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.

Visit Website

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Online Only

Avg. Global Monthly Visits
Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request
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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<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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Contact your sales representative for all digital advertising rates and opportunities.
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. **Execution and modification of the order** Each order for the Products and Services by the Client 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 Services are subject to acceptance by and approval of Elsevier. If Elsevier declines to accept the order, it will make no commitment to deliver or perform, and the order is void. If the Client accepts the order, the terms and conditions of this TC shall be deemed to be incorporated into the Contract (the “Order”).

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   a. Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other provisions of any government or governmental agency that are applicable to its duties, obligations and performance under this contract (collectively “Applicable Laws” or “Laws”).

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   b. If the Client wishes to dispute any invoice or (part thereof), the Client shall, as soon as reasonably practicable, but not later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for full payment of such disputed invoice(s) or (part thereof) until the dispute is resolved in writing.

   c. The Client shall notify Elsevier in writing of any invoices or any other items issued by Elsevier in respect of which the Client disputes the amount or which the Client considers to be incorrect or if the Client has any query regarding any such invoices. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other provisions of any government or governmental agency that are applicable to its duties, obligations and performance under this contract (collectively “Applicable Laws” or “Laws”).

   d. In the event of a dispute, the parties agree to use best efforts to resolve any such dispute in writing and to come to an agreement within a reasonable time. If no such agreement can be reached, the dispute shall be referred to arbitration.

   e. In the event of a dispute between the Client and Elsevier concerning any invoice or invoice portion, the Client shall pay the amount disputed until the dispute is resolved. Elsevier shall not be liable for, and the Client shall indemnify Elsevier against, any and all consequences, costs, expenses, and claims (including reasonable legal fees and expenses incurred by Elsevier) arising out of or in connection with any such dispute.

7. **Intellectual property**

   a. Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and or Services shall be with Elsevier unless otherwise agreed in writing. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. For any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other provisions of any government or governmental agency that are applicable to its duties, obligations and performance under this contract (collectively “Applicable Laws” or “Laws”). The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other provisions of any government or governmental agency that are applicable to its duties, obligations and performance under this contract (collectively “Applicable Laws” or “Laws”).

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8. **Audit**

   a. Client shall allow Elsevier’s authorized representatives 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 fellowship, books and records to verify Client’s compliance with the TC.

9. **Compliance with laws** Each Client shall at all times strictly comply with all applicable laws, codes, regulation, standards and judicial or administrative order (“Applicable Laws”).

10. **Price change** The Client shall at all times during the term strictly comply with all applicable laws, codes, regulation, standards and judicial or administrative order (“Applicable Laws”).

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