Academic Pediatrics
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.

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 008159
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
Online Only
17,747

Avg. Global Monthly Visits
17,747

Avg. Global Monthly Unique Visitors
6,591

Avg. Global Monthly Page Views
8,171

Avg. Global eTOC Distribution
4,012

Affiliation
Academic Pediatric Association

Audience
Pediatricians, academic researchers, educators and community practitioners involved in research and education in general pediatrics.
### 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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</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>
</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>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

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 proposals, offers, and communications 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 Service") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersedes any previous proposal, offer, or communication between the parties. For the purpose of this TC, the terms and conditions of purchase or service as set out on the Elsevier order acknowledgement, 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. Compliance with laws

Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own internal use and not and not for and on behalf of any other person or entity. If Client, as an agent, represents and warrants that it is purchasing the Products and Services from Elsevier for the Client for the internal use of such other person or entity as a principal; and if the agent is permitted to enter into order relationship in its personal capacity, for the account and use of more than one identified individual subscriber for self-paid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to injunctive relief, including a mandatory injunctive relief requiring all dual recipients of Products or Services from Elsevier, including actual recipients that have not been previously properly identified by Elsevier. Elsevier shall commercially reasonably efforts to comply with descriptions of the Products and Services as agreed by both parties in the relevant order, including such things as formatting, preapproval, technical design, size, and/or of address, file names, and the like. All drawings, description, materials, specifications and advertising by Elsevier or Elsevier employees or descriptions or illustrations contained in Elsevier’s catalogues or brochures are issued or published for the purpose of giving an approximate description of the Products and Services described therein. They will be formed 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 requesting delivery or, as the case may be, modifying the agreed price.

3. General

In connection with the performance of the TC, the Client shall be responsible for notification of the Client, to the account of, and at the risk of the Client. All documents specified by Elsevier for delivery of performance of the Products and Services are intended to be an interim and the delivery/performance shall not be made before the expiry of any notice period.

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing the prices for the Products and Services set out in Elsevier’s current price list (whether written or oral). All such prices shall be exclusive of any handling, packing, land, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of any, taxes, duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier’s VAT registration number or that of any authorized company it is acting on behalf of, as well as any other relevant VAT details.

5. Payment

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

6. Liability and claims

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

7. Liabilities and claims

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

8. Liability and claims

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

9. Force majeure

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

10. Advertising & Reprints

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

11. Audit

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

12. Compliance with laws

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

13. Term and termination

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.

14. General

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or in having such activities facilitated by others to engage in these activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting all the Client’s current account and the Client may not be assigned, transferred or subordinated without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier’s proposals, publications or Products may be stored or reproduced in any way, whether electronically, mechanically, by photocopying, recording or any other manner or form, without the specific prior written permission of Elsevier.