Overview

The *American Journal of Kidney Diseases (AJKD)*, the official journal of the National Kidney Foundation, is recognized worldwide as a leader in clinical nephrology content. Every month *AJKD* publishes original investigations describing the latest findings related to kidney diseases, hypertension, dialysis therapies, and kidney transplantation. In addition to the rigorous peer-review of all *AJKD* content, original investigations undergo routine statistical review and follow a consistent, structured format. Case reports in each issue bring to light new diseases and potential therapeutic strategies. *AJKD* also publishes a variety of educational and special interest features, including narrative reviews, editorials, teaching cases, quizzes, and articles focusing on translational research, clinical practice, and socioeconomic aspects of kidney disease and treatment. In addition to full-text articles found in the print journal, *AJKD*’s website (www.ajkd.org) offers exclusive online-only content, such as additional case reports and supplementary data. Freely available content on the website includes editorsials, special announcements, and correspondence.

North America

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Affiliation

The National Kidney Foundation

Audience

Nephrologists, urologists, and internists.

Global Print Circulation

2,028

Avg. Global Monthly Visits

150,980

Avg. Global Monthly Unique Visitors

62,915

Avg. Global Monthly Page Views

86,031

Avg. Global eTOC Distribution

17,704

Rate Card

Effective January 2024

Visit Website
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>83/2</td>
<td>February 2024</td>
<td>12/21/2023</td>
<td>12/27/2023</td>
<td>01/03/2024</td>
</tr>
<tr>
<td>83/3</td>
<td>March 2024</td>
<td>01/24/2024</td>
<td>01/29/2024</td>
<td>02/05/2024</td>
</tr>
<tr>
<td>83/4</td>
<td>April 2024</td>
<td>02/22/2024</td>
<td>02/27/2024</td>
<td>03/05/2024</td>
</tr>
<tr>
<td>83/5</td>
<td>May 2024</td>
<td>03/19/2024</td>
<td>03/21/2024</td>
<td>04/04/2024</td>
</tr>
<tr>
<td>83/6</td>
<td>June 2024</td>
<td>04/14/2024</td>
<td>04/29/2024</td>
<td>05/06/2024</td>
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<tr>
<td>84/1</td>
<td>July 2024</td>
<td>05/23/2024</td>
<td>05/31/2024</td>
<td>06/04/2024</td>
</tr>
<tr>
<td>84/2</td>
<td>August 2024</td>
<td>06/24/2024</td>
<td>06/27/2024</td>
<td>07/04/2024</td>
</tr>
<tr>
<td>84/3</td>
<td>September 2024</td>
<td>07/24/2024</td>
<td>07/29/2024</td>
<td>08/05/2024</td>
</tr>
<tr>
<td>84/4</td>
<td>October 2024</td>
<td>08/23/2024</td>
<td>08/28/2024</td>
<td>09/04/2024</td>
</tr>
<tr>
<td>84/5</td>
<td>November 2024</td>
<td>09/24/2024</td>
<td>09/27/2024</td>
<td>10/04/2024</td>
</tr>
<tr>
<td>84/6</td>
<td>December 2024</td>
<td>10/24/2024</td>
<td>10/29/2024</td>
<td>11/05/2024</td>
</tr>
<tr>
<td>85/1</td>
<td>January 2025</td>
<td>11/22/2024</td>
<td>11/27/2024</td>
<td>12/04/2024</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>$ 4,010</td>
<td>$ 2,995</td>
<td>$ 2,260</td>
</tr>
<tr>
<td>3x</td>
<td>$ 3,990</td>
<td>$ 2,980</td>
<td>$ 2,255</td>
</tr>
<tr>
<td>6x</td>
<td>$ 3,810</td>
<td>$ 2,915</td>
<td>$ 2,205</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,750</td>
<td>$ 2,860</td>
<td>$ 2,185</td>
</tr>
<tr>
<td>18x</td>
<td>$ 3,700</td>
<td>$ 2,820</td>
<td>$ 2,165</td>
</tr>
<tr>
<td>24x</td>
<td>$ 3,630</td>
<td>$ 2,785</td>
<td>$ 2,135</td>
</tr>
<tr>
<td>36x</td>
<td>$ 3,590</td>
<td>$ 2,755</td>
<td>$ 2,100</td>
</tr>
<tr>
<td>48x</td>
<td>$ 3,455</td>
<td>$ 2,615</td>
<td>$ 1,955</td>
</tr>
<tr>
<td>60x</td>
<td>$ 3,305</td>
<td>$ 2,475</td>
<td>$ 1,805</td>
</tr>
<tr>
<td>72x</td>
<td>$ 3,165</td>
<td>$ 2,335</td>
<td>$ 1,655</td>
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<tr>
<td>84x</td>
<td>$ 3,025</td>
<td>$ 2,190</td>
<td>$ 1,430</td>
</tr>
<tr>
<td>96x</td>
<td>$ 2,875</td>
<td>$ 2,040</td>
<td>$ 1,285</td>
</tr>
</tbody>
</table>

