Ophthalmology

Overview

*Ophthalmology*, the journal of the American Academy of Ophthalmology, serves society by publishing clinical and basic science research and other relevant manuscripts that relate to the sense of sight. Excellence is pursued through unbiased peer-review, the advancement of innovation and discovery, and the promotion of lifelong learning.

Visit Website

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**APAC**

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**Global Print Circulation**  
17,050

**Avg. Global Monthly Visits**  
81,768

**Avg. Global Monthly Unique Visitors**  
28,762

**Avg. Global Monthly Page Views**  
38,920

**Avg. Global eTOC Distribution**  
49,010
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>131/2</td>
<td>February 2024</td>
<td>12/22/2023</td>
<td>12/18/2023</td>
<td>01/03/2024</td>
</tr>
<tr>
<td>131/3</td>
<td>March 2024</td>
<td>01/25/2024</td>
<td>01/30/2024</td>
<td>02/02/2024</td>
</tr>
<tr>
<td>131/4</td>
<td>April 2024</td>
<td>02/16/2024</td>
<td>02/29/2024</td>
<td>03/05/2024</td>
</tr>
<tr>
<td>131/5</td>
<td>May 2024</td>
<td>03/25/2024</td>
<td>03/18/2024</td>
<td>04/02/2024</td>
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<tr>
<td>131/6</td>
<td>June 2024</td>
<td>04/25/2024</td>
<td>04/30/2024</td>
<td>05/03/2024</td>
</tr>
<tr>
<td>131/7</td>
<td>July 2024</td>
<td>05/24/2024</td>
<td>05/30/2024</td>
<td>06/04/2024</td>
</tr>
<tr>
<td>131/8</td>
<td>August 2024</td>
<td>06/21/2024</td>
<td>06/26/2024</td>
<td>07/01/2024</td>
</tr>
<tr>
<td>131/9</td>
<td>September 2024</td>
<td>07/15/2024</td>
<td>07/30/2024</td>
<td>08/02/2024</td>
</tr>
<tr>
<td>131/10</td>
<td>October 2024</td>
<td>08/16/2024</td>
<td>08/29/2024</td>
<td>09/04/2024</td>
</tr>
<tr>
<td>131/11</td>
<td>November 2024</td>
<td>09/16/2024</td>
<td>10/01/2024</td>
<td>10/04/2024</td>
</tr>
<tr>
<td>131/12</td>
<td>December 2024</td>
<td>10/25/2024</td>
<td>10/30/2024</td>
<td>11/04/2024</td>
</tr>
<tr>
<td>132/1</td>
<td>January 2025</td>
<td>11/21/2024</td>
<td>11/26/2024</td>
<td>12/03/2024</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>$ 4,790</td>
<td>$ 3,165</td>
<td>$ 1,940</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,605</td>
<td>$ 2,995</td>
<td>$ 1,900</td>
</tr>
<tr>
<td>12x</td>
<td>$ 4,380</td>
<td>$ 2,895</td>
<td>$ 1,815</td>
</tr>
<tr>
<td>24x</td>
<td>$ 4,240</td>
<td>$ 2,820</td>
<td>$ 1,770</td>
</tr>
<tr>
<td>36x</td>
<td>$ 3,800</td>
<td>$ 2,690</td>
<td>$ 1,735</td>
</tr>
<tr>
<td>48x</td>
<td>$ 3,790</td>
<td>$ 2,635</td>
<td>$ 1,660</td>
</tr>
<tr>
<td>60x</td>
<td>$ 3,775</td>
<td>$ 2,585</td>
<td>$ 1,615</td>
</tr>
<tr>
<td>72x</td>
<td>$ 3,730</td>
<td>$ 2,515</td>
<td>$ 1,540</td>
</tr>
<tr>
<td>84x</td>
<td>$ 3,690</td>
<td>$ 2,485</td>
<td>$ 1,490</td>
</tr>
<tr>
<td>96x</td>
<td>$ 3,570</td>
<td>$ 2,400</td>
<td>$ 1,405</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

<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>

**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>131/2</td>
<td>February 2024</td>
<td>12/14/2023</td>
</tr>
<tr>
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<td>March 2024</td>
<td>01/15/2024</td>
</tr>
<tr>
<td>131/4</td>
<td>April 2024</td>
<td>02/15/2024</td>
</tr>
<tr>
<td>131/5</td>
<td>May 2024</td>
<td>03/15/2024</td>
</tr>
<tr>
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<td>10/17/2024</td>
</tr>
<tr>
<td>132/1</td>
<td>January 2025</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.
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>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 4,195</td>
<td>$ 3,000</td>
<td>$ 2,120</td>
<td>$ 1,440</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,050</td>
<td>$ 2,860</td>
<td>$ 2,010</td>
<td>$ 1,395</td>
</tr>
<tr>
<td>12x</td>
<td>$ 3,855</td>
<td>$ 2,775</td>
<td>$ 1,950</td>
<td>$ 1,330</td>
</tr>
<tr>
<td>24x</td>
<td>$ 3,755</td>
<td>$ 2,705</td>
<td>$ 1,900</td>
<td>$ 1,265</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>3/4 COLOR</th>
<th>CLASSIFIED (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,020</td>
<td>1,185</td>
<td>2,870</td>
<td>690</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: 8-1/8" x 10-7/8"

1/4" from all trim edges.

