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.

Display Advertising

Jen Callow United States
732-580-8884
JCallow@AMCMediaGroup.com

Kate Lach Europe
48 500 299 970
k.lach.1@elsevier.com

Virginia Van Homrigh APAC
61 448 008139
v.vanhomrigh@elsevier.com

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

Recruitment Advertising

Jaesam Hong Global
212-633-3733
j.hong@elsevier.com

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

Affiliation
American Academy of Ophthalmology

Audience
Members of the American Academy of Ophthalmology, as well as other physicians, institutions, residents and other healthcare professionals or researchers interested in ophthalmology.
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>12/28/2023</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>02/26/2024</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>03/28/2024</td>
<td>04/02/2024</td>
</tr>
<tr>
<td>131/6</td>
<td>June 2024</td>
<td>04/25/2024</td>
<td>04/30/2024</td>
<td>05/02/2024</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>07/25/2024</td>
<td>07/30/2024</td>
<td>08/02/2024</td>
</tr>
<tr>
<td>131/10</td>
<td>October 2024</td>
<td>08/26/2024</td>
<td>08/29/2024</td>
<td>09/04/2024</td>
</tr>
<tr>
<td>131/11</td>
<td>November 2024</td>
<td>09/26/2024</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>$4,360</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>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>3/4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,010</td>
<td>1,175</td>
<td>2,760</td>
</tr>
</tbody>
</table>

Cover Tips $22,900
Outserts $26,000

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.
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>
<td>131/3</td>
<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>
<td>131/6</td>
<td>June 2024</td>
<td>04/17/2024</td>
</tr>
<tr>
<td>131/7</td>
<td>July 2024</td>
<td>05/16/2024</td>
</tr>
<tr>
<td>131/8</td>
<td>August 2024</td>
<td>06/13/2024</td>
</tr>
<tr>
<td>131/9</td>
<td>September 2024</td>
<td>07/17/2024</td>
</tr>
<tr>
<td>131/10</td>
<td>October 2024</td>
<td>08/16/2024</td>
</tr>
<tr>
<td>131/11</td>
<td>November 2024</td>
<td>09/18/2024</td>
</tr>
<tr>
<td>131/12</td>
<td>December 2024</td>
<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>

STANDARD COLOR MATCHED COLOR 3/4 COLOR CLASSIFIEDS (BACK-OF-BOOK): COLOR

1,020 1,185 2,870 690

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”

Keep live matter 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” x 10-7/8”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8” x 10-3/8”</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-3/8” x 11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-5/16” X 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</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 (e.g., 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 (e.g., 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/](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](http://www.ads4els.com)

Conformance to Specs
Variance 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.
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>
<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>
<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

Animation and expandable banners unavailable

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

These terms and conditions shall apply to all proposals, offers and communications 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 for the "TC". These terms apply only to communications and business conducted or dealings conducted by and between Elsevier and the Client in accordance with the terms of this TC. Any information or proposals given to the Client in writing, orally, or otherwise shall be subject to the terms and conditions of this TC. A right to reject a proposal or any other advantage is hereby reserved by Elsevier in respect of the order acknowledged, 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 redresses additional information in writing, any amendment to this TC shall be deemed to be valid only if made in writing and signed and witnessed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for misrepresentation, fraudulent misstatement or negligence.

2. Offer and acceptance/Description

Each order placed by Elsevier for the Products and Services subject to the TC. In no case shall Elsevier be deemed to accept a telephone order or oral agreement. If elsewhere in this TC, verbal or telephone orders are to be confirmed in writing by Elsevier. Elsevier reserves the right to amend this TC at any time without prior written notice. If Elsevier, at its discretion, suspends or terminates this TC for any reason other than client fault, Elsevier shall remain bound by any part of the TC which has already been fulfilled.

3. Copyright and ownership

The Client shall own all rights, title and interest in the products and/or services purchased. The Client shall be 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 will endeavour to do so. Where the Client is an advertising agency and sends copy for a third party Client, it shall be responsible for ensuring that the third party Client ensures that the copy is received in time.

4. Delivery

All orders must specify a definite schedule of insertions, issues and sizes of space for a series of advertisements. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is unsold or uninserted by the date specified for such series of advertisements, and if the Client has not cancelled such order, Elsevier may dispose of the remaining space either on behalf of the Client or itself. Elsevier shall be entitled to recover payment for the quantity of the Copies of the Products not resubmitted that are in excess of the copies of the Product or Services not passed from Elsevier. For the avoidance of doubt, no intellectual property rights in any Products or Services shall transfer to the Client for the Client’s risk from Elsevier. The Client shall make all payments due under the TC in full and shall be responsible for any of its employees or other parties for whom the party is legally responsible.

5. Liability and claims

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers due amount earned by the Client and by making any payment to Elsevier. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, in its discretion, to apply any monies received by the Client, to clear any of the Client’s outstanding debts to Elsevier.

6. Rate Card

Products or Services under any other order, Elsevier reserves the right to withhold supply of the Products or Services, reserving credit control and safely holding of all or less than remitting from any undecided amounts. Delays if failure in obtaining such payments will not affect the provisions of the TC to the extent of the effects on the event of the same. Therefore, the Client shall pay any sums due in full, clear any of the Client’s outstanding debts to Elsevier.

7. Compliance with laws

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The Client shall not be entitled to assign the TC in writing to any third party, the Client’s or its employees, directors or any other agent of a party. If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, casualty, riot, war, act of God, or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is unable to perform. The Client shall promptly notify Elsevier of any such event of force majeure. The Client shall promptly notify Elsevier of any such event of force majeure. The Client shall promptly notify Elsevier of any such event of force majeure. The Client shall promptly notify Elsevier of any such event of force majeure.

8. Payment

The Client may not bill Elsevier for any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not caused by any breach on the part of Elsevier; AND (ii) NEITHER PARTY SHALL BE RESPONSIBLE FOR death OR PERSONAL INJURY OR BODILY INJURY, INCLUDING CONSEQUENTIAL OR INCIDENTAL DAMAGES OR ANY LOSS THAT IS NOT DIRECTLY RELATED TO THE USE OF THE PRODUCTS OR SERVICES.

9. Force majeure

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers due amount earned by the Client.

10. Advertising & Reprints

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 will endeavour to do so. Where the Client is an advertising agency and sends copy for a third party Client, it shall be responsible for ensuring that the third party Client ensures that the copy is received in time.

11. Audit

The Client shall own all rights, title and interest in the products and/or services purchased. The Client shall be 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 will endeavour to do so. Where the Client is an advertising agency and sends copy for a third party Client, it shall be responsible for ensuring that the third party Client ensures that the copy is received in time.