

# European Journal of Pediatric Neurology

### Overview

The European Journal of Paediatric Neurology is the Official Journal of the European Paediatric Neurology Society, successor to the long-established European Federation of Child Neurology Societies.

Under the guidance of a prestigious International editorial board, this multi-disciplinary journal publishes exciting clinical and experimental research in this rapidly expanding field. High quality papers written by leading experts encompass all the major diseases including epilepsy, movement disorders, neuromuscular disorders, neurodegenerative disorders and mental retardation.

Other exciting highlights include articles on brain imaging and neonatal neurology, and the publication of regularly updated tables relating to the main groups of disorders.

Visit Website



#### North America

Aileen Rivera North America 917-825-3954 mailto:a.rivera@elsevier.com Traci Peppers North America 347-449-4997 t.peppers@elsevier.com

# **EMEALA**

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### **APAC**

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Global Print Circulation

158

Avg. Global Monthly Visits

12,312

Avg. Global Monthly Unique Visitors

5,575

Avg. Global Monthly Page Views

6,682

Avg. Global eTOC Distribution 1,021



The journal is read by consultant neurologists, clinicians, basic scientists

and associated professionals concerned with paediatric neurology.



#### Affiliation

The European Journal of Paediatric Neurology is the Official Journal of the European Paediatric Neurology Society, successor to the longestablished European Federation of Child Neurology Societies.

# Editor-in-Chief

L. Lagae, University Hospital Gasthuisberg, Belgium.

# **Print Closings**

### Cancellations:

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

Audience

### Cover Tips

Contact your sales representative for rates and opportunities.

### Outserts

Contact your sales representative for rates and opportunities.

### 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.

### Composition

All production charges are net and non-commissionable

PRINTING	FULL PAGE	HALF PAGE	QUARTER PAGE
Black & White only	\$150	\$125	\$95

### **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.





### **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

### 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: 210mm x 280 mm

1/4" from all trim edges.

Printing Process:

Halftone Screen: Cover: 150 line screen Text: 150 line screen

AD SIZE	NON-BLEED	BLEED
Trim	210mm x 280 mm	
Full Page	180mm x 250mm	216mm x 286mm
1/2 Page Horizontal	180mm x 120mm	
1/2 Page Vertical	85mm x 250mm	
1/4 Page	85mm x 120mm	





# **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 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 <a href="https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/">https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/</a>. 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:

Size - 4 page:

**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 orderNote: 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**

**European Journal of Pediatric Neurology** 

### 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**

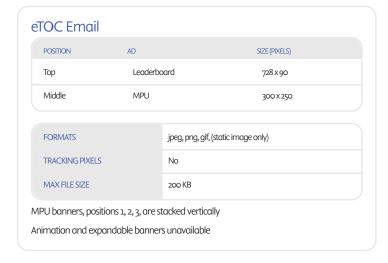
### Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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

<sup>\*</sup>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).





Contact your sales representative for all digital advertising rates and opportunities.





#### ELSEVIER TERMS AND CONDITIONS OF SUPPLY

a. Applicability These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC "Elsevier' shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such as ale may be subject to additional license terms.

2. Offer and acceptance/ Description Each order for the Products and Services by the Client from Ebevier 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 Ebevier or (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All product orders are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Ebevier in writing, Client represents and warrants that it is purchasing Products or Services from Ebevier for its own account and use and not to health off any other person or entity. If Client is a gene, it represents and warrants that it is purchasing the Products and Services from Ebevier for the account and use of no more than one identified institutional subscriber for representation and warrants will cause irreparable to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable the entitled of interview eligible requirements of the account and user in the products and Services and accepted by both parties in the relevant order, including 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 issued by Ebevier and any descriptions on illustrations contained in Ebevier's catalogues or brochurse are issued or published for the solve purpose of giving an approximate description of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

5. 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 sname of, 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 time for delivery/performance with a reasonable time.
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4. Prices, taxes and currencies: Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the amount of the payment of those taxes, equals the amount of the payment will be automatically increased to fully offset such tax, so that the amount actually remitted to Elsevier, not foll taxes, equals the amount invoiced or otherwise due. The Client will promptly furnish Elsevier with the official receipt of payment of those taxes to the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Clie will be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

