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.

North America
Aileen Rivera North America 917-825-3954 mailto:a.rivera@elsevier.com

Traci Peppers North America 347-449-4997 t.peppers@elsevier.com

EMEALA
Katy Parker EMEALA +44 (0) 7796 925011 k.parker@elsevier.com

Monika Giergielewicz EMEALA +44 (0) 7796 925011 m.giergielewicz@elsevier.com

APAC
Virginia Van Homrigh APAC 61 448 008359 v.vanhomrigh@elsevier.com

Global Print Circulation
8,544 4,759 5,807 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>

FORMS
- 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 |

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 |

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.
ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
These terms and conditions shall apply to all proposals, offers and agreements made supply between 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 supply terms and conditions. In the event of a conflict between the terms of this TC and another order acknowledgement, it may be to an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If at the request of the Client, Elsevier redresses additional payments in connection with the obligations of the TC, Elsevier shall notify the Client in writing to the extent of and in the form of any payments under the TC. From the due date of the invoice to the date of payment in full, interest at the rate of 1% per annum shall be charged on any overdue amount of the TC. The Client acknowledges that a higher price would be payable for the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC shall prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized representative of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraudulent misrepresentation.

2. Order and acceptance of supply
Orders for the Products and Services covered by the TC shall be deemed to be final and accepted by Elsevier at the time that Elsevier sends an order acknowledgement to the Client (the "Order Confirmation"). The Client’s order for the products and services subject to the TC shall not be deemed accepted until a written acknowledgement of order is issued by Elsevier. Elsevier reserves the right to accept or reject any order in whole or in part. Any order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier. Elsevier’s Obligations and Rights under the TC shall not commence until Elsevier delivers the Products to the Client.

3. Payment
Multi-issue orders must be paid in full within sixty (60) days of the invoice date. All invoices sent by Elsevier are due and payable net, and interest at the rate of 1% per annum shall be charged on any overdue amount of the TC from the due date of the invoice to the date of payment in full, which is the Client’s responsibility for paying the invoice. The Client shall be liable for all costs associated with collecting and recovering any outstanding invoices. If the Client’s account becomes overdue, Elsevier reserves the right to charge interest on the overdue amount at the rate of 1% per annum from the due date of the invoice to the date of payment in full. The Client shall pay all reasonable costs and expenses incurred by Elsevier in enforcing its rights under the TC. All payments to Elsevier shall be made in full and without any deduction or set-off, except as agreed in writing by Elsevier. Elsevier shall be entitled to change its method of payment at any time. The Client shall not be entitled to charge any discount or set-off against any amount owed to Elsevier unless Elsevier has agreed in writing to such a discount or set-off.

4. Delivery
Delivery of the Products shall be as agreed between the parties. Product shall be delivered to the Client free of any charge for carriage unless agreed in writing by the parties. The Client shall pay all costs and expenses incurred by Elsevier in delivering the Products to the Client. The Client shall be responsible for any losses or damages that occur in transit if the Client has not arranged for delivery charges.

5. Risk and title
Title to the Products shall remain with Elsevier until the Client has paid for them in full. Legal title to the Products shall pass to the Client upon delivery of the Products to the Client. The Client shall be at risk of loss or damage to the Products from any cause after delivery to the Client.

6. Returns
Returns of the Products shall be returned to Elsevier at the Client’s expense. Elsevier shall have the right to refuse returns for unsatisfactory reasons and to charge the Client for any costs incurred.

7. Intellectual property
The Client shall not use the Products except for its own internal use and not on behalf of any other person or entity. The Client shall not use or sell the Products for the purpose or intent to induce such person to violate any intellectual property rights of Elsevier or any third party, or to use the Products to violate any law.

8. Liability and claims
Parties shall not be liable for any loss, injury or damage to any person or property caused by any act or omission of the other party, except for any loss, injury or damage caused by the breach of any express warranty set forth in the TC or any other express representation made in the TC.

9. Governing law and jurisdiction
The Client acknowledges that all disputes arising out of or in connection with the TC shall be governed by and construed in accordance with the laws of the jurisdiction in which Elsevier is incorporated.

10. Entire agreement
This TC contains the entire agreement between the parties and supersedes all prior communications, representations, understandings, negotiations and agreements, whether oral or written, relating to the subject matter of the TC. This TC may be amended only in writing signed by both parties. This TC may be assigned by Elsevier to a third party at any time, without the Client’s consent. The Client may not assign this TC without the prior written consent of Elsevier.

11. Audit
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 to Client’s books and records to verify Client’s compliance with the TC.

12. Compliance with laws
The Client shall not use the Products in any manner that violates any law, rule, regulation or industry code or practice. The Client shall comply with all anti-corruption and anti-bribery laws and regulations of the country where the Products will be distributed or sold.

13. Cancellations & Returns
Orders for Products and Services subject to the TC may be cancelled by the Client at any time before the Closing Date, and shall be subject to the following cancellation fees:

14. General
If any provision of this TC is found to be unenforceable or invalid, that provision will be enforced to the maximum extent possible, and the remaining provisions will remain in full force and effect. The Client agrees to be bound by this TC and to the extent that any provision is made after the date of this TC, Elsevier shall be entitled to charge the full cost of the Products and Services.

Rate Eียมperimentality

Page 4 of 4