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.

Display Advertising

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Global Print Circulation 3,388
Avg. Global Monthly Visits 43,961
Avg. Global Monthly Unique Visitors 20,047
Avg. Global Monthly Page Views 24,978
Avg. Global eTOC Distribution 10,540

Affiliation
Official publication of the American College of Allergy, Asthma & Immunology

Audience
Physicians treating allergic or immunologic disorders or asthma
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>
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<td>04/04/2024</td>
<td>04/09/2024</td>
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<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>
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<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>11/30/2024</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>
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</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>$2,165</td>
<td>$1,430</td>
</tr>
<tr>
<td>6x</td>
<td>$3,090</td>
<td>$2,130</td>
<td>$1,425</td>
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<td>$3,020</td>
<td>$2,090</td>
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</tr>
<tr>
<td>24x</td>
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<td>$2,020</td>
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<tr>
<td>36x</td>
<td>$2,870</td>
<td>$1,965</td>
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<td>48x</td>
<td>$2,805</td>
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<td>60x</td>
<td>$2,710</td>
<td>$1,880</td>
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<tr>
<td>72x</td>
<td>$2,580</td>
<td>$1,760</td>
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<tr>
<td>84x</td>
<td>$2,500</td>
<td>$1,725</td>
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<tr>
<td>96x</td>
<td>$2,475</td>
<td>$1,695</td>
<td></td>
</tr>
<tr>
<td>108x</td>
<td>$2,460</td>
<td>$1,680</td>
<td></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.
Composition

All production charges are net and non-commissionable

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>
<tr>
<td>132/6</td>
<td>June 2024</td>
<td>04/26/2024</td>
</tr>
<tr>
<td>133/1</td>
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<td>07/26/2024</td>
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<tr>
<td>133/4</td>
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</tr>
<tr>
<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>
</tr>
<tr>
<td>3x</td>
<td>$2,525</td>
<td>$1,870</td>
<td>$1,370</td>
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<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>

4 COLOR | STANDARD COLOR | MATCHED COLOR | CLASSIFIEDS (BACK-OF-BOOK): COLOR |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></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”

Keep live matter 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>
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</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8”</td>
<td>8-3/8&quot; 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 5-11/16”</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, serif) 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/](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](http://www.ads4els.com)

Conformance to Specs

Variance 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](http://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 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>
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<th>AD</th>
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<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**

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**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 agreements made between the Client and the Publisher for the Supply of any Products or Services. The Client shall be bound by the terms of these Terms and Conditions (the “TC”) with respect to the transactions resulting from any Sales Order placed by the Client. The Client agrees that the Publisher will not be bound by any express or implied terms or conditions of the Client that are inconsistent with these Terms and Conditions unless agreed to in writing by the Publisher.

2. Compliance with laws

If the Client is unable to comply with any laws, rules or regulations that apply to the Supply of the Products or Services, the Client shall immediately notify the Publisher of such inability and shall provide a reasonable explanation for the same. The Client shall take all necessary steps to ensure that the Supply of the Products or Services is in compliance with all applicable laws, rules or regulations.

3. Payment

Payment for the Products or Services shall be made in the currency specified in the Sales Order. The Client shall pay all amounts due to the Publisher in full and without any deduction or set-off, and without delay, unless otherwise agreed in writing by the Publisher. In the event of any dispute regarding the amount due, the Publisher shall have the right to suspend the Supply of the Products or Services until such dispute is resolved.

4. Payment method

The Client shall pay all amounts due in the manner and through the bank account specified in the Sales Order. If the Client is unable to make payment through the specified bank account, the Client shall provide a satisfactory alternative method of payment. The Client shall be responsible for any costs or charges incurred in connection with alternative payment methods.

5. Liability and claims

In the event of any claim, loss or damage arising out of or related to the Supply of the Products or Services, the Client shall indemnify and hold harmless the Publisher from and against all costs, expenses, liabilities, damages, losses, suits, actions, proceedings or judgments resulting therefrom. The Client shall also indemnify and hold harmless the Publisher from and against all costs, expenses, liabilities, damages, losses, suits, actions, proceedings or judgments resulting from any breach of warranty or representation made by the Client.

