Cardiovascular Revascularization Medicine

Overview

Cardiovascular Revascularization Medicine (CRM) is an international and multidisciplinary journal that publishes original laboratory and clinical investigations related to revascularization therapies in cardiovascular medicine. The Journal publishes articles related to preclinical work and molecular interventions, including angiogenesis, cell therapy, pharmacological interventions, restenosis management, and prevention, including experiments conducted in human subjects, in laboratory animals, and in vitro. Specific areas of interest include percutaneous angioplasty in coronary and peripheral arteries, intervention in structural heart disease, cardiovascular surgery, congenital heart disease, coronary heart disease, epidemiology, genetics, health services and outcomes research, invasive imaging, molecular cardiology, preventive cardiology, and vascular medicine.

Display Advertising

Jessica Jimenez-Ahmed  United States
267-226-8166
j.jimenez-ahmed@elsevier.com

Robert Bayliss  Europe
44 20 7424 4454
r.bayliss@elsevier.com

Virginia Van Homrigh  APAC
61 448 008199
v.vanhomrigh@elsevier.com

Derek Zakaib  Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Ariel Medina  Global
212-633-3189
a.medina@elsevier.com

Global Print Circulation
771

Avg. Global Monthly Visits
Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request
**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>58C</td>
<td>January 2024</td>
<td>12/07/2023</td>
<td>12/12/2023</td>
<td>12/19/2023</td>
</tr>
<tr>
<td>59C</td>
<td>February 2024</td>
<td>01/05/2024</td>
<td>01/10/2024</td>
<td>01/17/2024</td>
</tr>
<tr>
<td>60C</td>
<td>March 2024</td>
<td>02/09/2024</td>
<td>03/14/2024</td>
<td>02/21/2024</td>
</tr>
<tr>
<td>61C</td>
<td>April 2024</td>
<td>02/29/2024</td>
<td>03/05/2024</td>
<td>03/12/2024</td>
</tr>
<tr>
<td>62C</td>
<td>May 2024</td>
<td>03/28/2024</td>
<td>04/02/2024</td>
<td>04/09/2024</td>
</tr>
<tr>
<td>63C</td>
<td>June 2024</td>
<td>04/24/2024</td>
<td>04/29/2024</td>
<td>05/06/2024</td>
</tr>
<tr>
<td>64C</td>
<td>July 2024</td>
<td>05/15/2024</td>
<td>05/20/2024</td>
<td>05/27/2024</td>
</tr>
<tr>
<td>65C</td>
<td>August 2024</td>
<td>06/20/2024</td>
<td>06/25/2024</td>
<td>07/02/2024</td>
</tr>
<tr>
<td>66C</td>
<td>September 2024</td>
<td>07/24/2024</td>
<td>07/29/2024</td>
<td>08/05/2024</td>
</tr>
<tr>
<td>67C</td>
<td>October 2024</td>
<td>08/30/2024</td>
<td>09/04/2024</td>
<td>09/11/2024</td>
</tr>
<tr>
<td>68C</td>
<td>November 2024</td>
<td>10/03/2024</td>
<td>10/08/2024</td>
<td>10/15/2024</td>
</tr>
<tr>
<td>69C</td>
<td>December 2024</td>
<td>11/01/2024</td>
<td>11/06/2024</td>
<td>11/13/2024</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>$2,435</td>
<td>$1,515</td>
<td>$1,260</td>
</tr>
<tr>
<td>3x</td>
<td>$2,200</td>
<td>$1,320</td>
<td>$1,065</td>
</tr>
<tr>
<td>6x</td>
<td>$1,985</td>
<td>$1,240</td>
<td>$870</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>MATCHED COLOR</th>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,065</td>
<td>1,925</td>
<td>735</td>
</tr>
</tbody>
</table>

**Cover Tips**

$3,600

**Outserts**

$4,300

**Premium Positions**

- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

**Earned Rates**

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

**Inserts**

Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-page insert (one leaf):** Two-times earned frequency rate.
- **Four-page or larger insert:** Black & White earned frequency rate.

