2024 READERSHIP AND RATES

Archives of Physical Medicine and Rehabilitation

For additional information on this journal or others in the Elsevier portfolio, please visit elsmediakits.com.
Readership Profile

How many other people (besides you) usually read or look through your printed copy of Archives of Physical Medicine and Rehabilitation?

- None: 86%
- 1 or more: 14%
- 2 or more: 1%
- 3 or more: 3%
- 4 or more: 0%
- 5 or more: 3%
- No Answer: 4%

What is your level of agreement with each of the following statements about Archives of Physical Medicine and Rehabilitation?

- Is relevant to patient care: 93%
- Publishes articles important to understanding PM&R: 95%
- Keeps me abreast of the latest research and scholarship: 94%
- Publishes articles written by respected authorities: 97%

How frequently do you read each of these physical medicine and rehabilitation journals?

- Archives of Physical Medicine and Rehabilitation: 77%
- Physical Medicine and Rehabilitation: 56%
- American Journal of Physical Medicine & Rehabilitation: 52%
- Annals of Physical and Rehabilitation Medicine: 34%
- Journal of Rehabilitation Medicine: 24%
- Journal of Orthopaedic & Sports Physical Therapy: 21%
- Neurorehabilitation and Neural Repair: Indicated at least one 87%
- Annals of Physical and Rehabilitation Medicine: Indicated none 13%
Readex Research - Archives of Physical Medicine and Rehabilitation Reader Survey 2023

Readership Profile (cont’d)

How valuable are each of the following physical medicine and rehabilitation journals to you as a resource in your work?

- Archives of Physical Medicine and Rehabilitation: 80%
- American Journal of Physical Medicine & Rehabilitation: 68%
- Physical Medicine and Rehabilitation: 68%
- Annals of Physical and Rehabilitation Medicine: 45%
- Journal of Rehabilitation Medicine: 38%
- Journal of Orthopaedic & Sports Physical Therapy: 34%
- Neurorehabilitation and Neural Repair: 30%
- Indicated at least one: 91%
- None of the above: 9%

Which of the following best describes your primary practice location(s)?*

- Academic Institution: 32%
- Private Practice: 31%
- Hospital/Rehabilitation Unit: 14%
- Rehabilitation Center (outpatient only): 1%
- Other: 20%
- Answered multiple: 1%
- No answer: 0%

Do you write prescriptions?

- Yes: 83%
- No: 14%
- No answer: 3%

How many prescriptions do you write in a typical week in each of the following categories?

- Analgesics: non-opiod: 73%
- NSAIDS: 73%
- Muscle Spasm: 62%
- Arthritis: 60%
- Muscle Relaxants: 56%
- Analgesics: Opiod: 55%
- Antiepileptic Agents: 51%
- Antidepressants: 47%
- Osteoarthritis Injection: 44%
- Opiod Induced Constipation: 33%
- DVT Agents: 30%
- Infectious Disease: 27%
- Urological: 27%
- Cardiovascular: 26%
- Diabetes: 26%
- Chronic Migraine: 26%
- Gastrointestinal: 24%
- Spinal Injections: 22%
- Multiple Sclerosis: 19%
- Dermatological: 17%
- Alzheimer’s: 17%
- Osteoporosis Injections: 11%
- Cancer Treatment: 7%
- NET: Analgesics: 73%
- Indicated at least one: 80%
- Do not write prescriptions: 14%
- Indicated none: 6%

Readex Research - Archives of Physical Medicine and Rehabilitation Reader Survey 2023
* Multiple responses permitted

For more information, please visit elsmediakits.com or contact your local sales representative.
Overview

Archives of Physical Medicine and Rehabilitation has distinguished itself through its coverage of the specialty of physical medicine and rehabilitation and of the more interdisciplinary field of rehabilitation. It brings readers authoritative information on the therapeutic utilization of physical and pharmaceutical agents in providing comprehensive care for persons with disabilities and chronic illness. The Archives is the most highly cited journal in Rehabilitation, has the highest Eigenfactor in the category, and has an Impact Factor that has increased annually since 2008.
## Affiliation
American Congress of Rehabilitation Medicine (ACRM)

## Audience
Reaches all AMA office based PM&R Physicians as well as Physiatrists, physical therapists, occupational therapists, speech pathologists, rehabilitation nurses, psychologists, and other professionals serving the field of rehabilitation medicine.

