Overview

Experimental Hematology presents outstanding coverage of recent progress in stem cell biology, experimental stem cell transplantation, cytokine biology, and cellular immunology. This journal features original research articles and comprehensive reviews, providing a forum for the exchange of knowledge among experimental hematologists, clinical stem cell transplanters, and clinical hematologists. Experimental Hematology is one of the most widely read journals in the area of hematology and transplantation research. It also is of special interest to members of the biotechnology industry. The journal is available full-text online through www.exphem.org for subscribers, who receive access as part of their print subscription.

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Global Print Circulation
Online Only

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Global Monthly Visits</td>
<td>8,544</td>
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<tr>
<td>Avg. Global Monthly Unique Visitors</td>
<td>4,759</td>
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<tr>
<td>Avg. Global Monthly Page Views</td>
<td>5,807</td>
</tr>
<tr>
<td>Avg. Global eTOC Distribution</td>
<td>3,882</td>
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Affiliation
ISEH - Society for Hematology and Stem Cells

Audience
Hematologists, oncologists, immunologists, cell biologists, bone marrow transplanters, and transfusion scientists
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 290</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

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<tr>
<td>Middle</td>
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FORMATS
- jpeg, png, gif, (static image only)

TRACKING PIXELS
- No

MAX FILE SIZE
- 200 KB

AIP Email

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FORMATS
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TRACKING PIXELS
- No

MAX FILE SIZE
- 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
   These terms and conditions shall apply to proposals, offers and pro forma supplies 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 version of such terms and conditions. Elsevier shall enter into such agreement with the Client in the manner that is specified in the Product or Services or as set out in the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall be of no effect unless 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.

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3. Execution and modification of the order
   (a) The Client shall make payment in full and in accordance with the terms of the TC, within the time stipulated by Elsevier. If the Client fails to pay the amount due, Elsevier shall have the right to charge interest on the outstanding amount from the due date at the rate set from time to time by the Reserve Bank of India.

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   (a) Unless otherwise agreed by Elsevier in writing, the prices stated in the TC are exclusive of all value added tax and other taxes and duties. VAT is applicable on all sales of products by Elsevier. All relevant taxes and duties are to be charged to the Client. The Client must agree to pay all such additional amounts due to Elsevier in addition to the price stated in the TC.

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   (a) All payments are due on invoice unless specified otherwise by Elsevier. The Client shall not be entitled to any discount, rebate or other concession unless otherwise agreed in writing. Any payment claimed by Elsevier shall be made without deduction, whether of law or equity. Until payment is received by Elsevier, the Client shall not be entitled to the use or disposal of the Products or Services supplied by Elsevier. If payment is not received, Elsevier reserves the right to retain title to the Products until payment in full is made. Elsevier reserves the right to interest on all overdue accounts at a rate of 12% per annum. In the event of late or non-payment, Elsevier reserves the right to cancel the order, cancel any existing unfulfilled order and refuse further credit to the Client.

6. Distribution
   (a) The Client is solely responsible for collecting the full amount due and in respect of the difference between the price invoiced and the price actually paid. The Client shall not be entitled to any discount, rebate or other concession unless otherwise agreed in writing.

7. Compliance with laws
   (a) The Client shall ensure that the advertising copy is received at Elsevier in electronic form (or such other.forms as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). No order shall be received late or at all, unless Elsevier has agreed to accept late copy.

8. Liability and claims
   (a) The Client is responsible for ensuring that the advertising copy is received at Elsevier in electronic form (or such other forms as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). If the closing date is not on a Working Day, the Closing Date shall be the Working Day immediately following the Closing Date. If the Client or its agent fails to provide Elsevier with the copy required by the Closing Date, Elsevier reserves the right to retain the advertising copy and to use it at its discretion. If the Client does not provide the advertising copy by the Closing Date, Elsevier shall have the right to use the Client’s own advertising copy, if any, or to use any other advertising copy or material that it may consider appropriate. Elsevier reserves the right to refuse to accept advertising copy that is not in electronic form or that is not received in a timely manner.

9. Force majeure
   (a) If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other acts of God, elements, war or any other event or causes beyond the control of a party, such party is unable to perform in whole or in part, any obligations under this TC, then the obligations of such party to perform under this TC shall be suspended until such time as such party shall be able to perform its obligations hereunder.

10. Modification or cancellation
   (a) Elsevier shall be entitled to cancel any order at any time before the Closing Date, and to cancel any existing unfulfilled order. If an order is cancelled by Elsevier, the Client shall be entitled to receive a refund for any advertising copy that has been paid for but not used. If an order is cancelled by Elsevier, the Client shall be entitled to receive a refund for any advertising copy that has been paid for but not used.

11. Refund
   (a) If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other acts of God, elements, war or any other event or causes beyond the control of a party, such party is unable to perform in whole or in part, any obligations under this TC, then the obligations of such party to perform under this TC shall be suspended until such time as such party shall be able to perform its obligations hereunder.

12. Compliance with laws
   (a) The Client shall ensure that the advertising copy is received at Elsevier in electronic form (or such other forms as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). The Client shall not be entitled to receive a refund for any advertising copy that has been paid for but not used. If an order is cancelled by Elsevier, the Client shall be entitled to receive a refund for any advertising copy that has been paid for but not used.

13. Force majeure
   (a) If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other acts of God, elements, war or any other event or causes beyond the control of a party, such party is unable to perform in whole or in part, any obligations under this TC, then the obligations of such party to perform under this TC shall be suspended until such time as such party shall be able to perform its obligations hereunder.

14. Refund
   (a) If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other acts of God, elements, war or any other event or causes beyond the control of a party, such party is unable to perform in whole or in part, any obligations under this TC, then the obligations of such party to perform under this TC shall be suspended until such time as such party shall be able to perform its obligations hereunder.