

WORLD NEUROLOGY

THE OFFICIAL NEWSLETTER OF THE WORLD FEDERATION OF NEUROLOGY

2010 RATE CARD

ELSEVIER / INTERNATIONAL MEDICAL NEWS GROUP

EDITORIAL AND PRODUCTION OFFICE

5635 Fishers Lane, Suite 6000
Rockville, MD 20852
Tel: 240-221-4500
Fax: 240-221-4400

ADVERTISING SALES OFFICE

60 Columbia Road, Bldg. B
Morristown, NJ 07960
Tel: 973-290-8200
Fax: 973-290-8250
Fax: 973-290-8245

U.S. DISPLAY ADVERTISING

Mark E. Altier
Sales Director, IMNG
Tel: 973-290-8220
m.altier@elsevier.com

Rory Flanagan
National Account Manager
Tel: 973-290-8222
r.flanagan@elsevier.com

INTERNATIONAL DISPLAY ADVERTISING

Martin Sibson
Tel: +44(0) 207 424 4963
m.sibson@elsevier.com

RECRUITMENT AND CLASSIFIED ADVERTISING

Andrea LaMonica
Classified Advertising Manager
Tel: 800-381-0569
Fax: 914-381-0573
a.lamonica@elsevier.com

CONTRACTS AND INSERTIONS

Joan Friedman
Advertising and Financial
Services Manager
Tel: 973-290-8211
Fax: 973-290-8250
j.friedman@elsevier.com

PRODUCTION

Yvonne Evans
Director, Manufacturing
and Production
Tel: 240-221-2410
y.evans@elsevier.com

Judi Sheffer
Manager, Production
Tel: 240-221-2412
Fax: 240-221-2543
j.sheffer@elsevier.com

CIRCULATION

Barbara Cavallaro
Circulation Analyst
Tel: 973-290-8253
b.cavallaro@elsevier.com

PUBLISHING STAFF

Alan J. Imhoff
President, Elsevier/IMNG
Tel: 973-290-8216
a.imhoff@elsevier.com

EDITORIAL STAFF

Mark Hallett, M.D.
Editor-in-Chief
hallettm@ninds.nih.gov

Renee Matthews
Managing Editor
Tel: 240-221-2461
r.matthews@elsevier.com

Jeff Evans
Clinical News Editor
Tel: 240-221-2436
jeff.evans@elsevier.com



INTERNATIONAL
MEDICAL NEWS
GROUP

www.imng.com

GENERAL INFORMATION

Published by Elsevier/International Medical News Group (IMNG).

ISSUANCE

10x a year

ESTABLISHED

1986

ORGANIZATION AFFILIATION

World Federation of Neurology (WFN)

EDITORIAL

This publication will serve as a newsletter for the WFN, with information about its programs, publications and meetings, and will also inform WFN members about what is going on the world, bringing them news of interesting people, important events, and major institutions.

EDITORIAL/ADVERTISING RATIO

55% editorial/45% advertising

CONTRACT AND COPY REGULATIONS

- All contracts and contents of advertisements are subject to IMNG's approval. IMNG reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment.
- IMNG reserves the right to inspect and approve all web site advertising. Proof must be submitted to IMNG no later than the ad space closing date.
- Sweepstakes ads are prohibited by AMA list rental agreement.
- IMNG reserves the right to put the word "Advertisement" on advertising which, in IMNG's opinion, resembles editorial material.
- IMNG guarantees uniform rates and discounts to all advertisers using same amount and kind of space. No exceptions to published rates.
- Only insertions of a parent company and subsidiaries are combined to determine the earned rate.

g. Rates are subject to change with 90 days' notice. Contracts accepted with the understanding that rates will be guaranteed up to three months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

h. After firm space commitment has been made, extensions will be given for reproduction materials. If ad copy is not provided by closing date, IMNG reserves the right to repeat a former ad.