**Composition**

All production charges are net and non-commissionable

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>
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>58C</td>
<td>January 2024</td>
<td>12/01/2023</td>
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<tr>
<td>59C</td>
<td>February 2024</td>
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<tr>
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<tr>
<td>62C</td>
<td>May 2024</td>
<td>03/22/2024</td>
</tr>
<tr>
<td>63C</td>
<td>June 2024</td>
<td>04/18/2024</td>
</tr>
<tr>
<td>64C</td>
<td>July 2024</td>
<td>05/09/2024</td>
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<td>65C</td>
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</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>$1,930</td>
<td>$1,335</td>
<td>$3,380</td>
</tr>
<tr>
<td>3x</td>
<td>$3,320</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6x</td>
<td>$3,240</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12x</td>
<td>$3,090</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CLASSIFIEDS (BACK-OF-BOOK): COLOR

<table>
<thead>
<tr>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/90</td>
<td>1,850</td>
<td>705</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,025</td>
</tr>
</tbody>
</table>

Confidential Email Inbox

Cost: $40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:

Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing

Trim: 8-1/4" x 11"

1/4" from all trim edges.

Binding: Perfect; Jogs to head

Printing Process: Litho Sheet

Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-3/8&quot; x 11-1/4&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.
Supplied Print Ad Pieces

**Size - 2 page:** 8-1/2” x 11-1/4”
**Size - 4 page:** 17” x 11-1/4”
**Trimming:** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

**Closing Date for Booking Inserts:** Same as ad space closing

**Insert delivery date:** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order. Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

**Cardiovascular Revascularization Medicine**

Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.
For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.

Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 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>
<tr>
<th>POSITION</th>
<th>AD</th>
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</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>
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</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.
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3. Price, taxes and currency Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be those set out in Elsevier’s current price list (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall exclude all of expenses, import duties or other taxes imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client’s VAT registration number or other reference for tax exemption to Elsevier at the time of placing an order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the payment due to Elsevier, the Client shall deduct such tax from the applicable amount actually remitted to Elsevier and add the amount so deducted to the tax that would have been payable absent the deduction for the same amount.

4. Payment Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date. In time for payment shall be the essence. Elsevier may set any credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (i) payment of all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on account thereof, (ii) all reasonable costs incurred by Elsevier in connection with the Products and all adverse costs incurred by Elsevier in connection with any litigation or other proceedings relating to the Products, and (iii) interest on any sums which remain unpaid for the period from the date due for payment of those sums to the date of payment of those sums.

5. Payment terms The Client shall not engage in piracy, reproduction, or plagiaurism of the Products or any other products of Elsevier or its affilliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiaurism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full control and solely keeping all of its losses from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under the Agreement.

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7. Liability and claims The TC MAXIMUM EXCEPTED LIABILITY will not exceed, for any single breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind to which Elsevier is not expressly subject. Example, if Elsevier is subject to a duty of care to publish alternative Advertising Content in consultation with the Client or (ii) refund to Client a pro rata portion of the price paid to Elsevier for any such Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or continued publication of advertising material in respect of which the Client has not provided copy. Although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the dates specified by the Client. The Client will however be required in full. When change of copy is not received before the Closing Date, copy run in the campaign will be decided by the Client. 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 (the “Closing Date”). Where copy is received late or not at all, Elsevier reserves the right to cancel the order without any liability to the Client.

8. Force majeure The Client shall not engage in piracy, reproduction, or plagiarize of the Products or any other products of Elsevier or its affilliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarize of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full control and solely keeping all of its losses from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client’s obligation to make payments to Elsevier under the Agreement.

9. General The formation, existence, performance, construction, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that corporate domicile. The Client shall not be required to prove the written consent of Elsevier. Elsevier may assign the Client to any part of it to any person, firm or company. Any provision of the TC is found by any court, tribunal or administrative body of competent jurisdiction to be invalid, void, illegal or unenforceable, the remaining provisions of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or 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.