Overview

Caring for the Ages, the official newspaper of AMDA – the Society for Post-Acute and Long-Term Care Medicine covers professional and clinical news, best practices and other timely issues of medical importance to the long-term care continuum.

Visit Website

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v.vanhomrigh@elsevier.com

Global Print Circulation
3,253

Avg. Global Monthly Visits
5,182

Avg. Global Monthly Unique Visitors
2,842

Avg. Global Monthly Page Views
3,388

Avg. Global eTOC Distribution
4,928
Affiliation
AMDA – the Society for Post-Acute and Long-Term Care Medicine

Audience
Medical directors, attending physicians, consultant pharmacists, nurse practitioners, and other medical professional working in all long-term care settings, including skilled nursing and assisted living facilities

Editor-in-Chief
Elizabeth Galik, PhD, CRNP

Issuance
8 times per year

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>25/1</td>
<td>January/February 2024</td>
<td>11/22/2023</td>
<td>12/06/2023</td>
<td>12/19/2023</td>
</tr>
<tr>
<td>25/2</td>
<td>March 2024</td>
<td>01/24/2024</td>
<td>02/05/2024</td>
<td>02/16/2024</td>
</tr>
<tr>
<td>25/3</td>
<td>April 2024</td>
<td>02/23/2024</td>
<td>03/06/2024</td>
<td>03/19/2024</td>
</tr>
<tr>
<td>25/4</td>
<td>May 2024</td>
<td>03/16/2024</td>
<td>04/05/2024</td>
<td>04/18/2024</td>
</tr>
<tr>
<td>25/5</td>
<td>June/July 2024</td>
<td>04/25/2024</td>
<td>05/07/2024</td>
<td>05/20/2024</td>
</tr>
<tr>
<td>25/6</td>
<td>August/September 2024</td>
<td>06/25/2024</td>
<td>07/08/2024</td>
<td>07/19/2024</td>
</tr>
<tr>
<td>25/7</td>
<td>October 2024</td>
<td>08/23/2024</td>
<td>09/05/2024</td>
<td>09/18/2024</td>
</tr>
<tr>
<td>25/8</td>
<td>November/December 2024</td>
<td>09/26/2024</td>
<td>10/08/2024</td>
<td>10/21/2024</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>KING (BLACK &amp; WHITE)</th>
<th>ISLAND PAGE (BLACK &amp; WHITE)</th>
<th>3/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 6,595</td>
<td>$ 4,920</td>
<td>$ 5,775</td>
<td>$ 2,950</td>
<td>$ 4,425</td>
</tr>
<tr>
<td>6x</td>
<td>$ 6,390</td>
<td>$ 4,770</td>
<td>$ 5,605</td>
<td>$ 2,865</td>
<td>$ 4,290</td>
</tr>
<tr>
<td>12x</td>
<td>$ 6,315</td>
<td>$ 4,705</td>
<td>$ 5,535</td>
<td>$ 2,820</td>
<td>$ 4,235</td>
</tr>
<tr>
<td>24x</td>
<td>$ 6,145</td>
<td>$ 4,585</td>
<td>$ 5,390</td>
<td>$ 2,745</td>
<td>$ 4,130</td>
</tr>
<tr>
<td>36x</td>
<td>$ 6,050</td>
<td>$ 4,515</td>
<td>$ 5,310</td>
<td>$ 2,700</td>
<td>$ 4,070</td>
</tr>
<tr>
<td>48x</td>
<td>$ 5,905</td>
<td>$ 4,410</td>
<td>$ 5,180</td>
<td>$ 2,640</td>
<td>$ 3,960</td>
</tr>
<tr>
<td>60x</td>
<td>$ 5,885</td>
<td>$ 4,395</td>
<td>$ 5,170</td>
<td>$ 2,625</td>
<td>$ 3,950</td>
</tr>
<tr>
<td>72x</td>
<td>$ 5,790</td>
<td>$ 4,325</td>
<td>$ 5,070</td>
<td>$ 2,585</td>
<td>$ 3,890</td>
</tr>
<tr>
<td>96x</td>
<td>$ 5,665</td>
<td>$ 4,230</td>
<td>$ 4,965</td>
<td>$ 2,540</td>
<td>$ 3,805</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>25/1</td>
<td>January/February 2024</td>
<td>11/29/2023</td>
</tr>
<tr>
<td>25/2</td>
<td>March 2024</td>
<td>01/29/2024</td>
</tr>
<tr>
<td>25/3</td>
<td>April 2024</td>
<td>02/28/2024</td>
</tr>
<tr>
<td>25/4</td>
<td>May 2024</td>
<td>03/29/2024</td>
</tr>
<tr>
<td>25/5</td>
<td>June/July 2024</td>
<td>04/30/2024</td>
</tr>
<tr>
<td>25/6</td>
<td>August/September 2024</td>
<td>06/28/2024</td>
</tr>
<tr>
<td>25/7</td>
<td>October 2024</td>
<td>08/28/2024</td>
</tr>
<tr>
<td>25/8</td>
<td>November/December 2024</td>
<td>10/01/2024</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>ISLAND (BLACK &amp; WHITE)</th>
<th>3/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>4 COLOR MATCHED COLOR</th>
<th>METALLIC COLOR</th>
<th>5 COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK)</th>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,640</td>
<td>$ 5,455</td>
<td>$ 4,180</td>
<td>$ 2,785</td>
<td>$ 6,225</td>
<td>$ 7,545</td>
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<tr>
<td>6x</td>
<td>$ 4,505</td>
<td>$ 5,290</td>
<td>$ 4,055</td>
<td>$ 2,705</td>
<td>$ 6,040</td>
<td>$ 7,185</td>
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<tr>
<td>12x</td>
<td>$ 4,445</td>
<td>$ 5,230</td>
<td>$ 4,000</td>
<td>$ 2,660</td>
<td>$ 5,960</td>
<td>$ 7,155</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24x</td>
<td>$ 4,330</td>
<td>$ 5,095</td>
<td>$ 3,900</td>
<td>$ 2,600</td>
<td>$ 5,805</td>
<td>$ 7,005</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36x</td>
<td>$ 4,270</td>
<td>$ 5,015</td>
<td>$ 3,845</td>
<td>$ 2,550</td>
<td>$ 6,845</td>
<td>$ 5,710</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48x</td>
<td>$ 4,170</td>
<td>$ 4,890</td>
<td>$ 3,745</td>
<td>$ 2,495</td>
<td>$ 6,740</td>
<td>$ 5,820</td>
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<tr>
<td>60x</td>
<td>$ 4,155</td>
<td>$ 4,875</td>
<td>$ 3,735</td>
<td>$ 2,485</td>
<td>$ 5,560</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>72x</td>
<td>$ 4,080</td>
<td>$ 4,790</td>
<td>$ 3,675</td>
<td>$ 2,440</td>
<td>$ 6,735</td>
<td>$ 5,465</td>
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<tr>
<td>96x</td>
<td>$ 3,995</td>
<td>$ 4,695</td>
<td>$ 3,595</td>
<td>$ 2,395</td>
<td>$ 5,345</td>
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<tr>
<td>120x</td>
<td>$ 4,370</td>
<td>$ 6,540</td>
<td>$ 6,520</td>
<td>$ 8,570</td>
<td>$ 7,710</td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>240x</td>
<td>$ 6,280</td>
<td>$ 4,240</td>
<td>$ 8,470</td>
<td>$ 6,450</td>
<td>$ 7,620</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>288x</td>
<td>$ 6,180</td>
<td>$ 8,380</td>
<td>$ 7,320</td>
<td>$ 4,055</td>
<td>$ 6,025</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Rate Card Effective January 2024
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