CIRCULATION

World Neurology will be distributed to all 25,000+ members of the World Federation of Neurology, with the following geographical breakdown:

- U.S. circulation = 9,500
- International circulation = 16,000

AGENCY COMMISSION, CREDIT AND DISCOUNT TERMS

- Agency Commission: 15% on all ads.
- Agency is responsible for payment of all advertising ordered and published. If payment is defaulted, publisher shall have the right to hold the advertiser and the advertising agency jointly and severally liable for such monies due IMNG for contracted and published ad space.
- 15% agency commission subject to withdrawal on accounts not paid within 60 days of invoice notice.

CANCELLATIONS

- Notification in writing of space cancellations must be received by space closing deadline.
- If space is cancelled after deadline or material received too late, the advertiser will be charged for the insertion.
- Cover positions are noncancelable.

ISSUE AND CLOSING DATES

<u>Issue Dates</u>	<u>Space Close</u>	<u>Material Due</u>
Jan/Feb	January 6	January 13
Mar/Apr	March 9	March 16
May/June	May 5	May 12
July/Aug	July 9	July 16
Sept/Oct	September 8	September 15
Nov/Dec	November 4	November 11

ADVERTISING RATES

UNITED STATES - 9,500 Circulation

BLACK-AND-WHITE RATES

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$4,310	4,265	4,180	4,090	4,000	3,955	3,885	3,790	3,755	3,625	3,580	3,485	3,405	3,355
3/4 Page	3,830	3,795	3,725	3,645	3,550	3,520	3,455	3,375	3,340	3,230	3,185	3,095	3,040	2,995
Island Page	2,910	2,885	2,820	2,770	2,700	2,670	2,620	2,560	2,530	2,455	2,415	2,350	2,305	2,275
1/2 Page	2,765	2,730	2,670	2,620	2,560	2,530	2,480	2,425	2,395	2,320	2,285	2,230	2,185	2,145
1/4 Page	1,935	1,920	1,875	1,840	1,795	1,780	1,745	1,705	1,690	1,630	1,600	1,565	1,540	1,510

COLOR RATES (in addition to Black-and-White Rates)

Standard Color	\$ 670
Matched Color	920
Metallic (in addition to color rates)	140
Four Color	1,625
Five Color	2,620

SPECIAL POSITIONS

- Page 3—Earned king rate + 30% (plus color)
- Fourth Cover—Earned king rate + 60% (plus color)
- Center Spread—Earned king rate + 25% (plus color)
- Please consult sales representative for additional special positions.

INSERT RATES

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$6,000	5,940	5,815	5,700	5,560	5,500	5,395	5,275	5,210	5,055	4,975	4,840	4,750	4,680
2-Pg King	8,880	8,790	8,615	8,430	8,240	8,150	8,000	7,810	7,730	7,470	7,380	7,175	7,015	6,915
4-Pg A-size	11,995	11,885	11,625	11,405	11,125	10,995	10,790	10,550	10,420	10,105	9,955	9,680	9,490	9,365
4-Pg King	17,760	17,575	17,220	16,855	16,485	16,295	16,000	15,610	15,460	14,945	14,760	14,350	14,035	13,835
6-Pg A-size	17,990	17,825	17,440	17,105	16,685	16,495	16,185	15,820	15,630	15,155	14,935	14,515	14,240	14,045
6-Pg King	26,640	26,365	25,835	25,280	24,725	24,445	24,000	23,420	23,195	22,415	22,135	21,525	21,050	20,745
8-Pg A-size	23,990	23,770	23,245	22,805	22,250	16,495	21,580	21,100	20,840	20,210	19,915	19,355	18,985	18,725
8-Pg King	35,525	35,155	34,450	33,705	32,965	32,595	32,000	31,220	30,925	29,885	29,515	28,700	28,070	27,660

