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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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.

## Editor-in-Chief
Russell N. van Gelder, MD, PhD

## Issuance
12 times per year

### 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>12/21/2023</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>
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<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>
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<td>04/25/2024</td>
<td>04/30/2024</td>
<td>05/03/2024</td>
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<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>
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<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>
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</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>
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<tr>
<td>72x</td>
<td>$3,730</td>
<td>$2,515</td>
<td>$1,540</td>
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<td>84x</td>
<td>$3,690</td>
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</tr>
<tr>
<td>96x</td>
<td>$3,570</td>
<td>$2,400</td>
<td>$1,405</td>
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<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>

#### 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>03/17/2024</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>03/19/2024</td>
</tr>
<tr>
<td>131/6</td>
<td>June 2024</td>
<td>04/17/2024</td>
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<td>131/7</td>
<td>July 2024</td>
<td>05/16/2024</td>
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<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>
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</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>3/4 COLOR</th>
<th>CLASSIFIEDS (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>
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</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8” x 10-7/8”</td>
<td>8-3/8” x 11-1/8”</td>
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<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 9-11/16”</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>4-1/2” x 11-1/8”</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

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](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>
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</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).

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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>
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<tr>
<td>Middle</td>
<td>MPU</td>
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</table>

**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

**AIP Email**

<table>
<thead>
<tr>
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<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

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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 offers, proposals, and agreements 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". They supersede any previous oral or written agreements or understandings between the parties. Any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed or executed by an authorised signature of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraud or fraudulent misrepresentation.

2. Offer and acceptance/ Description
Each order for the Products and Services by the Client from Elsevier shall be an offer to Elsevier to provide the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or [to be filled]. Elsevier delivers the Products or issues the invoice to the Client commencing performance of the Services for the Client. All products are delivered free of all customs, duties, taxes, levies, and other governmental fees and charges. Any such governmental fees and charges shall be the Client's sole responsibility.

3. Force majeure
In the event of force majeure, either party may terminate this TC without any liability. For the purposes of this TC, force majeure shall include an act of God, strikes, labor disputes, riots, civil disturbances, acts of war, fire, floods, earthquakes, or any other similar event beyond the control of a party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is unable to perform them due to such force majeure.

4. Liability and claims
The Client acknowledges that Elsevier shall be liable for any loss or damage caused to the Client or any third party by the breach of this TC by Elsevier. Elsevier shall not be liable for any loss or damage caused to the Client or any third party by the breach of this TC by the Client. The Client acknowledges that Elsevier is to be limited in accordance with these terms and conditions and the other Applicable Laws. NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY'S OWN NEGLIGENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE TC IN WHICH THE LOSS IS OCCURRED. ELSEVIER SHALL NOT BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES OR LOSS IMPUTABLE TO IT, INCLUDING, BUT NOT LIMITED TO, LOSS OF PROFIT OR LOSS OF BUSINESS, LOSS OF SALES OR REVENUE, LOSS OF DATA OR INCOME, LOSS OF GOODWILL, LOSS OF CUSTOMER RELATIONS, LOSS OF THE USE OF ANY EQUIPMENT, LOSS OF REPUTATION, LOSS OF OPPORTUNITY OR ANY OTHER LOSSES IMPUTABLE TO IT FROM ANY GROSS NEGLIGENCE, BREACH OF CONTRACT, Breach of Duty OR OTHERWISE, INCLUDING ANY LOSSES IMPUTABLE TO IT WHICH WERE NOT FORESEEABLE OR PREDICTABLE AT THE TIME OF THE CONTRACT OR WHICH WERE NOT IN THE POSSESSION OR CONTROL OF THE PARTY AGAINST WHOM THE CLAIM IS MADE.

5. Payment
Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are reimbursable and which are incurred by the Client in connection with the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. Payment must be made to Elsevier as directed in the TC. Payment is due on the date specified in the TC.为客户, unless otherwise agreed in writing, and payment must be made within thirty (30) days of the invoice date.为客户, unless otherwise agreed in writing, and payment must be made within thirty (30) days of the invoice date. Failure to make payment within the stipulated time may result in cancellation of the TC by Elsevier and/or (to be filled).

6. Distribution
The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other restrictions. The Clients shall make every reasonable effort to deliver the order to the Client at the Client's expense. If the Client fails to comply with any of its obligations under this TC, then such party shall be relieved of those obligations to the extent it is unable to perform them due to such force majeure.

7. Prices and taxes
Unless otherwise agreed by Elsevier in writing the prices for the Products and Services are based on the terms and conditions set forth herein. The Client acknowledges that the sales price of the Products and Services may be changed with or without notice. Failure or delay by Elsevier in enforcing or collecting any of its rights under this TC shall not constitute a waiver of such rights. Failure or delay by Elsevier in enforcing or collecting any of its rights under this TC shall not constitute a waiver of such rights.

8. Force majeure
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