### 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.
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>83/2</td>
<td>February 2024</td>
<td>12/15/2023</td>
</tr>
<tr>
<td>83/3</td>
<td>March 2024</td>
<td>01/18/2024</td>
</tr>
<tr>
<td>83/4</td>
<td>April 2024</td>
<td>02/16/2024</td>
</tr>
<tr>
<td>83/5</td>
<td>May 2024</td>
<td>03/19/2024</td>
</tr>
<tr>
<td>83/6</td>
<td>June 2024</td>
<td>04/18/2024</td>
</tr>
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</tr>
<tr>
<td>85/1</td>
<td>January 2025</td>
<td>11/18/2024</td>
</tr>
</tbody>
</table>

### Composition

All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

### 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

<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>$ 2,685</td>
<td>$ 1,755</td>
<td>$ 1,240</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,595</td>
<td>$ 1,690</td>
<td>$ 1,190</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,440</td>
<td>$ 1,585</td>
<td>$ 1,175</td>
</tr>
<tr>
<td>24x</td>
<td>$ 2,350</td>
<td>$ 1,480</td>
<td>$ 1,150</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>760</td>
<td>805</td>
<td>1,795</td>
<td>690</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 10-7/8”
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>Full Page</td>
<td>7-3/4” x 10-3/8”</td>
<td>8-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-3/4” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-1/2” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</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 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 201CV and 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.

Delivery
Submit PDF ad files to Elsevier ad portal at 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 11-1/8”

**Size - 4 page:** 17” x 11-1/8”

**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.

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**Insert Quantity**

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

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**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.

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**Insert Shipments Address**

**American Journal of Kidney Diseases**

Sheridan Press
450 Farne Avenue
Hanover, PA 17331-1585
United States
Attn: Elsevier Team

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**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.

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**For Contracts, Insertion Orders & Production Materials**

Send new print ad files and submit pickup ads to [www.ads4els.com](http://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 300 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

AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
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<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

Contact your sales representative for all digital advertising rates and opportunities.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
These terms and conditions shall apply to all proposals, offers and agreements made supply by Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Product(s) and/or Services") and, along with the relevant order acknowledgment, shall form the entire agreement between the parties (the "TC"). These terms supersede any previous agreement, understanding or representation of any kind, oral or written, between the Client and Elsevier.

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Elsevier shall incorporate these terms and conditions into the Client's quotation and any acceptances. Any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraudulent misrepresentation.

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Where Products are subcontracted to third party providers or sub-contracted to third parties, the terms and conditions subject to which such Products are supplied shall be subject to the terms and conditions of this TC.

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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 or assist others to engage in these activities. The Client shall promptly notify Elsevier in the event of any piracy, reproduction, or plagiarism of the Product by any third party. The Client shall be solely responsible for collecting from its customers any amounts due in respect of the sale of the Product, including full control and safety of all its losses resulting from any unremitted amounts. Delay or failure in obtaining such payments shall not affect Elsevier's rights to terminate the TC in accordance with the TC.