ADVERTISING RATES

INTERNATIONAL - 16,000 Circulation

BLACK-AND-WHITE RATES

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$4,740	4,690	4,600	4,500	4,400	4,350	4,275	4,170	4,130	3,990	3,940	3,835	3,745	3,690
3/4 Page	4,215	4,175	4,100	4,010	3,905	3,870	3,800	3,715	3,675	3,555	3,505	3,405	3,345	3,295
Island Page	3,200	3,175	3,100	3,045	2,970	2,935	2,880	2,815	2,785	2,700	2,655	2,585	2,535	2,505
1/2 Page	3,040	3,005	2,935	2,880	2,815	2,785	2,730	2,670	2,635	2,550	2,515	2,455	2,405	2,360
1/4 Page	2,130	2,110	2,065	2,025	1,975	1,960	1,920	1,875	1,860	1,795	1,760	1,720	1,695	1,660

COLOR RATES (in addition to Black-and-White Rates)

Standard Color	\$ 670
Matched Color	920
Metallic (in addition to color rates)	140
Four Color	1,625
Five Color	2,620

SPECIAL POSITIONS

- Page 3—Earned king rate + 30% (plus color)
- Fourth Cover—Earned king rate + 60% (plus color)
- Center Spread—Earned king rate + 25% (plus color)
- Please consult sales representative for additional special positions.

INSERT RATES

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$6,600	6,535	6,395	6,270	6,115	6,050	5,935	5,805	5,730	5,560	5,475	5,325	5,225	5,150
2-Pg King	9,770	9,670	9,475	9,275	9,065	8,965	8,800	8,590	8,505	8,215	8,120	7,895	7,715	7,605
4-Pg A-size	13,195	13,075	12,790	12,545	12,240	12,095	11,870	11,605	11,460	11,115	10,950	10,650	10,440	10,300
4-Pg King	19,535	19,335	18,940	18,540	18,135	17,925	17,600	17,170	17,005	16,440	16,235	15,785	15,440	15,220
6-Pg A-size	19,790	19,610	19,185	18,815	18,355	18,145	17,805	17,400	17,195	16,670	16,430	15,965	15,665	15,450
6-Pg King	29,305	29,000	28,420	27,810	27,200	26,890	26,400	25,760	25,515	24,655	24,350	23,680	23,155	22,820
8-Pg A-size	26,390	26,145	25,570	25,085	24,475	18,145	23,740	23,210	22,925	22,230	21,905	21,290	20,885	20,600
8-Pg King	39,080	38,670	37,895	37,075	36,260	35,855	35,200	34,340	34,020	32,875	32,465	31,570	30,875	30,425

ADVERTISING RATES

GLOBAL (U.S. + INTERNATIONAL) - 25,500 Circulation

BLACK-AND-WHITE RATES

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King	\$7,545	7,465	7,315	7,160	7,000	6,920	6,800	6,635	6,570	6,345	6,265	6,100	5,960	5,870
3/4 Page	6,705	6,640	6,520	6,380	6,215	6,160	6,045	5,905	5,845	5,655	5,575	5,415	5,320	5,240
Island Page	5,095	5,050	4,935	4,850	4,725	4,675	4,585	4,480	4,430	4,295	4,225	4,115	4,035	3,980
1/2 Page	4,840	4,780	4,675	4,585	4,480	4,430	4,340	4,245	4,190	4,060	4,000	3,905	3,825	3,755
1/4 Page	3,385	3,360	3,280	3,220	3,140	3,115	3,055	2,985	2,960	2,855	2,800	2,740	2,695	2,645

COLOR RATES (in addition to Black-and-White Rates)

Standard Color	\$ 670
Matched Color	920
Metallic (in addition to color rates)	140
Four Color	1,625
Five Color	2,620

SPECIAL POSITIONS

- Page 3—Earned king rate + 30% (plus color)
- Fourth Cover—Earned king rate + 60% (plus color)
- Center Spread—Earned king rate + 25% (plus color)
- Please consult sales representative for additional special positions.

