Overview

The *Journal of Stroke and Cerebrovascular Diseases* is a peer-reviewed scientific and clinical journal focused on many important issues related to stroke, including outcomes research in stroke, pediatric stroke, stroke rehabilitation, neurovascular intensive care, endovascular intervention in stroke, patient and family perspectives, and the ethical and social aspects of stroke. The Journal has a distinguished editor and editorial board that reflect the broad and interdisciplinary nature of the field.
## 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

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*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>
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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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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 all offers, proposals, and orders made by and to any third party or its/their 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 entirety of the agreement between the parties (the "TC"). They supersede any previous correspondence between the parties. The Client shall be deemed to have accepted these TC upon receipt of the order acknowledgement, in a draft or final form, unless the Client is notified to the contrary in writing. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed and an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

2. Offer and acceptance/Description

Orders shall be issued by the Client to Elsevier to effect the sale of the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice to the Client or confirmation of performance of the Services for the Client. All product descriptions are accurate to the best of the best of our knowledge. The Client is further advised that he/she will not accept any payment or other benefit in money or in kind from any person, firm, or company (other than the Client’s employee or a person acting for or on behalf of the Client) in return for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier. Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are directly related to the promotion, demonstration or exploitation of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and upon any violation of this representation and warranty, Elsevier will be entitled to injunctive relief non-monetary relief to the extent permitted by law. Elsevier shall be entitled to injunctive relief non-monetary relief to the extent permitted by law. Elsevier shall be entitled to rescind the contract and/or recover all payments made to the Client under the TC.

3. Acceptance

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 are charged after the date of cancellation.

4. Prices, taxes and currencies

Prices quoted by Elsevier include all taxes exigible by law, unless the Client is registered for VAT purposes and holds a VAT Registration Certificate, a VAT Number or any other tax identification number and the Client is responsible for the tax collected at the place of delivery or the place where the product is invoiced. The Client is responsible for the payment of all applicable VAT, sales, excise, customs, and any other taxes imposed or due in respect of the Products and Services. Invoices from Elsevier shall be issued either ex works or ex shipper’s premises. The Client agrees that it shall pay all sales and other taxes according to the Applicable Laws of the Client and the country of delivery. Where the Client is not a tax-exempt entity, the Client will pay all taxes and other charges that are required to be charged or collected in respect of the sale of the Products or the performance of the Services. The Client acknowledges that if any tax is withheld or deducted from a payment to Elsevier, the Client will promptly reimburse Elsevier for such tax. The Client further agrees that it will not deduct or withhold any tax from any payment made to Elsevier as required by law.

5. Payment

Payments shall be made in accordance with the TC, unless otherwise agreed in writing. The Client agrees that it shall not be entitled to any discount, rebate or other incentive in respect of the Products or Services unless specifically stated in the TC. Payment shall be made by bank transfer to the account specified by Elsevier. If the Client fails to pay any invoice when due, Elsevier may suspend or cancel any further delivery of the Products or Services. If any amount owed by the Client remains outstanding, Elsevier may, at its option, charge interest on any such overdue amounts from the date such amount became due and payable at a rate of 1% per month. In the event of any claim on the Client, Elsevier is entitled to suspend or cancel any further delivery of the Products or Services pending such claim and arrears being settled in full. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements in any given period is for such a period, Elsevier shall be entitled to charge the full cost of if the Client wishes to discontinue such advertisements before the end of the period for which they have been ordered.

6. Distribution

The Client is responsible for ensuring that 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, Elsevier will endeavour to do so, but in no event shall Elsevier be liable for any loss or damage caused or suffered by the Client or any third party in relation to such late delivery of copy. Any alterations proposed by the Client for any advertisement appearing in the Products or Services after the Closing Date shall be at the Client’s expense and shall not entitle the Client to any discount or rebates.

7. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products or Services shall remain with Elsevier unless agreed to in writing. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. All other rights 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, publications, or Products or Services may be read, translated, transmitted, or reproduced, whether electronically, mechanically, by photocopying, recording, or any other manner or form, without the prior written permission of Elsevier. Nor shall any part of the Products or Services be used for any unlawful purpose. The Client grants Elsevier a non-exclusive licence to use, reproduce, modify, adapt or translate in any manner or for any purpose, all or any of the Client's advertising, written, electronic, graphic, or visual material for use on the Client's behalf.

8. Liability and claims

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its/their 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 entirety of the agreement between the parties (the "TC"). They supersede any previous correspondence between the parties. The Client shall be deemed to have accepted these TC upon receipt of the order acknowledgement, in a draft or final form, unless the Client is notified to the contrary in writing. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person, firm, or company (other than the Client’s employee or a person acting for or on behalf of the Client) in return for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier. Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are directly related to the promotion, demonstration or exploitation of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. Where the Client is not a tax-exempt entity, the Client will pay all taxes and other charges that are required to be charged or collected in respect of the sale of the Products or the performance of the Services. The Client acknowledges that if any tax is withheld or deducted from a payment to Elsevier, the Client will promptly reimburse Elsevier for such tax. The Client further agrees that it will not deduct or withhold any tax from any payment made to Elsevier as required by law. The Client acknowledges that if any tax is withheld or deducted from a payment to Elsevier, the Client will promptly reimburse Elsevier for such tax. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with its obligations set forth in this TC, provided that such efforts are reasonable and practicable under the circumstances.

9. Force majeure

The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with its obligations set forth in this TC, provided that such efforts are reasonable and practicable under the circumstances. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and upon any violation of this representation and warranty, Elsevier will be entitled to injunctive relief non-monetary relief to the extent permitted by law. Elsevier shall be entitled to rescind the contract and/or recover all payments made to the Client under the TC.

10. Audit

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and upon any violation of this representation and warranty, Elsevier will be entitled to injunctive relief non-monetary relief to the extent permitted by law. Elsevier shall be entitled to rescind the contract and/or recover all payments made to the Client under the TC.

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12. Compliance with laws

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