless they result in lost profit.

11. Audit

The Client may not 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 or any other products of Elsevier or its affiliates. Neither the Client nor any other party shall have any right to payment or receipt of any payment for the sale or use of the Products or Services 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 representation of this and warranty will cause impairment harmless to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services.

12. Intellectual property

Each application for cancellation. Orders for advertisements must be cancelled in writing prior to the relevant advertising deadline closing date, but in the event that the relevant deadlines are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of the products shall be subject to the relevant Elsevier company’s return policy applicable to the product at the time of return. Details of such policies will be provided to the Client on request. Any return or cancellation of the value of fees paid, including, without limitation, all bank charges and foreign exchange charges. Such fees are not refundable. In the event of any dispute or claim, the Client shall not be entitled to any such fee, unless otherwise 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 products are sold to the Client that contain third party software or such sales may be subject to additional license terms.

13. Offer and acceptance/ Description

Each order for the Products and Services by the Client 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 acknowledgment of order is issued by Elsevier (or at Elsevier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for all Client orders. All orders are subject to availability of the ordered products. Unless otherwise expressly agreed by Elsevier in writing, Elsevier reserves the right to substitute Products or Services for 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 and 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 representation of this and warranty will cause impairment harmless to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously properly identified by Client. Elsevier shall commercially reasonable efforts to comply with the provisions and Services agreed by both the parties, including such things as format, printing processes, technical design, size and kind of address labels, weight and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued as 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 character of the Products and Services, cannot be considered a reason for repudiation of the sale, as the case may be, unless they result in lost profit.

14. General