Experimental Hematology

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

Avg. Global Monthly Visits 8,544
Avg. Global Monthly Unique Visitors 4,759
Avg. Global Monthly Page Views 5,807
Avg. Global eTOC Distribution 3,882
**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>
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<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**

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### AIP Email

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MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
Terms and conditions shall apply to all proposals, offers and purchase orders made by Elsevier and by 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 for the TC. They supersede any previous verbal or written agreements made by the Client and any other undertaking to the contrary. All communications and correspondence given by the Client shall be sent to the address or email address set forth in the order acknowledgement, and may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional services or supplies additional products or services, such work shall be subject to the terms and conditions in force at the date and time of such request.

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Offers by Elsevier will be subject to the price and terms and conditions of supply as set out in this TC. Any offer by Elsevier to supply Products and/or Services to the Client will be subject to acceptance by the Client in writing. Any acceptance made in writing will be effective upon receipt by Elsevier in a form acceptable to Elsevier. Any changes to an order will be subject to a revised order acknowledgement and will be effective upon receipt by Elsevier in a form acceptable to Elsevier.

3. Execution and modification of the order
For the purpose of the TC, “Services” means the supply by Elsevier of products and services, including, without limitation, delivery, printing, storage, distribution, and related services. For the purposes of the TC, “Products” means all products and services specified in the order acknowledgement. Unless otherwise specified by Elsevier in writing, the price/rates for the Products and Services shall be those set out in the Rate Card. In the event that any changes to the order are made after the space closing date, Elsevier shall be entitled to charge the full cost of any such changes. Any changes to an order will be subject to a revised order acknowledgement and will be effective upon receipt by Elsevier in a form acceptable to Elsevier. Any changes to an order will be subject to a revised order acknowledgement and will be effective upon receipt by Elsevier in a form acceptable to Elsevier.

4. Prices, taxes and currencies
The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or such other premises 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 will endeavour to do so, but it is not obliged to do so. The Client shall bear all reasonable costs of any alterations or changes requested by Elsevier, and shall be responsible for any such alterations or changes made by the Client.

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6. Distribution
The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, in its sole discretion, to cease providing any advertising service to the Client until such advance payment has been received. Where the Client is indebted to Elsevier for any other amount, a rate of interest of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. In the event that the Client wishes to dispute any invoice or part of the invoice, the Client shall give written notice of such dispute to Elsevier as soon as possible after the date of issue of the invoice. Any payments in respect of disputes shall be made within seven days of receipt of such notice. Elsevier reserves the right to withhold the supply of Products and Services to the Client if any part of the payment has not been received.

7. Title and liability
The Client shall be responsible for ensuring that all 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”). No new external advertising content may be added during the course of advertising.

8. Liability
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