Overview

The Journal of Pediatrics is an international peer-reviewed journal that advances pediatric research and serves as a practical guide for pediatricians who manage health and diagnose and treat disorders in infants, children, and adolescents. The Journal publishes original work based on standards of excellence and expert review. The Journal seeks to publish high quality original articles that are immediately applicable to practice (basic science, translational research, evidence-based medicine), brief clinical and laboratory case reports, medical progress, expert commentary, grand rounds, insightful editorials, "classic" physical examinations, and novel insights into clinical and academic pediatric medicine related to every aspect of child health. Published monthly since 1932, The Journal of Pediatrics continues to promote the latest developments in pediatric medicine, child health, policy, and advocacy. It is ranked 6th out of 117 journals in the Pediatrics category in the 2014 Journal Science Report, Thomson Reuters with 2013 Impact Factor of 3.736.

Topics covered in The Journal of Pediatrics include, but are not limited to:
- General Pediatrics
- Pediatric Subspecialties
- Adolescent Medicine
- Allergy and Immunology
- Cardiology
- Critical Care Medicine
- Developmental-Behavioral Medicine
- Endocrinology
- Gastroenterology
- Hematology-Oncology
- Infectious Diseases
- Neonatal-Perinatal Medicine
- Nephrology
- Neurology
- Emergency Medicine
- Pulmonology
- Rheumatology
- Genetics
- Ethics
- Health Service Research
- Pediatric Hospitalist Medicine

Mission Statement:
Through a rigorous process of evaluation and peer review, The Journal of Pediatrics strives to publish pediatric research of the highest value for a diverse audience of pediatric healthcare professionals: academic general and subspecialty physicians and clinicians, researchers, educators, practicing and general pediatrics, nurse practitioners/physician assistants, hospitalists, residents, fellows, and others. The Journal seeks to inform immediate care decisions, deepen knowledge, and advance further scientific discovery to improve the quality of care and the health of infants, children, and adolescents.

Visit Website
Display Advertising

Jessica Jimenez-Ahmed  United States
267-226-8166
j.jimenez-ahmed@elsevier.com

Robert Bayliss  Europe
44 20 7424 4454
r.bayliss@elsevier.com

Virginia Van Homrigh  APAC
61 448 008139
v.vanhomrigh@elsevier.com

Derek Zakaib  Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Philip Prigal  Global
347-556-0473
p.prigal@elsevier.com

Global Print Circulation 1,396
Avg. Global Monthly Visits 101,451
Avg. Global Monthly Unique Visitors 49,778
Avg. Global Monthly Page Views 59,223
Avg. Global eTOC Distribution 35,212

Affiliation
The Association of Medical School Pediatric Department Chairs, Inc.

Editor-in-Chief
William F. Balistreri, MD

Audience
Practicing pediatricians, pediatric subspecialists, neonatologists, and other health care professionals

Issuance
12 times per year
Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>265C</td>
<td>February 2024</td>
<td>12/19/2023</td>
<td>12/22/2023</td>
<td>01/05/2024</td>
</tr>
<tr>
<td>266C</td>
<td>March 2024</td>
<td>01/24/2024</td>
<td>01/29/2024</td>
<td>02/05/2024</td>
</tr>
<tr>
<td>267C</td>
<td>April 2024</td>
<td>02/13/2024</td>
<td>02/18/2024</td>
<td>03/06/2024</td>
</tr>
<tr>
<td>268C</td>
<td>May 2024</td>
<td>03/16/2024</td>
<td>03/29/2024</td>
<td>04/05/2024</td>
</tr>
<tr>
<td>269C</td>
<td>June 2024</td>
<td>04/25/2024</td>
<td>04/30/2024</td>
<td>05/07/2024</td>
</tr>
<tr>
<td>270C</td>
<td>July 2024</td>
<td>05/23/2024</td>
<td>05/28/2024</td>
<td>06/04/2024</td>
</tr>
<tr>
<td>271C</td>
<td>August 2024</td>
<td>06/16/2024</td>
<td>07/01/2024</td>
<td>07/08/2024</td>
</tr>
<tr>
<td>272C</td>
<td>September 2024</td>
<td>07/24/2024</td>
<td>07/29/2024</td>
<td>08/05/2024</td>
</tr>
<tr>
<td>273C</td>
<td>October 2024</td>
<td>08/18/2024</td>
<td>09/02/2024</td>
<td>09/09/2024</td>
</tr>
<tr>
<td>274C</td>
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<td>09/24/2024</td>
<td>09/27/2024</td>
<td>10/04/2024</td>
</tr>
<tr>
<td>275C</td>
<td>December 2024</td>
<td>10/24/2024</td>
<td>10/29/2024</td>
<td>11/05/2024</td>
</tr>
<tr>
<td>276C</td>
<td>January 2025</td>
<td>11/21/2024</td>
<td>11/26/2024</td>
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</tbody>
</table>

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,200</td>
<td>$ 2,255</td>
<td>$ 1,660</td>
</tr>
<tr>
<td>3x</td>
<td>$ 2,970</td>
<td>$ 2,085</td>
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</tr>
<tr>
<td>6x</td>
<td>$ 2,775</td>
<td>$ 1,965</td>
<td>$ 1,425</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,655</td>
<td>$ 1,875</td>
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</tr>
<tr>
<td>24x</td>
<td>$ 2,575</td>
<td>$ 1,800</td>
<td>$ 1,345</td>
</tr>
<tr>
<td>36x</td>
<td>$ 2,545</td>
<td>$ 1,745</td>
<td>$ 1,310</td>
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<td>48x</td>
<td>$ 2,510</td>
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<tr>
<td>72x</td>
<td>$ 2,445</td>
<td>$ 1,670</td>
<td>$ 1,210</td>
</tr>
</tbody>
</table>