<table>
<thead>
<tr>
<th>Sizing</th>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim: 10-1/2&quot; x 14&quot;</td>
<td>King-size Page</td>
<td>9-5/8&quot; x 12-7/8&quot;</td>
<td>10-3/4&quot; x 14-1/4&quot;</td>
</tr>
<tr>
<td>1/4&quot; from all trim edges.</td>
<td>King-size Spread</td>
<td>20&quot; x 12-7/8&quot;</td>
<td>21-1/4&quot; x 14-1/4&quot;</td>
</tr>
<tr>
<td>Binding: Saddle; Jogs to head</td>
<td>3/4 Vertical Page</td>
<td>7-1/8&quot; x 12-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Halftone Screen: Cover: 150 line screen Text: 150 line screen</td>
<td>3/4 Horizontal Spread</td>
<td>20&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3/4 Horizontal Page</td>
<td>9-5/8&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Island Page</td>
<td>7-1/8&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Island Spread</td>
<td>14-5/8&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Island Page+3/4 Page Horizontal</td>
<td>17-1/2&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/4 Vertical Page</td>
<td>4-3/4&quot; x 6-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/4 Horizontal Page</td>
<td>7-1/8&quot; x 4-1/2&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/4 Page Column</td>
<td>2-1/8&quot; x 12-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/2 Vertical Page</td>
<td>4-3/4&quot; x 12-7/8&quot;</td>
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<tr>
<td></td>
<td>1/2 Horizontal Page</td>
<td>9-5/8&quot; x 6-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/2 Horizontal Spread</td>
<td>20&quot; x 6-3/4&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://idealiance.org/systems-certification/certified-hard-copy-proofing-systems/](https://idealiance.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:**
21-1/4” x 14-1/4”

**Size - 4 page:**

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

**Caring For The Ages**
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 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>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Animation and expandable banners unavailable

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

Three conditions and terms shall apply to offers, proposals and agreements made by Elsevier 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 agreement between the parties for this TC. In the event of any such agreement being held to be illegal, invalid, void, voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be null and void, and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are otherwise agreed in writing. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and generally prevailing customs and usages of any applicable lawyer, rules, industry codes, regulations and generally prevailing customs and usages of the place of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any such representations about the Products and Services shall have no effect except as expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraud or fraudulent misrepresentation. Where Products are distributed globally or distributed on the third party product or software such clause may be subject to additional limitations.

