Annals of Allergy, Asthma & Immunology

Overview

The Annals of Allergy, Asthma & Immunology is dedicated to providing a vehicle of communication for the physician treating allergic or immunologic disorders or asthma. This is accomplished by keeping the clinician informed of the latest knowledge of basic and clinical concepts; pharmacology and clinical use of drugs; dermatologic, gastrointestinal, respiratory, ocular and other immunologic disorders. This is provided by a variety of editorial features including CME review articles, as well as a variety of original scientific communication.
## 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>132/2</td>
<td>February 2024</td>
<td>01/08/2024</td>
<td>01/11/2024</td>
<td>01/18/2024</td>
</tr>
<tr>
<td>132/3</td>
<td>March 2024</td>
<td>02/06/2024</td>
<td>02/09/2024</td>
<td>02/16/2024</td>
</tr>
<tr>
<td>132/4</td>
<td>April 2024</td>
<td>03/04/2024</td>
<td>03/07/2024</td>
<td>03/14/2024</td>
</tr>
<tr>
<td>132/5</td>
<td>May 2024</td>
<td>04/04/2024</td>
<td>04/09/2024</td>
<td>04/16/2024</td>
</tr>
<tr>
<td>132/6</td>
<td>June 2024</td>
<td>05/02/2024</td>
<td>05/07/2024</td>
<td>05/14/2024</td>
</tr>
<tr>
<td>133/1</td>
<td>July 2024</td>
<td>06/30/2024</td>
<td>06/04/2024</td>
<td>06/11/2024</td>
</tr>
<tr>
<td>133/2</td>
<td>August 2024</td>
<td>07/04/2024</td>
<td>07/09/2024</td>
<td>07/16/2024</td>
</tr>
<tr>
<td>133/3</td>
<td>September 2024</td>
<td>08/01/2024</td>
<td>08/06/2024</td>
<td>08/13/2024</td>
</tr>
<tr>
<td>133/4</td>
<td>October 2024</td>
<td>09/03/2024</td>
<td>09/06/2024</td>
<td>09/13/2024</td>
</tr>
<tr>
<td>133/5</td>
<td>November 2024</td>
<td>10/03/2024</td>
<td>10/08/2024</td>
<td>10/15/2024</td>
</tr>
<tr>
<td>133/6</td>
<td>December 2024</td>
<td>10/30/2024</td>
<td>11/04/2024</td>
<td>11/11/2024</td>
</tr>
<tr>
<td>134/1</td>
<td>January 2025</td>
<td>11/22/2024</td>
<td>11/27/2024</td>
<td>12/04/2024</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>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 3,165</td>
<td></td>
<td>$ 1,430</td>
</tr>
<tr>
<td>6x</td>
<td>$ 3,090</td>
<td>$ 2,130</td>
<td>$ 1,425</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,020</td>
<td>$ 2,090</td>
<td>$ 1,385</td>
</tr>
<tr>
<td>24x</td>
<td>$ 2,940</td>
<td></td>
<td>$ 2,020</td>
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<tr>
<td>36x</td>
<td>$ 2,870</td>
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<td>$ 1,965</td>
</tr>
<tr>
<td>48x</td>
<td>$ 2,805</td>
<td></td>
<td>$ 1,940</td>
</tr>
<tr>
<td>60x</td>
<td>$ 2,710</td>
<td></td>
<td>$ 1,880</td>
</tr>
<tr>
<td>72x</td>
<td>$ 2,580</td>
<td></td>
<td>$ 1,760</td>
</tr>
<tr>
<td>84x</td>
<td>$ 2,500</td>
<td></td>
<td>$ 1,725</td>
</tr>
<tr>
<td>96x</td>
<td>$ 2,475</td>
<td></td>
<td>$ 1,695</td>
</tr>
<tr>
<td>108x</td>
<td>$ 2,460</td>
<td></td>
<td>$ 1,680</td>
</tr>
</tbody>
</table>

### 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>132/2</td>
<td>February 2024</td>
<td>01/02/2024</td>
</tr>
<tr>
<td>132/3</td>
<td>March 2024</td>
<td>01/31/2024</td>
</tr>
<tr>
<td>132/4</td>
<td>April 2024</td>
<td>02/27/2024</td>
</tr>
<tr>
<td>132/5</td>
<td>May 2024</td>
<td>03/29/2024</td>
</tr>
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<td>134/1</td>
<td>January 2025</td>
<td>11/18/2024</td>
</tr>
</tbody>
</table>

Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,595</td>
<td>$1,895</td>
<td>$1,375</td>
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<tr>
<td>3x</td>
<td>$2,525</td>
<td>$1,870</td>
<td>$1,370</td>
</tr>
<tr>
<td>6x</td>
<td>$2,475</td>
<td>$1,825</td>
<td>$1,340</td>
</tr>
<tr>
<td>12x</td>
<td>$2,420</td>
<td>$1,790</td>
<td>$1,300</td>
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</table>

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,215</td>
<td>980</td>
<td>1,015</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: 8-1/8” x 10-7/8”
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>8-1/8” x 10-7/8”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8” x 10-3/8”</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-3/8” x 9-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-5/16” x 11-1/8”</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:** 8-3/8" 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

**Annals of Allergy, Asthma & Immunology**

LSC Communications

13487 South Preston Highway

LEBANON JCTN, KY 40150

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 presstitial 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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<th>AD</th>
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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

These terms and conditions shall apply to proposals, offers and agreements made between the Client 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 acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. Subject to any modifications set out in the order acknowledgement, it may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion.

