The American Journal of Surgery

Overview

*The American Journal of Surgery* is a paid circulation, refereed journal reaching approximately 6,000 surgeons, who are buying influencers in this market. These include general surgeons who perform abdominal, cancer, vascular, head and neck, breast, colorectal, and other forms of surgery. Ninety percent of AJS subscribers are board certified and the rest are board eligible. AJS is an independent medical journal providing superior clinical editorial articles and is the official publication of several major surgical societies. In addition to publishing some of these societies' rigorously review annual meeting papers, the AJS publishes free-standing, independent peer-reviewed articles. This provides for superior editorial content and balance. All articles are referenced in Medline and are thus part of an international referenced source of medicine and surgery. Two of every three subscribers are high readers and more than half indicate that they read every issue. More than 90% of all respondents to a recent survey had read all or part of a test issue. AJS has one of the highest readership-to-recipient rates in the field, and in a recent year readers placed orders for nearly 20,000 reprints.

North America

Aileen Rivera  North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers  North America
347-449-4997
t.peppers@elsevier.com

EMEALA

Katy Parker  EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz  EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC

Virginia Van Homrigh  APAC
61 448 008159
v.vanhomrigh@elsevier.com

Global Print Circulation
2,560

Avg. Global Monthly Visits
29,227

Avg. Global Monthly Unique Visitors
12,695

Avg. Global Monthly Page Views
15,060

Avg. Global eTOC Distribution
11,872
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>227/2</td>
<td>February 2024</td>
<td>12/19/2023</td>
<td>12/22/2023</td>
<td>01/01/2024</td>
</tr>
<tr>
<td>227/3</td>
<td>March 2024</td>
<td>01/23/2024</td>
<td>01/26/2024</td>
<td>02/02/2024</td>
</tr>
<tr>
<td>227/4</td>
<td>April 2024</td>
<td>02/19/2024</td>
<td>02/22/2024</td>
<td>02/29/2024</td>
</tr>
<tr>
<td>227/5</td>
<td>May 2024</td>
<td>03/19/2024</td>
<td>03/22/2024</td>
<td>03/29/2024</td>
</tr>
<tr>
<td>227/6</td>
<td>June 2024</td>
<td>04/24/2024</td>
<td>04/29/2024</td>
<td>05/06/2024</td>
</tr>
<tr>
<td>228/1</td>
<td>July 2024</td>
<td>05/20/2024</td>
<td>05/23/2024</td>
<td>05/30/2024</td>
</tr>
<tr>
<td>228/2</td>
<td>August 2024</td>
<td>06/18/2024</td>
<td>06/21/2024</td>
<td>06/28/2024</td>
</tr>
<tr>
<td>228/3</td>
<td>September 2024</td>
<td>07/22/2024</td>
<td>07/25/2024</td>
<td>08/01/2024</td>
</tr>
<tr>
<td>228/4</td>
<td>October 2024</td>
<td>08/19/2024</td>
<td>08/22/2024</td>
<td>08/29/2024</td>
</tr>
<tr>
<td>228/5</td>
<td>November 2024</td>
<td>09/16/2024</td>
<td>09/19/2024</td>
<td>09/26/2024</td>
</tr>
<tr>
<td>228/6</td>
<td>December 2024</td>
<td>10/15/2024</td>
<td>10/18/2024</td>
<td>10/25/2024</td>
</tr>
<tr>
<td>229/1</td>
<td>January 2025</td>
<td>11/08/2024</td>
<td>11/13/2024</td>
<td>11/20/2024</td>
</tr>
</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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,930</td>
<td>$ 3,435</td>
</tr>
<tr>
<td>3x</td>
<td>$ 4,885</td>
<td>$ 3,400</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,760</td>
<td>$ 3,325</td>
</tr>
<tr>
<td>12x</td>
<td>$ 4,600</td>
<td>$ 3,230</td>
</tr>
<tr>
<td>24x</td>
<td>$ 4,500</td>
<td>$ 3,155</td>
</tr>
<tr>
<td>36x</td>
<td>$ 4,335</td>
<td>$ 3,085</td>
</tr>
<tr>
<td>48x</td>
<td>$ 4,165</td>
<td>$ 2,915</td>
</tr>
<tr>
<td>60x</td>
<td>$ 4,000</td>
<td>$ 2,820</td>
</tr>
<tr>
<td>72x</td>
<td>$ 3,845</td>
<td>$ 2,725</td>
</tr>
</tbody>
</table>

3/4 COLOR | STANDARD COLOR | MATCHED COLOR
2,625     | 920             | 1,120

Cover Tips: $ 6,800
Outserts: $ 7,300

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.
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>227/1</td>
<td>February 2024</td>
<td>12/13/2023</td>
</tr>
<tr>
<td>227/2</td>
<td>March 2024</td>
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<td>228/3</td>
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<td>228/5</td>
<td>December 2024</td>
<td>10/09/2024</td>
</tr>
<tr>
<td>229/1</td>
<td>January 2025</td>
<td>11/04/2024</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>1/6 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,150</td>
<td>$3,855</td>
<td>$2,400</td>
<td>$1,450</td>
</tr>
<tr>
<td>3x</td>
<td>$5,105</td>
<td>$3,820</td>
<td>$2,270</td>
<td>$1,405</td>
</tr>
<tr>
<td>6x</td>
<td>$4,990</td>
<td>$3,750</td>
<td>$2,205</td>
<td>$1,365</td>
</tr>
<tr>
<td>12x</td>
<td>$4,835</td>
<td>$3,635</td>
<td>$2,165</td>
<td>$1,315</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIED (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,525</td>
<td>880</td>
<td>1,080</td>
<td>690</td>
</tr>
</tbody>
</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