6. Force majeure

Neither party shall be liable for any loss or damage caused by any act of war, act of terrorism, riot, natural disaster, governmental action, strike, lockout, epidemics or any other cause beyond its control. In the event of any such occurrence, the party shall promptly notify the other party and shall use reasonable efforts to minimize any such loss or damage. The party shall be excused from any performance obligation to the extent it is prevented from so performing by such cause.

7. Audit

The Client shall allow the Publisher to audit its records and accounts on a regular basis to verify the accuracy of all payments made to the Publisher. The Client shall provide all necessary information and documentation to facilitate such audit.

8. Distribution

The Client, in order to ensure the widest distribution of the Products or Services, shall notify the Publisher of any distribution arrangements made by the Client other than the Supply of the Products or Services. The Client shall give the Publisher all necessary information and documentation to facilitate such arrangements.

9. Force majeure

In the event of any force majeure event, the party affected by such event shall be excused from any performance obligation to the extent it is prevented from so performing by such cause. The party shall use reasonable efforts to minimize any such loss or damage. The party shall notify the other party of any such event as soon as reasonably practicable.

10. Applicability

These Terms and Conditions shall apply to all transactions between the Publisher and the Client, and shall be deemed to have been agreed to by both parties. Any modification or waiver of these Terms and Conditions shall be effective only if made in writing and signed by the Publisher and the Client.

11. Audit

The Client shall allow the Publisher to audit its records and accounts on a regular basis to verify the accuracy of all payments made to the Publisher. The Client shall provide all necessary information and documentation to facilitate such audit.

12. Compliance with laws

If the Client is unable to comply with any laws, rules or regulations that apply to the Supply of the Products or Services, the Client shall immediately notify the Publisher of such inability and shall provide a reasonable explanation for the same. The Client shall take all necessary steps to ensure that the Supply of the Products or Services is in compliance with all applicable laws, rules or regulations.

13. Payment

Payment for the Products or Services shall be made in the currency specified in the Sales Order. The Client shall pay all amounts due to the Publisher in full and without any deduction or set-off, and without delay, unless otherwise agreed in writing by the Publisher. In the event of any dispute regarding the amount due, the Publisher shall have the right to suspend the Supply of the Products or Services until such dispute is resolved.

14. Payment method

The Client shall pay all amounts due in the manner and through the bank account specified in the Sales Order. If the Client is unable to make payment through the specified bank account, the Client shall provide a satisfactory alternative method of payment. The Client shall be responsible for any costs or charges incurred in connection with alternative payment methods.

15. Liability and claims

In the event of any claim, loss or damage arising out of or related to the Supply of the Products or Services, the Client shall indemnify and hold harmless the Publisher from and against all costs, expenses, liabilities, damages, losses, suits, actions, proceedings or judgments resulting therefrom. The Client shall also indemnify and hold harmless the Publisher from and against all costs, expenses, liabilities, damages, losses, suits, actions, proceedings or judgments resulting from any breach of warranty or representation made by the Client.

16. Force majeure

Neither party shall be liable for any loss or damage caused by any act of war, act of terrorism, riot, natural disaster, governmental action, strike, lockout, epidemics or any other cause beyond its control. In the event of any such occurrence, the party shall promptly notify the other party and shall use reasonable efforts to minimize any such loss or damage. The party shall be excused from any performance obligation to the extent it is prevented from so performing by such cause. The party shall use reasonable efforts to minimize any such loss or damage. The party shall notify the other party of any such event as soon as reasonably practicable.

17. Audit

The Client shall allow the Publisher to audit its records and accounts on a regular basis to verify the accuracy of all payments made to the Publisher. The Client shall provide all necessary information and documentation to facilitate such audit.

18. Distribution

The Client, in order to ensure the widest distribution of the Products or Services, shall notify the Publisher of any distribution arrangements made by the Client other than the Supply of the Products or Services. The Client shall give the Publisher all necessary information and documentation to facilitate such arrangements.

19. Force majeure

In the event of any force majeure event, the party affected by such event shall be excused from any performance obligation to the extent it is prevented from so performing by such cause. The party shall use reasonable efforts to minimize any such loss or damage. The party shall notify the other party of any such event as soon as reasonably practicable.