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>06/10/2024</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>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>12/22/2024</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>$2,165</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>$2,020</td>
<td></td>
</tr>
<tr>
<td>36x</td>
<td>$2,870</td>
<td>$1,965</td>
<td></td>
</tr>
<tr>
<td>48x</td>
<td>$2,805</td>
<td>$1,940</td>
<td></td>
</tr>
<tr>
<td>60x</td>
<td>$2,710</td>
<td>$1,880</td>
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</tr>
<tr>
<td>72x</td>
<td>$2,580</td>
<td>$1,760</td>
<td></td>
</tr>
<tr>
<td>84x</td>
<td>$2,500</td>
<td>$1,725</td>
<td></td>
</tr>
<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.
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>
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<tr>
<td>134/1</td>
<td>January 2025</td>
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</tr>
</tbody>
</table>

Cancellations:

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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>
</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>
</tr>
<tr>
<td>6x</td>
<td>$2,425</td>
<td>$1,825</td>
<td>$1,340</td>
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<tr>
<td>12x</td>
<td>$2,420</td>
<td>$1,790</td>
<td>$1,300</td>
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</tbody>
</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&quot; x 10-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</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 11-3/8"
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 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>
<th>Position</th>
<th>Ad</th>
<th>Size (Pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
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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.
partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

Orders for advertisements must be cancelled in writing prior to the relevant ad.

the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes

(ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content.

The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (“Closing Date”). When copy is received late or not at all, Although Elsevier will endeavour to do so, the Client is responsible for all costs and losses incurred by Elsevier in connection with preparing and publishing the copy, or if the Client does not receive the order in the agreed form, Elsevier shall be entitled to disregard the order.

The Client is solely responsible for the accuracy of all dates, times, addresses and names appearing in the copy as submitted by the Client and printed in the publication. Elsevier will make every effort to ensure that the copy is published on the agreed date or for the agreed period. Payment must be made before the Closing Date, and copy run in previous issue may be inserted. Client shall retain a complete copy of all materials and data supplied by the Client which are not published. The Client is responsible for all costs and losses incurred by Elsevier in connection with preparing and publishing the copy, and in the event of a Client default, the Client shall pay any additional amount found owing.

The TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR ANY LOSS IMPUTABLE TO IT WHICH IS CAUSED BY DELAY OR DEFECTIVE PERFORMANCE OF ANY ADVERTISEMENT OR ADVERTISING CONTENT. IN NO EVENT WILL ELSEVIER BE LIABLE FOR ANY LOST PROFITS OR OTHER ECONOMIC LOSS OR COST SUSTAINED OR INCURRED BY ANY PERSON OR ENTITY, WHETHER IN CONTRACT OR TORT OR UNDER ANY OTHER LEGAL OR EQUITABLE THEORY.

the Client is solely responsible for collecting from its customers amounts due that arise out of the sale of the Products or Services, to exclude the effects of such event to the extent possible.

the Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any such breach, Elsevier may seek an injunction or other equitable relief from a court of competent jurisdiction to prevent the occurrence of the breach.

elsewhere in the document. Elsevier will not be liable for any loss, liability, damage, or expense arising from any uncollected amounts. Delays or failures in obtaining such payments will not affect Elsevier's right to collect from the Client.

at a reduced discount and the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier may increase the price for the remaining order, or cancel the order and refund any amounts paid. Orders for reprints of material that has not been published will be treated as new orders. If the Client has been given a discounted rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall bill the Client for the volume ordered at the reduced discount and the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier may increase the price for the remaining order, or cancel the order and refund any amounts paid.

Legally binding and enforceable agreements between the parties for the sale and purchase of the Products and Services shall be in writing and signed by authorized representatives of the parties. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any such breach, Elsevier may seek an injunction or other equitable relief from a court of competent jurisdiction to prevent the occurrence of the breach.

whereby products or services whose characteristics of the Products and Services agreed by both parties in the relevant order, including such things as format, printing processes, technical design, and size of address, weight, and the like. All drawings, descriptive matter, specifications and advertising by Elsevier or any employees or representatives of Elsevier's catalogue or brochure or other products are published solely for the purpose of giving an approximate idea of the provisions of the Products and Services described therein. They will form part of the Terms of Publishing, 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, with the exception of errors of fact, as modifying the agreement.

the Client 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 before the Closing Date, and copy run in previous issue may be inserted. Client shall retain a complete copy of all materials and data supplied by the Client which are not published. The Client is responsible for all costs and losses incurred by Elsevier in connection with preparing and publishing the copy, and in the event of a Client default, the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier may increase the price for the remaining order, or cancel the order and refund any amounts paid.

A Client shall not be entitled to assign or transfer any part of the TC with respect to any Product or Service subject to a contract with Elsevier or with any other party where such assignment or transfer would be prohibited or made conditional on the Client's or any third party's compliance with any condition or restriction.

the Client is solely responsible for all advertisements appearing in the publication, and, subject to the Client's compliance with all terms and conditions of the TC, shall be entitled to direct any aspect of the published material and shall be entitled to reject any order for reprints of material that has not been published.

the Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any such breach, Elsevier may seek an injunction or other equitable relief from a court of competent jurisdiction to prevent the occurrence of the breach.

the Client shall be entitled to recover payment for the copies of the Product notwithstanding that ownership of the copy of the Product has not passed from Elsevier.

the Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any such breach, Elsevier may seek an injunction or other equitable relief from a court of competent jurisdiction to prevent the occurrence of the breach.

liability or damages for (i) any losses of profits or expected future business (ii) damage to reputation or goodwill (iii) any damages, costs or expenses (iv) any fine or penalty (v) any loss that was foreseeable by the Client and the Client knowingly accepted at the time the TC was entered into; or (vi) any consequential loss.

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 under the TC, including without limitation all bank charges and foreign exchange restrictions.

the Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any such breach, Elsevier may seek an injunction or other equitable relief from a court of competent jurisdiction to prevent the occurrence of the breach.

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To the maximum extent permitted by relevant laws Elsevier expressly excludes any liability for any loss imputable to it which is caused by delay or defective performance of any advertisement or Advertising Content. In no event will Elsevier be liable for any lost profits or other economic loss or costs sustained or incurred by any person or entity, whether in contract or tort or under any other legal or equitable theory.

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If no dates are so specified, delivery/performance will be within a reasonable time.

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