Binding: Perfect; Jogs to head

Printing Process: Litho Web

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>8-1/8&quot; x 10-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 9-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&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.

Delivery
Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

**Size - 2 page:** 8-3/8” x 11-1/8”

**Size - 4 page:** 16-3/4” x 11-1/8”

**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

**Ophthalmology**

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](http://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
- No 3D content
- No flashing or animation

**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).

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**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>
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</tr>
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**Tracking Pixels**
- No

**Max File Size**
- 200 KB

Animation and expandable banners unavailable

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

These terms and conditions shall apply to all proposals, offers, and other communications or materials made by Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Product(s) and/or Service(s)"); and, along with the relevant Elsevier order acknowledgment, shall form the entire agreement between the parties (the "TC"). They supersede any previous terms and conditions of business or any agreements in writing between the Client and Elsevier. Subject to the order acknowledgment, such representations are made by Elsevier within the Elsevier group in that the Products or Services are set out on the Elsevier order acknowledgment 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 signature of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraudulent misrepresentation.

2. Offer and acceptance/Descriptions

Each order for the Products or Services made by the Client to Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order shall be deemed accepted until a written acknowledgment of order is issued by Elsevier or [insert parties agreement type]

3. Payment

Elsevier delivers the Products or issues the invoice to the Client or commercial representatives of the Service 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 resale and that it has either: (i) appropriate authority to acquire the Products; (ii) the financial ability to pay for the purchase of the Products; and (iii) the right or authority to enter into the TC. The Client’s purchase of Products involves a representation that it will not be used in any manner that would violate any applicable anti-trust laws. The Client acknowledges that it is responsible for ensuring compliance with all applicable laws, rules, regulations, and other requirements applicable to the purchase, use, and sale of the Products and for ensuring that the use of the Products and Services is in accordance with the Client’s relevant local laws and regulations. In addition, the Client is responsible for the use of the Products and Services by others and shall ensure that such use is in compliance with all applicable laws, rules, regulations, and other requirements applicable to such use. The Client hereby acknowledges, agrees, and represents that, in the event of any dispute arising out of or related to the Products and Services, or the Client’s use of the Products and Services, the Client shall indemnify, defend, and hold harmless Elsevier, its employees, agents, and representatives from and against any and all claims, damages, costs, expenses, and liabilities arising out of or related to the Products and Services, or the Client’s use of the Products and Services.

4. Price, taxes and customs

Unless otherwise agreed by Elsevier in writing the price(s) for the Products and Services set out in the TC shall be exclusive of any value added tax ("VAT") or other tax. The Client shall be responsible for payment of any such taxes or duties. The Client shall not be entitled to any discount or other price concession for late payment of invoices, unless agreed in writing with Elsevier in advance. The Client shall pay all amounts due to Elsevier under the TC in full and without any deduction, set-off, or deduction or any other reduction whether in law or equity or otherwise. In the event that the Client becomes insolvent or makes a bankruptcy or similar filing or petition, or applies for or consents to the appointment of a receiver, liquidator, or similar person, Elsevier shall be entitled to cancel the TC and to claim damages, interest, and any other costs or expenses incurred by Elsevier in connection with the TC.

5. Delivery

If requested by the Client and unless agreed in writing otherwise, delivery dates are estimates only and any variations or changes shall not constitute a breach of the TC and shall have no contractual effect. Elsevier or its agents use reasonable care in selecting the mode of transport, route, and carrier used to deliver the Products. In the event that the Client provides the Client with any specifications, instructions, or requirements regarding the delivery of the Products, such specifications, instructions, or requirements shall not be binding on Elsevier and Elsevier shall have no liability for any failure to comply with such specifications, instructions, or requirements. Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are necessary or appropriate for the purchase, receipt, installation, testing, operation, and maintenance of the Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Governmental Laws of the Client's country.

6. Distribution

The Client shall be responsible for and take sole responsibility for collecting all sales and other taxes or duties, if any, incurred in connection with the sale of the Products or Services to third parties. The Client shall be responsible for all customs duties, taxes, and other similar charges that may be levied on delivery of the Products or Services to third parties. The Client shall be responsible for payment of all duties, taxes, and other charges levied by any foreign government or international organization.

7. Responsibility and claims

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing to Elsevier, at the sole discretion of Elsevier. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. The Client acknowledges and agrees that the excess of cancellation costs over the invoice value of the cancelsled order shall be payable upon cancellation. In the event of any dispute arising out of or related to the TC, the Client agrees to cooperate fully with Elsevier and its representatives in connection with any claims, investigations, or proceedings relating to the TC.

8. Limitation and claims

 Governance

9. Legal capacity

10. Advertising & Reprints

11. Audit

12. Compliance with laws

13. Cancellations & Returns

14. General