7. Intellectual property
(a) The Client shall not resell the Products before ownership has passed to it provided that any sale shall be made in the ordinary course of business and shall deal as principal when making such a sale. Elsevier shall be entitled to recover payment for the reproduction of the Products notwithstanding that ownership of any of the Products has not passed from Elsevier. For the avoidance of doubt no intellectual property rights in the Products shall transfer to the Client for the Client to retain ownership of the TC, including without limitation all its data and information which is necessary for the formation of the TC. From the date of the invoice to the date of payment in full, interest on the outstanding amount at the rate of 1% per month in any event not exceeding 1% of any such orders extraordinary, together with any collection fees incurred by Elsevier. If the Client wishes to discontinue any part of the TC, the Client shall be solely responsible for all payments in respect of any such discontinuation of the TC until such payment has been made.

8. Liability and claims to THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, ELSEVIER SHALL NOT BE LIABLE FOR ANY OF THE FOLLOWING WHICH MAY BY REASON OF ANY BREACH OF THE TC OR ANY IMPLIED WARRANTY, CONDITION OR REPRESENTATION, OTHER THAN LIABILITY FOR DEATH OR PERSONAL INJURY, INCLUDING BUT NOT LIMITED TO DIRECT OR INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES FOR ANY CLAIM, LOSS OR DAMAGE OF ANY KIND OR NATURE, WHICH INCLUDES BUT IS NOT LIMITED TO DAMAGES OR LOSSES WHICH ARISE INDIRECTLY OR INCONSEQUENTIAL, THE TC WILL BE TERMINATED WITHOUT ANY NOTICE TO THE CLIENT AND ELSEVIER SHALL BE ENTITLED TO ACQUIRE THE SERVICES OF ANY CONTRACTUAL PARTIES, WHETHER THEY ARE THEN PERSONAL OR CORPORATE, AND THE CLIENT MAY BE REQUIRED TO WITHDRAW FROM THE TC THAT SERVICE, WHERE THE SERVICE IS NO LONGER RESPONSIBLE.

9. Force majeure
If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be paid within thirty (30) days of the invoice date in the currency remitted. In the event of default by Elsevier, the Client may elect to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are made by the Client within a reasonable time. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements specifies a schedule of insertions, issues and sizes of space, the Client shall be entitled to receive payment for the reproduction of the Products or the Services, as the case may be, for any such order for any such failure.

10. Audit
The Client shall provide all necessary assistance and cooperation to Elsevier in the conduct of any audit of the Client's activities required by the TC. The Client shall be entitled to have access to, and copies of, the Client's books and records that are necessary for the audit.

11. Audit
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 or assist others to engage in these activities. The Client shall promptly notify Elsevier in the event of any piracy, reproduction, or plagiarism of the Product by any third party. The Client shall be solely responsible for collecting from its customers any amounts due in respect of the sale of the Product, including full control and safety of all its losses resulting from any unremitted amounts. Delay or failure in obtaining such payments shall not affect Elsevier's rights to terminate the TC in accordance with the TC.

12. Audit
The Client shall 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 or assist others to engage in these activities. The Client shall promptly notify Elsevier in the event of any piracy, reproduction, or plagiarism of the Product by any third party. The Client shall be solely responsible for collecting from its customers any amounts due in respect of the sale of the Product, including full control and safety of all its losses resulting from any unremitted amounts. Delay or failure in obtaining such payments shall not affect Elsevier's rights to terminate the TC in accordance with the TC.

13. Fraud
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 or assist others to engage in these activities. The Client shall promptly notify Elsevier in the event of any piracy, reproduction, or plagiarism of the Product by any third party. The Client shall be solely responsible for collecting from its customers any amounts due in respect of the sale of the Product, including full control and safety of all its losses resulting from any unremitted amounts. Delay or failure in obtaining such payments shall not affect Elsevier's rights to terminate the TC in accordance with the TC.