MATCHED COLOR 4 COLOR STANDARD COLOR

Cover Tips $ 6,100
Outserts $ 6,700
**Premium Positions**

Cover 4: 50% B/W Page rate  
Cover 2: 35% B/W Page rate  
Cover 3: 25% B/W Page rate  
Opposite TOC: 25% B/W Page rate  
First Right Hand Page: 25% B/W Page rate  
Other Preferred Positions: 10% B/W Page rate

**Earned Rates**

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

**Inserts**

Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-page insert (one leaf):** Two-times earned frequency rate.  
- **Four-page or larger insert:** Black & White earned frequency rate.

**Composition**

All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

**Acceptance of Advertising**

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.*
Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>265C</td>
<td>February 2024</td>
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</tr>
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<td>10/18/2024</td>
</tr>
<tr>
<td>276C</td>
<td>January 2025</td>
<td>12/15/2024</td>
</tr>
</tbody>
</table>

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Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/8 PAGE (BLACK &amp; WHITE)</th>
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<tr>
<td>1x</td>
<td>$3,120</td>
<td>$2,405</td>
<td>$1,925</td>
<td>$1,170</td>
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<td>3x</td>
<td>$2,930</td>
<td>$2,240</td>
<td>$1,770</td>
<td>$1,110</td>
</tr>
<tr>
<td>6x</td>
<td>$2,750</td>
<td>$2,125</td>
<td>$1,695</td>
<td>$1,050</td>
</tr>
<tr>
<td>12x</td>
<td>$2,650</td>
<td>$2,055</td>
<td>$1,665</td>
<td>$1,035</td>
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<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>METALLIC COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
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<tbody>
<tr>
<td>1,655</td>
<td>640</td>
<td>705</td>
<td>1,205</td>
<td>690</td>
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</table>

Confidential Email Inbox

Cost: $40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
Cancellations:
Must be received in writing on or before the announced closing date.

Run of Book Print Ads

### Specifications

**File Format**

**PDF or PDF/X-1a compliant files, saved as PDF version 1.3.**

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

*NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.*

**Images**

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.
Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout
Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.
**Delivery**
Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

**Conformance to Specs**
Varriances from the above specifications may not yield results that conform to Elsevier quality control standards.

**Supplied Print Ad Pieces**

- **Size - 2 page:** 8-3/8” x 11-1/8”
- **Size - 4 page:** 16-3/4” x 11-1/8”

**Trimming:** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

**Closing Date for Booking Inserts:** Same as ad space closing

**Insert delivery date:** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

*Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.*

**Insert Quantity**
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

**Insert Packing & Shipping Instructions**

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

**Insert Shipments Address**

**Journal of Pediatrics**

Sheridan Press

450 Fame Avenue

Hanover, PA 17331-1585

United States

Attn: Elsevier Team

**Disposition of Reproduction Materials**

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

**For Contracts, Insertion Orders & Production Materials**

Send new print ad files and submit pickup ads to [www.ads4els.com](http://www.ads4els.com).
## Digital Specs

### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</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>
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<td>NA</td>
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</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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
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<tbody>
<tr>
<td>Top</td>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</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

<table>
<thead>
<tr>
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<th>AD</th>
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<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

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 offers, proposals, and agreements made by 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 acknowledgment, shall form the entire agreement between the parties (the "TC"). These terms apply to the provision of the Products or Services as set out in the Elsevier order acknowledgment or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for Fraudulent Misrepresentation.

2. Offer and acceptance

Any offer of products and services by the Client from Elsevier shall be deemed to be an offer to 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 [Sender Name]. Elsevier reserves the right to sell or resell the Products or Services to any other party in addition to the Client.

Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for Fraudulent Misrepresentation.

3. Execution and modification of the order

Subject to payment in full as required by the TC, Elsevier shall have the right to modify or cancel, at any time before the Products or Services are posted to the Client, the order. Any such modification or cancellation must be in writing. The Client shall be entitled to apply any monies received by the Client, to clear any of the Client’s outstanding debts to Elsevier. Elsevier shall act in the name of, to the account of, and at the direction of the Client.

Failure or delay by Elsevier in enforcing or exercising the rights granted by Elsevier are non-exclusive and for the purpose of this TC. Elsevier cannot be held responsible for collecting any such monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such a person to make a decision or act in such a manner that would be in conflict with, or be contrary to, the provisions of this TC and to avoid the effects of such event to the extent possible.

4. Prices, taxes and currencies

5. Payment

6. Distribution

7. Intellectual property

Circulation updated on 1st July, 2023, based on 12-month monthly average July 2022-June 2023

partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring the Client to deliver all original copies of Products and Services from Elsevier, including all actual records that have not been previously properly identified by Elsevier. Elsevier shall have commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, presentation, technical detail, size and class of address, weight and the like. All drawings, descriptive matter, specifications and advertising material by Elsevier or any description or illustrations contained in Elsevier’s catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described therein. They will 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 rejecting delivery or, as the case may be, modifying the agreed price.

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