## Editor-in-Chief
Leighton Chan, MD, MPH and Allen W. Heinemann, PhD, ABPP

## 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>105/1</td>
<td>January 2024</td>
<td>12/01/2023</td>
<td>12/06/2023</td>
<td>12/13/2023</td>
</tr>
<tr>
<td>105/2</td>
<td>February 2024</td>
<td>01/04/2024</td>
<td>01/09/2024</td>
<td>01/16/2024</td>
</tr>
<tr>
<td>105/3</td>
<td>March 2024</td>
<td>02/01/2024</td>
<td>02/06/2024</td>
<td>02/13/2024</td>
</tr>
<tr>
<td>105/4</td>
<td>April 2024</td>
<td>03/04/2024</td>
<td>03/07/2024</td>
<td>03/14/2024</td>
</tr>
<tr>
<td>105/5</td>
<td>May 2024</td>
<td>04/04/2024</td>
<td>04/09/2024</td>
<td>04/16/2024</td>
</tr>
<tr>
<td>105/6</td>
<td>June 2024</td>
<td>05/03/2024</td>
<td>05/08/2024</td>
<td>05/15/2024</td>
</tr>
<tr>
<td>105/7</td>
<td>July 2024</td>
<td>06/05/2024</td>
<td>06/10/2024</td>
<td>06/17/2024</td>
</tr>
<tr>
<td>105/8</td>
<td>August 2024</td>
<td>07/05/2024</td>
<td>07/10/2024</td>
<td>07/17/2024</td>
</tr>
<tr>
<td>105/9</td>
<td>September 2024</td>
<td>08/02/2024</td>
<td>08/07/2024</td>
<td>08/14/2024</td>
</tr>
<tr>
<td>105/10</td>
<td>October 2024</td>
<td>09/04/2024</td>
<td>09/09/2024</td>
<td>09/16/2024</td>
</tr>
<tr>
<td>105/11</td>
<td>November 2024</td>
<td>10/03/2024</td>
<td>10/08/2024</td>
<td>10/15/2024</td>
</tr>
<tr>
<td>105/12</td>
<td>December 2024</td>
<td>11/01/2024</td>
<td>11/06/2024</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.

### Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>½ PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,460</td>
<td>$1,745</td>
</tr>
<tr>
<td>3x</td>
<td>$2,395</td>
<td>$1,675</td>
</tr>
<tr>
<td>6x</td>
<td>$2,335</td>
<td>$1,605</td>
</tr>
<tr>
<td>12x</td>
<td>$2,265</td>
<td>$1,515</td>
</tr>
<tr>
<td>24x</td>
<td>$2,120</td>
<td>$1,410</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>105/1</td>
<td>January 2024</td>
<td>11/27/2023</td>
</tr>
<tr>
<td>105/2</td>
<td>February 2024</td>
<td>12/29/2023</td>
</tr>
<tr>
<td>105/3</td>
<td>March 2024</td>
<td>01/26/2024</td>
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<tr>
<td>105/4</td>
<td>April 2024</td>
<td>02/27/2024</td>
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<td>May 2024</td>
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</tr>
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<td>105/11</td>
<td>November 2024</td>
<td>09/27/2024</td>
</tr>
<tr>
<td>105/12</td>
<td>December 2024</td>
<td>10/28/2024</td>
</tr>
</tbody>
</table>

Cancellations:

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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>1/8 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,300</td>
<td>$1,635</td>
<td>$1,285</td>
<td>$900</td>
</tr>
<tr>
<td>3x</td>
<td>$2,240</td>
<td>$1,585</td>
<td>$1,240</td>
<td>$870</td>
</tr>
<tr>
<td>6x</td>
<td>$2,185</td>
<td>$1,500</td>
<td>$1,130</td>
<td>$840</td>
</tr>
<tr>
<td>12x</td>
<td>$2,120</td>
<td>$1,410</td>
<td>$1,080</td>
<td>$805</td>
</tr>
<tr>
<td>24x</td>
<td>$1,985</td>
<td>$1,320</td>
<td>$1,030</td>
<td>$765</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>STANDARD COLOR</th>
<th>4 COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>690</td>
<td>1,685</td>
<td>750</td>
<td>690</td>
</tr>
</tbody>
</table>
Cancellations:
Must be received in writing on or before the announced closing date.

Run of Book Print Ads

### Sizing

<table>
<thead>
<tr>
<th>Trim</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>25&quot; x 30&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-3/8&quot; x 11-1/4&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

Variance from the above specifications may not yield results that conform to Elsevier quality control standards.

Supplied Print Ad Pieces

Size - 2 page: 8-1/2" x 11-1/4"
Size - 4 page: 17" x 11-1/4"

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

Archives of Physical Medicine and Rehabilitation
Sheridan NH
69 Lyme Road
Hanover, NH 03755
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 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>
<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>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

| FORMATS   | jpeg, png, gif, (static image only) |
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Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
ELISEVER TERMS AND CONDITIONS OF SUPPLY

1. Applicability
This terms and conditions shall apply to all proposals, offers and agreements made between the Publisher ("the Publisher") 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"). These supersede any previous orally or written agreements between the parties. The Client shall be deemed to have signed this TC and the order acknowledgement, as if signed 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/Description
The TC is offered to the Client by Elsevier from time to time and is subject to the order acknowledgement, 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 returns additional information or supplies additional services, this may have a bearing on the price, delivery or other conditions.

3. Execution and modification of the order
The Client shall be solely responsible for collecting from its customers in due time and amount. No order under the provisions of this TC and to avoid the effects of such event to the extent possible.

4. Liability and claims
NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY’S OWN LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE

5. Payment
The Client shall not engage in piracy, reproduction, or plagiarism of the Products of any other products of Elsevier or its affiliates, shall itself or indirectly facilitate or enable any other to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting from its customers in due time and amount. No order under the provisions of this TC and to avoid the effects of such event to the extent possible.

6. Distribution
The Client shall not engage in piracy, reproduction, or plagiarism of the Products of any other products of Elsevier or its affiliates, shall itself or indirectly facilitate or enable any other to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Product by any third party. The Client is solely responsible for collecting from its customers in due time and amount. No order under the provisions of this TC and to avoid the effects of such event to the extent possible.

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NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY’S OWN LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE

9. General
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