Sizing

Trim: 8-1/4” x 11”
1/4” from all trim edges.
Binding: Perfect; Jogs to head
Printing Process: Litho Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4” x 11”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4” x 10-1/2”</td>
<td>8-1/2” x 11-3/4”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-3/4” x 11-3/4”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-1/2” x 5-3/4”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-3/8” x 11-1/4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
<td></td>
</tr>
</tbody>
</table>
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

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-1/2" x 11-1/4"
Size - 4 page: 17" x 11-1/4"

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

The American Journal of Surgery
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.
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

<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>
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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**

- The terms and conditions applicable to any proposals, offers, and supply agreements made by and between the Client (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"). These terms and conditions are subject to the laws, regulations, and other provisions of the laws of the jurisdiction in which the Products and/or Services are supplied or rendered, and the Client shall be bound by and is subject to these terms and conditions, regardless of any different or additional terms in any purchase order, invoice or other document. No terms or conditions set forth in any purchase order, invoice or other document shall modify, amend, or repeal any of these terms and conditions.

2. **Compliance with laws**

- The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other provisions of the laws of the jurisdiction in which the Products and/or Services are supplied or rendered, and the Client shall be bound by and is subject to these terms and conditions, regardless of any different or additional terms in any purchase order, invoice or other document. No terms or conditions set forth in any purchase order, invoice or other document shall modify, amend, or repeal any of these terms and conditions.

3. **Prices, taxes and currencies**

- Unless otherwise agreed by Elsevier in writing, all prices, taxes, and currencies charges unless otherwise agreed in writing, and shall be exclusive of any taxes, duties or other levies imposed on the sale or supply of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Elsevier shall provide to Elsevier's VAT registration number or other relevant tax identification number. The prices to be charged by Elsevier shall be exclusive of any value added tax ("VAT") or any other similar taxes or duties as may be imposed by governmental authorities in any jurisdiction.

4. **General**

- If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and in the event of such cancellation. The Client shall be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier, including without limitation all bank charges and foreign exchange charges.

5. **Payments**

- The Client shall pay for the Products and Services subject to the TC in the manner and at the time or times specified in the order acknowledgement, unless in agreement otherwise. The Client will be entitled to make payments against the official receipt of payment of the TC as determined by Elsevier. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely responsible for paying any foreign exchange charges incurred.

6. **Distribution**

- 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 at the prices and other terms and conditions specified in the order acknowledgement. If the Client wishes to dispute any part of the invoice in writing, it shall do so, as soon as reasonably practicable, but not later than the due date of such invoice. Should full details of such dispute be provided in writing within 30 days of receipt of the invoice, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to the Client a pro rata portion of the fee which the Client has paid to Elsevier for display of the Advertising Content, less any applicable advertising costs.

7. **Intellectual property**

- Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment must be made 30 days after delivery per invoice terms. Any late payment of invoices shall attract interest at the rate of 1% per month. If no dates are so specified, delivery/performance will be within a reasonable time.

8. **Warranty**

- Each order personal subscriptions in a representative capacity, for the account and use of no more than one identified individual who is not an employee of the Client. For each order for the Products and Services by the Client from Elsevier, Elsevier shall be entitled to immediate injunctive relief requiring the Client to disclose all recipients of the Advertising Content. Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant document, including such things as formatting, pre-production, design, color and size of address, weights and the like. All drawings, descriptive matter, specifications and advertising by Elsevier or its descriptors or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving a general idea of the Descriptions and Services described therein. They will form part of the TC. Payment defaulting, 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.

9. **Force majeure**

- The Client shall be solely responsible for collecting from its customers amounts due from its sales of the Products for the purposes of this TC. Deliveries will be made free of charge to the Clients of Elsevier's sole discretion.

10. **Auditing and Records**

- The Client is responsible for maintaining such controls and/or procedures as it deems necessary to ensure that the Client can confirm the accuracy of the statements from Elsevier required by the Client to be made under this TC. The Client shall not be liable for any loss or damage to the extent possible.

11. **Credit**

- It is the Client's responsibility to obtain clear and accurate information for any advertising orders placed by the Client and to ensure that such information is accurate and complete. The Client acknowledges that Elsevier is not responsible for any advertising orders placed by the Client and that Elsevier is not responsible for any advertising orders placed by the Client.

12. **Remuneration**

- The Client shall be solely responsible for collecting from its customers amounts due from its sales of the Products for the purposes of this TC. Deliveries will be made free of charge to the Clients of Elsevier's sole discretion.

13. **Right of termination**

- The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any breach of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring the Client to disclose all recipients of the Advertising Content. Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant document, including such things as formatting, pre-production, design, color and size of address, weights and the like. All drawings, descriptive matter, specifications and advertising by Elsevier or its descriptors or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving a general idea of the Descriptions and Services described therein. They will form part of the TC. Payment defaulting, 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.

14. **General**

- The Client shall be solely responsible for collecting from its customers amounts due from its sales of the Products for the purposes of this TC. Deliveries will be made free of charge to the Clients of Elsevier's sole discretion.

15. **Credit**

- The Client is responsible for maintaining such controls and/or procedures as it deems necessary to ensure that the Client can confirm the accuracy of the statements from Elsevier required by the Client to be made under this TC. The Client shall not be liable for any loss or damage to the extent possible.