5. Payment Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. 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 supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client and a remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client name and the sum of the copies of the Product is not all the shall deal as provided that any supplies als shall be estificated to recover payment for the copies of the Product notwithstanding that ownership of any of the copies of the Product has not passed from Elsevier. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall be ranked by Elsevier to the Client. Product due to the client's risk as from delivery. The Client shall make under the TC without any deduction whether by way of set-off, counterchain, discount, abstraction, discount, abstraction, discount, abstraction, discount, abstraction, discount, abstraction is due to the date of payment in full, interest at the rate of 5% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. In the Client shall, as soon as reasonably practicable, but no later than the due date of the invoice to the date of payment in full, interest at the rate of 5% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but no later than the due date of the invoi

6. Distribution The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products or any other products, 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 by any third party. The Client is soldy 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. Delays or failures in obtaining such payments will not affet the Client's solidgation to make payments to Elsevier under clause 5.

p. Intellectual property Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and or Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publication or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

8. Liability and claims TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of laws (a) any loss of anticipated profits or expected future business; (b) damage to repeat the intent bit TC or any third party; (d) loss of any order or contract, or (e) any loss that was not foreseeable by the Client and Elsevier at the time this TC or was entered into; or (f) any loss not caused by any breach on the part of Elsevier, AND (ii) INFITIENT PRATY SHALL BE RESPONSIBLE. FOR death of RESPONAL NIJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGIENCE OR WILLIFUL INFERT OR THE NEGLIGIENCE OR OF THE RESPONSIBLE. NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PRATY'S YEAR PRATY SOWN NEGLICIENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO ITS HALL IN ANY EXPENT BE LIMITED TO THE INVOICE VALUE OF THE PRATY OF THE CASE OF A PRATICULAR OF THE PRATY OF THE CASE OF A PRATICULAR OF THE PRATY OF THE CASE OF A PRATICULAR OF THE PRATY OF THE CASE OF A PRATICULAR OF THE PRATY OF THE CASE OF THE PRATY O

9. Force majeure if by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power 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 it so bligations 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 inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as dosely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

The provisions of this 1c. and to avoid the entects of such event to the execut possible.

The Advertising & Reprints Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, although Elsevier will endeavour to do so Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertisement or other content (the "Advertising Content"). Elsevier for the undertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distributional laws, rules or regulations or industry codes or any rights to a permit but any viol nor criminal laws, rules or regulations or industry codes or any rights of any thing particularly codes or any rights of any right and particularly codes or any rights of any right particularly codes or right particularly

22. Audit Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.

12. Compliance with laws Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to brive, including, without limitation any such Laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted and/or the Client's place of business or residency. Client and its offices, directors, employees and agents shall engage only legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official of a government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or political parties or candidates (jointly "Covernment Official"). Neither the Client nor any of its offices, directors, employees or agents shall pay, office, give, promise or authorize the payment, directly, or any monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her authority to help the Client, Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or Elsevier's affiliates (any such act, a "Prohibited Payments"). A Prohibited Payment does not include a payment of resonable and bons fide expenditures, such as travel or lodging expenses, which are directly activated to the promosonio, demonstration or explanation or or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person a

13. Cancellations & 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. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisements. Any returns of the products shall be subject to the relevant Elsevier control be return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned on once these have been provided to the control of the providence shall be entitled up to and including the date of cancellations. No new external costs within the control of the providence shall be used to the received of the providence shall be entitled up to and including the date of cancellations. No new external costs within the control of the providence shall be entitled up to and including the date of cancellations. No new external costs within the control of the providence shall be entitled up to and including the date of cancellations. No new external costs within the control of the providence shall be entitled up to and including the date of cancellations. No new external costs within the control of the providence shall be entitled up to and including the date of cancellations. No new external costs within the control of the providence shall be entitled to the providence shall be external to the control of the providence shall be entitled to the providence shall be entitled to the providence shall be external to the providence shall b

14. General The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any person, firm or company. If any provision of the TC is found by any court, thibnaul or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforeability, enenforcability, unenforcability, unenforcability, unenforcability, unenforcability, unenforcability, unenforcability, unenforcability or provision of the TC and the remaining provision of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or 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.

Circulation updated on 1st July, 2023, based on 12-month monthly average July 2022-June 2023 eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023 Monthly average web metrics based on the period of July 2022 to June 2023