2. Offer and acceptance


3. Execution and modification of the order

No order placed by the Client shall be deemed accepted unless a written acknowledgement of order is issued by Elsevier or [Elsevier] deliver the products or issue the invoice to the Client or commence performance of the Services for the Client. All product orders are subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products from Elsevier for its own use and not for and on behalf of another person or entity. If Client's agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the Client's sole account and not for and on behalf of another person or entity. If the order is permitted to include personal subscriptions, for the account and use of no more than one identifiable individual subscriber for self-paid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and upon any violation of this representation and warranty, Elsevier will be entitled to terminate immediate notice thereof requiring the Client to deliver all recipients of Delivery without prejudice of any distribution right granted by Elsevier to any of the Clients. The TC will form part of the TC. Publishing errors, 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 requesting delivery or, as the case may be, modifying the agreed price.

4. General and modification of the order

Any modification to the TC or the product or service description, price or schedule shall be subject to written agreement by both parties in the relevant order, including such things as format, presentation, technical detail, size and/or of address, font, weight and the like. All drawings, descriptive matter, specifications and advertising text by Elsevier or other descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the purpose of giving an approximate idea of the description of the Products and Services described therein. They will form part of the TC. Publishing errors, 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 requesting delivery or, as the case may be, modifying the agreed price.

5. Price, taxes and insurance

Unless otherwise agreed by Elsevier in writing the prices for the Products and Services set forth in Elsevier's current price list (whether print or online), although such prices shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be subject to all usual taxes, import duties or other imposed taxes or surcharges. Client represents and warrants that it is purchasing Products from Elsevier for its own use and not for and on behalf of another person or entity. If Client's agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the Client's sole account and not for and on behalf of another person or entity. If the order is permitted to include personal subscriptions, for the account and use of no more than one identifiable individual subscriber for self-paid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier and upon any violation of this representation and warranty, Elsevier will be entitled to terminate immediate notice thereof requiring the Client to deliver all recipients of Delivery without prejudice of any distribution right granted by Elsevier to any of the Clients. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and generally prevailing customs and usages of any applicable lawyer, rules, industry codes, regulations and generally prevailing customs and usages of any applicable lawyer, rules, industry codes, regulations and generally prevailing customs and usages of the place of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any such representations about the Products and Services shall have no effect except as expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraud or fraudulent misrepresentation. Where Products are distributed globally or distributed on the third party product or software such clause may be subject to additional limitations.

6. Distribution

The Client shall not engage in, reproduction, rephrasing or publication of any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate or assist any party to engage in these activities. The Client shall promptly notify Elsevier in the event of breach of any privacy, reproduction, reproduction of the Products by any third party. The Client shall be solely responsible for collecting from its customers all amounts due and owing to Elsevier. Elsevier shall be entitled to resell the Products or Services to other end-users or otherwise use such products or services to the extent permitted by applicable law or contract, without further compensation or liability to the Client. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and generally prevailing customs and usages of the place of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any such representations about the Products and Services shall have no effect except as expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraud or fraudulent misrepresentation. Where Products are distributed globally or distributed on the third party product or software such clause may be subject to additional limitations.

7. Intellectual property

Client shall not engage in, reproduction, rephrasing or publication of any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate or assist any party to engage in these activities. The Client shall promptly notify Elsevier in the event of breach of any privacy, reproduction, reproduction of the Products by any third party. The Client shall be solely responsible for collecting from its customers all amounts due and owing to Elsevier. Elsevier shall be entitled to resell the Products or Services to other end-users or otherwise use such products or services to the extent permitted by applicable law or contract, without further compensation or liability to the Client. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and generally prevailing customs and usages of the place of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any such representations about the Products and Services shall have no effect except as expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraud or fraudulent misrepresentation. Where Products are distributed globally or distributed on the third party product or software such clause may be subject to additional limitations.

8. Liability and claims

The Client's obligation to make payments to Elsevier under clause 5. shall continue in full force and effect. Failure or delay by Elsevier in enforcing or the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are otherwise agreed in writing. The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and generally prevailing customs and usages of any applicable lawyer, rules, industry codes, regulations and generally prevailing customs and usages of the place of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any such representations about the Products and Services shall have no effect except as expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraud or fraudulent misrepresentation. Where Products are distributed globally or distributed on the third party product or software such clause may be subject to additional limitations.