INSERT RATES

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$10,500	10,395	10,175	9,975	9,730	9,625	9,440	9,230	9,120	8,845	8,705	8,470	8,315	8,190
2-Pg King	15,540	15,385	15,075	14,755	14,420	14,265	14,000	13,670	13,530	13,075	12,915	12,555	12,275	12,100
4-Pg A-size	20,990	20,800	20,345	19,960	19,470	19,240	18,885	18,465	18,235	17,685	17,420	16,940	16,610	16,390
4-Pg King	31,080	30,755	30,135	29,495	28,850	28,515	28,000	27,320	27,055	26,155	25,830	25,115	24,560	24,210
6-Pg A-size	31,485	31,195	30,520	29,935	29,200	28,865	28,325	27,685	27,355	26,520	26,135	25,400	24,920	24,580
6-Pg King	46,620	46,140	45,210	44,240	43,270	42,780	42,000	40,985	40,590	39,225	38,735	37,670	36,840	36,305
8-Pg A-size	41,985	41,600	40,680	39,910	38,940	38,865	37,765	36,925	36,470	35,370	34,850	33,870	33,225	32,770
8-Pg King	62,170	61,520	60,290	58,985	57,690	57,040	56,000	54,635	54,120	52,300	51,650	50,225	49,125	48,405

ADVERTISING INCENTIVE PROGRAMS

COMBINATION DISCOUNT

Place advertising space commitments for the same month and the same product in both *Clinical Neurology News* and *World Neurology* and receive a 50% discount off the black-and-white rates in *World Neurology*. Ad units must be the same size to qualify for discount.

KING-FOUR PLUS DISCOUNT PROGRAM

Any four-page or larger A-size ad unit (insert or ROB) is eligible to be converted to four or more king-size ROB pages. Rates apply to any four-page or larger king ROB unit. Four color charges included. Five color additional charge. Full-run only. Refer to Specifications for production requirements. Below are the U.S. King-Four Plus Discount rates:

Page Size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x	570x
King 4 pg	\$16,850	18,315	18,070	17,765	17,620	17,395	17,130	16,990	16,640	16,480	16,170	15,970	15,825
King 6 pg	24,450	26,550	26,185	25,725	25,510	25,175	24,775	24,560	24,040	23,795	23,340	23,030	22,815
King 8 pg	32,045	34,785	34,300	33,685	33,400	32,950	32,420	32,135	31,440	31,115	30,505	30,095	29,810

CORPORATE DISCOUNTS

EARNED FREQUENCY

Earned frequencies are determined by number of insertions in all IMNG and Elsevier Society News Group newspapers and Elsevier Oncology publications to provide maximum frequency discounts to advertisers, regardless of size. Space purchased by a parent company and subsidiaries is combined in calculating earned rate. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly.

VOLUME CORPORATE DISCOUNT

IMNG and Elsevier Society News Group newspapers and Elsevier Oncology publications are offering a volume corporate discount for 2010. The discount level is based on either the company's spend level in 2009 or projected spend level for 2010. Eligibility is based on gross dollars and will be earned on first dollar spent. The corporate discount will be subject to adjustment at year-end if company's spend level earns next discount level.

The scale of the discount is as follows:

Gross Dollars	Percentage Discount
\$ 300,000	0.5%
500,000	1%
750,000	1.5%
1,000,000	2%
1,500,000	3%
2,000,000	4%
3,000,000	5%
4,000,000	6%
5,000,000	7%

SIMPLIFIED INCENTIVE PROGRAM

Advertisers whose total advertising spend level is \$1,750,000 or above may choose to take advantage of IMNG's Simplified Incentive Program (SIP). SIP is a percentage discount calculated individually for each advertiser and is in lieu of all other incentive programs for 2010, including Continuity, King-Four Plus, Double Impact, Prepayment, New Product Launch, and Corporate Volume Discount programs. The PowerBuy and all IMNG combination rates are still applicable. Certain frequency levels must be reached for advertisers choosing the SIP.

