Overview

Academic Pediatrics provides leadership in pediatric education, research, patient care and advocacy. Content areas include child health services research, quality of clinical care, pediatric education, child health policy, and research methodology. The Journal covers such diverse topics as adolescent medicine, child maltreatment and protection, chronic illness, community pediatrics, developmental and behavioral pediatrics, emergency medicine, environmental medicine, financing, global pediatrics, health disparities, holistic medicine, hospital medicine, informatics, injury, medical education across the continuum, pediatric advocacy, prevention, pediatric primary care and public health.
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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</thead>
<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>
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**FORMATS**

jpeg, png, gif (static image only)

**TRACKING PIXELS**

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**MAX FILE SIZE**

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**AIP Email**

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MPU banners, positions 1, 2, 3, are stacked vertically. 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 ("the Product and/or Service") and, along with the relevant Order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. They shall not be amended without the written consent of Elsevier. To the extent any agreement between the parties pertains to the "TC", they shall 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 alter or limit Elsevier's Liability for material and financial loss.

2. Offer and acceptance of order

(a) The Client shall purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted unless a written acknowledgment of order is issued by Elsevier. Further, Elsevier reserves the right to decline or cancel any order for any reason, including but not limited to: (i) if the Client has failed to pay the full amount for the Products and Services delivered; (ii) if the Client has not made timely payment; (iii) if the Client is in breach of any term of the TC; (iv) if the Client is insolvent or bankrupt; (v) if the Client has been or is about to be placed in liquidation or receivership; (vi) if any of the Client's assets are sequestered or foreclosed; or (vii) if the Client becomes subject to any legal process or governmental requirement that prevents the Client from performing its obligations under the TC.

(b) The Client shall ensure that any written order is placed with Elsevier along with the Client's bank transfer details. All payments due under the TC must be made within the agreed terms and in the agreed currency. Failure to do so shall entitle Elsevier to charge interest and incur all costs and expenses incurred in recovering any sums outstanding.

3. Analysis of the order

(a) The Client shall deliver the products and Services in accordance with the TC. The Client shall be deemed to have met the delivery obligations if it provides proof to Elsevier that the Products and Services have been delivered or are ready for delivery. Elsevier shall be entitled to retain title to the Products and Services until the full amount of payment has been made or until delivery has taken place.

(b) The Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall be entitled to remove the Products and Services from the Client's premises or to require the Client to return the Products and Services in the event of any dispute or claim.

(c) The Client shall comply with all applicable laws and regulations, including without limitation, laws relating to copyright, trademarks, and the use of any materials supplied by Elsevier. The Client shall ensure that all materials and information supplied by Elsevier are used only for the purpose for which they were supplied.

(d) The Client shall ensure that all materials and information supplied by Elsevier are used only for the purpose for which they were supplied.

(e) The Client shall be solely responsible for obtaining all necessary licenses, approvals, and permits required for the use of any materials supplied by Elsevier.

4. Payment

(a) The Client shall pay for the Products and Services in accordance with the TC. All payments must be made within the agreed terms and in the agreed currency. Failure to do so shall entitle Elsevier to charge interest and incur all costs and expenses incurred in recovering any sums outstanding.

(b) The Client shall provide Elsevier with written notice of any dispute or claim. Elsevier shall be entitled to retain title to the Products and Services until the dispute is resolved.

(c) The Client shall ensure that all materials and information supplied by Elsevier are used only for the purpose for which they were supplied.

5. Force majeure

(a) If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or any other cause or causes beyond the control of a party, such party is unable to perform in whole or in part any of the obligations under the TC, such party shall be released from the performance of such obligations until the cause or causes shall cease to operate.

(b) The Client shall be solely responsible for paying all costs and expenses incurred in connection with any legal or other proceedings arising out of any dispute or claim.

(c) The Client shall be solely responsible for paying all costs and expenses incurred in connection with any legal or other proceedings arising out of any dispute or claim.

6. Audit

(a) The Client shall be responsible for ensuring that all materials and information supplied by Elsevier are used only for the purpose for which they were supplied.

(b) The Client shall be solely responsible for paying all costs and expenses incurred in connection with any legal or other proceedings arising out of any dispute or claim.

(c) The Client shall be solely responsible for paying all costs and expenses incurred in connection with any legal or other proceedings arising out of any dispute or claim.

7. Dispute resolution

(a) Any disputes or claims arising out of or in connection with the TC shall be submitted to the exclusive jurisdiction of the courts of the Client's domicile. The Client shall be responsible for all costs and expenses incurred in connection with any legal or other proceedings arising out of any dispute or claim.

(b) The Client shall be solely responsible for paying all costs and expenses incurred in connection with any legal or other proceedings arising out of any dispute or claim.

8. Compliance with local laws

(a) The Client shall be responsible for ensuring that all materials and information supplied by Elsevier are used only for the purpose for which they were supplied.

(b) The Client shall be solely responsible for paying all costs and expenses incurred in connection with any legal or other proceedings arising out of any dispute or claim.

9. Force majeure

(a) If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or any other cause or causes beyond the control of a party, such party is unable to perform in whole or in part any of the obligations under the TC, such party shall be released from the performance of such obligations until the cause or causes shall cease to operate.

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