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).
Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions apply to all proposals, advertisements and advertisements made up by Elsevier and/or 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 supersede any previous representations made to the Client and the terms and conditions of any past orders that may have been agreed by the Client and Elsevier. The terms and conditions prevailing at the time of placing the order by the Client 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 authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraudulent misrepresentation.

When Products are advertised, the Client shall not place any third party product or software with such a tag or terms subject to additional conditions.

2. Offer and acceptance

(a) Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer to purchase or order of the Products and Services subject to the TC. No order shall be considered accepted by Elsevier unless Elsevier has issued a written acknowledgement of order or has taken any action to fulfill it, whether by delivery or payment. Orders are subject to availability and are non-transferable.

(b) Subject to the relevant provisions of the TC, any order placed by the Client shall be binding with respect to the Theme and format as specified in the TC for the applicable period.

(c) Subject to the relevant provisions of the TC, the Client shall provide Elsevier with all information in respect of the Products and Services, including but not limited to the number of copies, the delivery address, the delivery date, and any other relevant details.

3. Payment

(a) Payment terms and conditions are subject to the TC and the Client agrees to pay any outstanding amounts due to Elsevier in accordance with the terms and conditions of the TC. All amounts due and payable hereunder shall be paid in full to Elsevier by the Client at the time of placing the order. In the event that any payment is overdue, Elsevier shall be entitled to charge interest on the outstanding amount from the date of the invoice until the date of payment at a rate of 5% per annum or such other rate as agreed by the Client and Elsevier.

(b) All fees and charges shall be payable in the currency specified in the order or unless otherwise agreed in writing between Elsevier and the Client.

(c) Any written or electronic communications between Elsevier and the Client shall be deemed to be in the language agreed between the parties, subject to any agreement to the contrary in the TC.

4. Delivery

(a) Delivery is subject to the relevant provisions of the TC. If an order is not placed within the agreed delivery period, Elsevier shall be entitled to cancel the order without any liability to the Client.

(b) If the Client fails to pay any amount due to Elsevier under the TC, Elsevier may (in its sole discretion) cancel the order and terminate the TC immediately.

5. Force majeure

(a) Elsevier shall not be liable for any delay in delivery or non-delivery of the Products or Services caused by circumstances beyond its control, including, but not limited to, strikes, labor disputes, acts of war, riots, acts of terrorism, acts of God, floods, fires, earthquakes, or any other event or circumstances beyond its reasonable control.

(b) In the event of any force majeure event, Elsevier shall be entitled to suspend or cancel the TC without any liability to the Client.

6. Intellectual property

(a) Copyright and other intellectual property rights in the Products and Services shall vest in Elsevier and/or its licensors.

(b) The Client shall be responsible for obtaining any necessary licenses or permissions from any third party to use the Products or Services in any way outside the scope of the TC.

7. Confidentiality

(a) The Client shall not disclose any confidential information obtained from Elsevier under the TC to any third party without the prior written consent of Elsevier.

(b) The Client shall keep all records and documents relating to the TC and the Product or Service in a secure manner.

8. Limitation of liability

(a) Except as otherwise provided in the TC, Elsevier shall not be liable for any loss or damage, whether direct, indirect or consequential, arising from or in connection with the Products or Services, or the use or handling of the Products or Services, whether or not such loss or damage is due to the negligence or default of Elsevier or its agents, employees, sub-contractors, sub-suppliers or any other person or entity.

(b) The Client shall indemnify Elsevier against all claims, losses, damages, costs, expenses and liabilities arising out of or in connection with the Products or Services or the use or handling of the Products or Services, whether or not such loss or damage is due to the negligence or default of Elsevier or its agents, employees, sub-contractors, sub-suppliers or any other person or entity.

(c) The Client shall indemnify Elsevier against all claims, losses, damages, costs, expenses and liabilities arising out of or in connection with the Products or Services or the use or handling of the Products or Services, whether or not such loss or damage is due to the negligence or default of Elsevier or its agents, employees, sub-contractors, sub-suppliers or any other person or entity.

(d) The Client shall indemnify Elsevier against all claims, losses, damages, costs, expenses and liabilities arising out of or in connection with the Products or Services or the use or handling of the Products or Services, whether or not such loss or damage is due to the negligence or default of Elsevier or its agents, employees, sub-contractors, sub-suppliers or any other person or entity.

9. Applicability

(a) The terms and conditions of the TC shall apply to all orders placed by the Client and the TC shall be deemed to be the agreement between the Client and Elsevier notwithstanding any terms and conditions proposed by the Client.

(b) No variation to the TC shall be binding on Elsevier unless it is in writing and signed by an authorised signature of Elsevier.

(c) If any term or provision of the TC is held to be invalid, illegal or unenforceable, the same shall not affect the validity, legality or enforceability of the remaining terms and provisions of the TC.

10. Advertising & Reprints

(a) The Client shall be solely responsible for collecting from its customers amounts due in respect of the sale of the Products, ensuring full credit control and safely keeping all original accounts and any returns thereof.

(b) The Client shall be solely responsible for collecting any payments due from its customers and for the fullest and safest care of all原始 accounts and such accounts therefor.

11. Audit

The Client shall be responsible for making payment in full and for the fullest and safest care of all原始 accounts and such accounts therefor.

12. Compliance with laws

The Client shall be responsible for making payment in full and for the fullest and safest care of all原始 accounts and such accounts therefor.

13. Cancellations & Returns

(a) Cancellations and returns of the Products or Services shall be subject to the relevant Elsevier company’s return policy and such policies will be provided to the Client upon request.

(b) Reprints cannot be returned once these have been printed.

(c) Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are incurred by the Client in connection with the performance of the Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Law.

(d) In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund any payments already made by the Client.

(e) Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. The Client shall be solely responsible for collecting from its customers amounts due in respect of the sale of the Products, ensuring full credit control and safely keeping all original accounts and any returns thereof.

(f) The Client shall be solely responsible for collecting from its customers amounts due in respect of the sale of the Products, ensuring full credit control and safely keeping all原始 accounts and such accounts therefor.

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