ADDITIONAL ADVERTISING OPPORTUNITIES

BUSINESS REPLY MAIL CARDS

Business reply mail cards (BRMs) will be accepted on a space available basis. BRM Cost = Earned frequency rate of ROB island page + 20%. Please consult Production Department for specifications, as BRM cards must be approved by Production Department for compliance with bindery requirements (submit 5 samples or comp). Client is strongly advised to get approval of BRM cards from the USPS Business Center.

PRINTING

IMNG publications are printed offset in a tabloid news format. Black-and-white, two-, three-, four-, and five-color advertisements are accepted.

BINDING

Saddle Stitch.

FULL BLEEDS

Bleed size: 10 3/8" x 14 1/4" (27.3cm x 36.2cm)
Trim: 10 1/2" x 14" (26.7cm x 35.6cm)
Keep live matter 1/2" from all trim edges.

HALFTONE SCREEN

133-line screen recommended.

RUN-OF-BOOK REPRODUCTION REQUIREMENTS

a. Black-and-White or Color Advertisements

- PDFs required.
- Ads are accepted via FTP.
- Digital files will not be altered. All files must be 100%.
- CT files must be 300 DPI (Res. 12) and LW files must be 2032 (Res. 80).
- Trapping must be included in file.
- Images/scans, fonts, logos and artwork must be included.
- All images must be CMYK (RGB images cannot be processed).

Call Yvonne Evans at 240-221-2410 for FTP instructions or e-mail at y.evans@elsevier.com.

b. Color Proofs

Provide a digital proof with color bars.

Publisher accepts:

- DDCP (Kodak Approval, Screen True Rite, Optronics Intelliproof)
- High-End Ink Jet (Scitex Iris, DuPont Waterproof, Fujiproof)
- Dye Sub (Imation Rainbow, Tektronix Phaser, Kodak 9000)
- Color laser proofs are not accepted as color guidance.
- Proofs must be provided at 100% size.

c. Provider Information

Please provide the following with your media:

- Publication name and issue date
- Advertiser, product and agency name
- Contact name and phone number
- Directory of disk or CD

DISPOSITION OF MATERIAL

Files are held one year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed 9 months from delivery date. Please call Yvonne Evans at 240-221-2410 for extension.

INSERTS AND INSERT REQUIREMENTS

a. General Conditions

Publication accepts both full King-size and "A-size" (minimum size: 8" x 11") inserts for full run. Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with IMNG for availability, quantities and other information required.

b. Mechanical Specifications

1. Maximum Paper Weight:

Two-page (single leaf) insert: 80 lb. text coated or matte.
Four-page (double leaf) insert: 80 lb. text coated or matte.
Larger inserts: Consult IMNG.

Insert paper stock cannot bulk higher than AMM Guidelines permit (.004").

2. Size Requirements:

Full King-size: 10 1/2" x 14" (26.7cm x 35.6cm) trim.
Minimum insert size: 8" x 11"

Note: Multiple-leaf inserts to be furnished folded;
8" x 11" inserts to be furnished trimmed.

3. Quantity: Consult IMNG Production as quantity varies.

4. Shipping of Inserts: Please call Yvonne Evans at 240-221-2410 for quantity and delivery destination of inserts.

SHIPPING INSTRUCTIONS

Send all contracts and insertion orders to:

World Neurology

Elsevier/International Medical News Group
60 Columbia Road, Bldg. B
Morristown, NJ 07960
Attn: Joan Friedman
Phone: 973-290-8211; Fax: 973-290-8250
j.friedman@elsevier.com

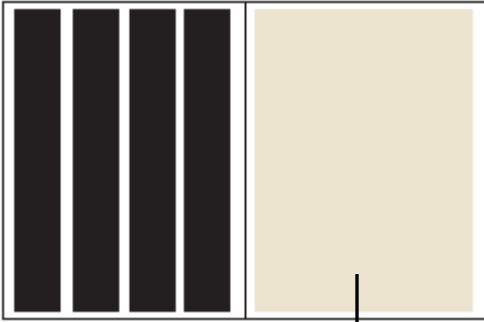
Send all digital files and proofs to:

