Overview

The aims of Midwifery are: to enhance the quality of care for childbearing women and their families; to encourage midwives to explore and develop their knowledge, skills and attitudes; to provide an international, interdisciplinary forum for the publication, dissemination and discussion of advances, controversies and current research; to promote continuing education through publication of reviews and updates on all aspects of midwifery; and to cover the clinical, epidemiological, education, managerial and technological areas of Practice.
### 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).
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
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MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

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Animation and expandable banners unavailable

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**ELLEVEN TERMS AND CONDITIONS OF SUPPLY**

**2. 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 (the ‘TC’).

**3. Order Acknowledgement**
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 applicable order.

**4. Offer and acceptance/Description**
Each order for the Products 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 if earlier Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All order products are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Elsevier reserves the right to substitute purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products or 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 one more than one identified individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irrevocable harm to Elsevier. Upon violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all receipts of Products and Services from Elsevier, including all actual products that have not been previously properly identified by Client. Elsevier shall utilize commercially reasonable efforts to comply with the provisions of the TC, and the Services and Products are subject to the TC.

**5. Price, taxes, currency and exchange rates**
Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be fixed in the currency specified on the invoice (whether print or online).

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In no event shall Elsevier be liable to the Client for any loss caused by the Client's failure to properly accept or pay for the Services or Products.

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**9. Force majeure**
If by reason of labor dispute, strikes, riot, inability to obtain labor or materials, fire or other action of the Client, accidents, war or communications failure, customs delays, governmental restrictions or other causes beyond the control of a party, such party's obligations under any undisputed part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may withhold delivery of any Products or Services under the terms of the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Services, then the amount of the payment will be automatically increased to fully offset such indebtedness. Until such time as the Client provides Elsevier with written proof of payment of the full amount due, legal and beneficial title in any tangible Products supplied by Elsevier shall remain with Elsevier and shall not pass to the Client until payment in full has been made. Legal and beneficial title in any applicable law to the extent that the Client is acting as a consumer. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this TC. The Client has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with the terms hereof. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

**10. Force majeure**
If by reason of labor dispute, strikes, riot, inability to obtain labor or materials, fire or other action of the Client, accidents, war or communications failure, customs delays, governmental restrictions or other causes beyond the control of a party, such party's obligations under such a clause may be suspended or terminated. The Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client will 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 become due to Elsevier from the Client on account of such matters.

**11. Audit**
WHERE IT IS ACTING AS A CONSUMER. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this TC. The Client has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with the terms hereof. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

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**13. Cancellations & Returns**
If the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can earn from the Client's account. The Client may cancel an order before it has been provided to the extent that the Client has not been charged for the order. Due to the nature of the Services, sales are final and no refunds are available unless agreed in writing by and signed as 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 services such a sale may be subject to additional license terms. Elsevier shall not be liable for any claim or action for personal injury or death. If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and will be effective from the date of receipt on the date of cancellation. No new external costs will be incurred or committed 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 placement date and no part of the previous invoice will be credited to the Client for such cancellations. In the event that Elsevier is held liable in any manner under the TC, then the Client agrees to indemnify and defend Elsevier against any such claim, demand, action or proceeding, including any and all costs, expenses, attorney’s fees and costs of litigation, incurred by Elsevier. The Client shall not conduct, develop, manufacture, reproduce, sell, rents, license, disclose, distribute or use any Products or Services other than in accordance with the terms hereof.

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1. Applicability
Elsevier shall exercise all reasonable endeavors for the purpose of ensuring the Products and Services described in them. The T&Cs 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 characteristics of the Products and Services, cannot be considered a reason for repudiation or rescission, as the case may be, of the T&Cs and these Terms shall continue to apply in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision (or rescission of any breach) of the TC shall not be construed as a waiver of any of its rights under the TC.