Midwifery

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.
Affiliation
Officially recognised by the European Midwives Association

Editor-in-Chief
Professor Debra Bick

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

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<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
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- **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 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”). In the event that any Platform Terms and Conditions or Elsevier’s terms and conditions are inconsistent with the TC and any part thereof, the TC and any part thereof shall prevail.

2. Offer and acceptance
Acceptance of the offer 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. For all Client orders Elsevier are accepted subject to available of the ordered Products. Unless otherwise expressly agreed in writing by Elsevier, the Client acknowledges receipt of products or Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the Client is an organization, as a representative in a representative capacity, for the account and use of no more than one identified individual subscriber for which personal use. Client acknowledges that it is acting as a consumer. The Client shall not be entitled to assign the TC or any part of it without the written permission of Elsevier. If any provision of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to deliver all recipients of the Products and Services from Client, including all actual recipients that have not been previously properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with all representations and warranties and agree by both parties in the relevant order, including such things as format, printing processes, technical size and kind of address, file size and weight. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptors or illustrations contained in Elsevier’s catalogues or Brochures are issued 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 rejection of a Product, as the case may be, and shall not affect the price.

3. Execution and modification of the order
Any modifications to the agreed product or service, budget, schedule or set out in the order in the order acknowledgment, 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 renders additional Services in connection with the performance of the TC, Elsevier shall act in the name 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 for time of delivery/performance and shall not be deemed to be the essence of the order. If no dates are so specified, delivery/performance will be within a reasonable time.

4. Terms, taxes and currencies
Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be set out on Elsevier’s current price list (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, insurance, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other charges imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as applicable. Where applicable, Elsevier shall provide to the 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 sale of the Products, Client shall be responsible for its own tax liabilities. The Products shall be sold to the Client for the price actually netted to Elsevier after the increase in fully offset such, to the amount actually netted to Elsevier. All amounts invoiced by Elsevier for the payment of taxes to those applicable taxing authority. All financial transactions must be settled in the currency of the applicable tax invoice. The Client will be solely responsible for its own cost for completing any foreign exchange-related procedures in the said territory that are necessary or required to make payment.

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 supply any Client who has exceeded its current credit limit. Legal and legitimate title in any tangible Products 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 on account.

6. Right of refusal
The Client may require from the Client before delivery or performance shall be made of the Products or Services that any provision that is not satisfied in the ordinary course of the Client’s business or full market value and any such shall be a sale of Elsevier’s Products on the Client’s own behalf and the Client shall deal as principal when making such a sale. Elsevier shall not be entitled to recover payment for the copies of the Product notwithstanding that ownership of any of the Products has not passed from Elsevier. For the avoidance of doubt no intellectual property in any Elsevier Products shall transfer to the Client. Products shall be at the Client’s risk as from delivery. The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless Elsevier has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. From 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 thereof, the Client shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for any partial payments made to Elsevier before receipt of the Client’s written dispute. If the Client’s dispute is eventually upheld, Elsevier will refund to Client a pro rata portion of the amount original paid by Client. Elsevier will not be entitled to publish or reproduce in any form the Products without the Client’s written permission.

7. Cancellations & Returns
The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products or Elsevier’s or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities.

8. Advertising & Reprints
The Client shall not, in connection with the development, production, reproduction or other use, publication, promotion or distribution of the Products or any other products, include any information, advertising, or other content that has been obtained from Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution, or transmission of the Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or delivery of any such Advertising Content.

9. Distribution
Distribution of the Products. The Client shall be solely responsible for ensuring that the Products are distributed in accordance with the Client’s requirements and that the Products are distributed in accordance with the Client’s requirements and that the Client’s rights are solely restricted for the exclusive of its customers due to its nature of its sales of the Products, exercising full control and solely keeping all of its losses from any unclaimed amounts. Defaults or failures in obtaining such payments will not affect the Client’s obligations to make payments to Elsevier under any contract.

10. Right of withdrawal
If the Client cancels an order either fully or partially, an cancellation fee may be charged. All cancellations must be in writing. If any cancellation of a customer order which has not been previously properly identified by Elsevier, Elsevier shall use commercially reasonable efforts to comply with such cancellation. All such cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any cancellations made after such date, Elsevier shall be entitled to charge the full cost of the advertisement.

11. Audit
The Client has entered into this TC in the knowledge that the liability of Elsevier is limited in accordance with these terms and conditions and the charges have been agreed between the parties. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

12. Force majeure
If by reason of labor dispute, strikes, or other labor trouble, or other action of the Client, accidents, war or international or other circumstances beyond the control of such party, such party is unable to perform in whole or in part its obligations under this TC, then such partial or total inability to perform shall not be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

13. Cancellations & Returns
The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products or Elsevier’s 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 by any third party. The Client is solely responsible for collecting from its customers' accounts due in respect of its sales of the Products, exercising full control and solely keeping all of its own losses from any unclaimed amounts. Defaults or failures in obtaining such payments will not affect the Client’s obligations to make payments to Elsevier under any contract.

14. General
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”). In the event that any Platform Terms and Conditions or Elsevier’s terms and conditions are inconsistent with the TC and any part thereof, the TC and any part thereof shall prevail.

WHERE IT IS ACTING AS A CONSUMER. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods (1980) (“UN Convention”) is not applicable to this TC. The parties agree that the placing of the TC or any part thereof shall prevail.

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 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 written permission of Elsevier. If any provision of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to deliver all recipients of the Products and Services from Elsevier, including all actual recipients that have not been previously properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with all representations and warranties and agree by both parties in the relevant order, including such things as format, printing processes, technical size and kind of address, file size and weight. All drawings, descriptive matter, specifications and advertising issued by Elsevier or any descriptors or illustrations contained in Elsevier’s catalogues or Brochures are issued 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 rejection of a Product, as the case may be, and shall not affect the price.