World Neurology

Elsevier/International Medical News Group
5635 Fishers Lane, Suite 6000
Rockville, MD 20852
Attn: Advertising Production
Phone: 240-221-4500; Fax: 240-221-4400
y.evans@elsevier.com

SPECIFICATIONS

King-size Page



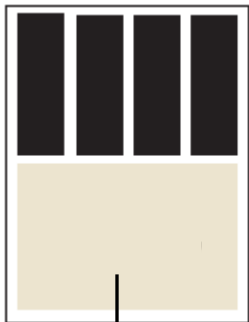
Trim Size: 10 1/2" x 14" (26.7cm x 35.6cm)
Bleed: 10 3/8" x 14 1/4" (27.3cm x 36.2cm)

Island Page



7 1/2" x 10" (18.1cm x 25.4cm)

1/2 Page Horizontal



9 5/8" x 6 3/4" (24.4cm x 17.1cm)

3/4 Page Horizontal



9 5/8" x 10" (24.4cm x 25.4cm)

1/4 Page Horizontal



7 1/8" x 4 1/2" (18.1cm x 11.4cm)

ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. APPLICABILITY

1.1 These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC "Elsevier" shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC will 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 authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

2. OFFER AND ACCEPTANCE/DESCRIPTION

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase 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 (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All product orders are accepted subject to availability. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use (or if the Client is an agent, for the account and use of no more than one principal) and not on behalf of any other person or entity. Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, printing processes, technical design, size and kind of address file, weights and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

3. EXECUTION AND MODIFICATION OF THE ORDER

Any modifications to the agreed product or service description, budget or schedule, as set out in 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 renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no dates are so specified, delivery/performance will be within a reasonable time.

4. RATES AND PRICES

Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number at the time of placing its order.

5. PAYMENT

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on any account. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

6. INTELLECTUAL PROPERTY

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

7. LIABILITY AND CLAIMS

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (i) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any damages, costs or expenses payable by Elsevier to any third party; (d) loss of any order or contract; or (e) 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 EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE OR WILFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE. 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 TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

8. FORCE MAJEURE

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions 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 thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

9. ADVERTISING & REPRINTS

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, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertisement or other content (the "Advertising Content"). Client represents and warrants that (i) Client holds the necessary rights to permit the use of the Advertising Content by Elsevier for the purposes of this TC; (ii) the use, reproduction, distribution, or transmission of the Advertising Content will not violate any civil or criminal laws, rules or regulations or industry codes or any rights of any third parties including, but not limited to, infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and generally prevailing custom and practice. Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties. Elsevier reserves the right to reject any advertising and/or promotions that are not consistent with Elsevier's standards. In addition, Elsevier shall have the right, at any time, to remove any of Client's advertising and/or terminate this TC if Elsevier determines, in its sole discretion, that the Advertising Content or any portion or publishing thereof (1) violate Elsevier's then applicable advertising policy; (2) violate any law, rule or regulation or industry code or if Elsevier is directed to do so by any law enforcement agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks or other proprietary rights or (4) are otherwise objectionable to Elsevier. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or accuracy of any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specific advertiser. Two or more advertisers are not permitted to use space under the same order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements has been given a discounted rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for the actual volume at the end of the applicable year at a reduced discount and the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier shall return to the Client any amount overpaid by the Client. Orders specifying positions are accepted subject to the right of Elsevier to determine actual positions. If Elsevier considers it necessary to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can only supply reprints of published material and shall be entitled to reject any order for reprints of material that has not been published.

10. CANCELLATIONS & RETURNS

Without prejudice to any rights the Client may have under statute as a consumer, if the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. 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. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of book products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

11. GENERAL

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 parties agree to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any person, firm or company. If any provision of the TC is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and the remaining provisions of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.