2. Applicability

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier reserves the right to assign the TC to any subsequent owner of the Products or Services, or to any third party of its choosing. If any party’s obligations under the TC are not performed or are not performed in accordance with the terms of the TC, the TC may be terminated by the other party after giving written notice, and the non-performing party shall be liable to the other party under the TC for any losses or expenses incurred by such other party caused by such event of non-performance.

3. General and modification of the order

Any modification to the products or services is subject to Elsevier’s agreement in writing. Any alteration to the TC, whether in writing or electronically, shall be binding only if signed or initialed by an authorized representative of Elsevier.

4. Liability and claims

To the maximum extent permitted by relevant Laws, Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of any terms of the TC or implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law (whether express or implied): (a) loss of profits or turnover; (b) damage to reputation or goodwill; (c) damages, costs or expenses (whether direct, indirect or consequential) to any third party; (d) any loss or damage that is not assignable to the Client by the Client or the TC; and (e) damages, costs or expenses (whether direct, indirect or consequential) to any third party.

5. Payment

The price/rates for the Products and Services shall be those set out in the Elsevier order acknowledgement or invoice. Unless otherwise expressly agreed by Elsevier in writing, the price/rates stated in the order acknowledgement are exclusive of any handling, packing, loading, freight, insurance charges, or any other mechanical, mechanical, or other expenses incurred by Elsevier in the course of delivering the Products or Services.

6. Distribution

The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or any part of them) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC.

7. Intellectual property

Elsevier owns the copyright in all its Products and Services, including but not limited to works of authorship, compiled works, computer programs, and databases.

8. Liability and claims

The Client acknowledges that Elsevier is not liable for any of the following losses which may arise by reason of any breach of any terms of the TC or implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law (whether express or implied): (a) loss of profits or turnover; (b) damage to reputation or goodwill; (c) damages, costs or expenses (whether direct, indirect or consequential) to any third party; (d) any loss or damage that is not assignable to the Client by the Client or the TC; and (e) damages, costs or expenses (whether direct, indirect or consequential) to any third party.

9. Force majeure

If any party is not able to perform its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is prevented from doing so by such force majeure. The non-performing party shall use good faith efforts to comply as closely as possible with its remaining obligations and to avoid the effects of such event to the extent possible.

10. General

Nothing in the TC shall be construed as creating an obligation to indemnify the other party against the other party’s own liabilities. Elsevier’s liability for any other loss or injury to the other party shall be limited to the amount payable to Elsevier under the TC for the Products or Services as set out in the Elsevier order acknowledgement or invoice. Where general terms and conditions of supply are used, the provisions of this TC shall not be considered for the purpose of determining which of the general terms and conditions of supply shall apply.

11. Auditor's report

Client shall not be entitled to assign the TC or any part of it to any third party after giving written notice of cancellation by Elsevier. In order to be considered for the purpose of determining which of the general terms and conditions of supply shall apply, the provisions of this TC shall not be concluded as a waiver of any of its rights under the TC.

12. Audit

Elsevier reserves the right to assign the TC to any subsequent owner of the Products or Services, or to any third party of its choosing. If any party’s obligations under the TC are not performed or are not performed in accordance with the terms of the TC, the TC may be terminated by the other party after giving written notice, and the non-performing party shall be liable to the other party under the TC for any losses or expenses incurred by such other party caused by such event of non-performance.

13. Compliance

If the Client cancels an order or部份 contract, the cancellation fee may be charged. In the event that the Client does not receive the full amount of the compensation, Elsevier shall not be liable for any losses or expenses incurred by the Client caused by such event of non-performance.

14. General

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any third party, from time to time, if any provision of the TC that is binding on the Client is binding on any other party to the TC.

15. General

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any third party, from time to time, if any provision of the TC that is binding on the Client is binding on any other party to the TC.

16. General

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any third party, from time to time, if any provision of the TC that is binding on the Client is binding on any other party to the TC.

17. General

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any third party, from time to time, if any provision of the TC that is binding on the Client is binding on any other party to the TC.

18. General

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any third party, from time to time, if any provision of the TC that is binding on the Client is binding on any other party to the TC.