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 120 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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<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

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**AIP Email**

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10. Severability
If any term or clause of the TC is held by a court of competent jurisdiction to be invalid, illegal, or otherwise unenforceable, the remaining terms and clauses of the TC shall remain in full force and effect.

11. Governing law and jurisdiction
The Client shall make the products and services subject to the laws of the country in which the business is conducted and in the case of a Client or Client’s place of business or residence. Client and its officers, directors, employees and agents shall engage only in legitimate business and ethical practices and commercial operations and in no such dealing shall any person or entity claim to be authorized by Elsevier. All disputes shall be governed by the laws of the country in which the business is conducted and the place of business or residence. In the event that a dispute arises between the parties, this agreement shall be governed by and interpreted in accordance with the laws of [insert applicable law]. If the parties are unable to resolve the dispute, the parties shall submit the dispute to the dispute resolution services of the American Arbitration Association in accordance with its rules and procedures. The parties agree to the exclusive jurisdiction of the courts of [insert applicable jurisdiction]. The parties further agree to submit all disputes to the exclusive jurisdiction of the courts of [insert applicable jurisdiction]. The parties hereby consent and submit to the personal jurisdiction of the courts of [insert applicable jurisdiction]. The parties hereby consent and submit to the personal jurisdiction of the courts of [insert applicable jurisdiction]. The parties hereby consent and submit to the personal jurisdiction of the courts of [insert applicable jurisdiction]. The parties hereby consent and submit to the personal jurisdiction of the courts of [insert applicable jurisdiction].