



Seminars in Perinatology

PUBLISHER

Elsevier
1600 John F. Kennedy Blvd.
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Philadelphia, PA 19103-2899

RECRUITMENT/CLASSIFIED ADVERTISING SALES

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EDITORIAL

Seminars in Perinatology is devoted to bimonthly symposia on topics of interest to obstetricians and pediatricians concerned with the care of the mother, the fetus, and the newborn. Leading obstetricians and pediatricians serve as Guest Editors for each issue. Each issue is devoted to one topic and all papers are by invitation only.

ESTABLISHED 1977

PUBLISHING STAFF

Editors: Mary D'Alton, MD and Ian Gross, MB
Publisher: Timothy C. Maxwell

SUBSCRIPTION RATES

Domestic:		International:	
Institutional:	\$438	Institutional:	\$563
Individual:	\$240	Individual:	\$420
Student/Resident:	\$123	Student/Resident:	\$210

CIRCULATION

655

National and International.
Publisher's statement available on request.

AUDIENCE

Obstetricians, neonatologists, pediatricians, hospitals, and medical schools

BONUS DISTRIBUTION

- Society of Pediatric Nurses:
- National Association Pediatric Nurse Practitioners:
- American College of Obstetricians and Gynecologists:
- Association of Women's Health, Obstetric and Neonatal Nurses
- National Association of Neonatal Nurses:

ISSUANCE

- Frequency: Bimonthly
- Issue Dates: February, April, June, August, October and December.
- Mailing Date: 3rd Friday of publication month

CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due same day as space closing.
- Dates subject to change.

Volume/ Issue	Publication Month	Ad Space/Ad Materials Deadline
33 (1)	February	12/23/08
33 (2)	April	03/02/09
33 (3)	June	04/30/09
33 (4)	August	07/01/09
33 (5)	October	09/01/09
33 (6)	December	10/29/09

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RATES*	1x	3x	6x	12x
Full Page:	\$1,370	\$1,255	\$1,155	\$1,125
1/2 Page:	815	790	750	710
1/4 Page:	535	505	495	480

*State & local taxes may apply.

CONFIDENTIAL BOX NUMBERS \$40

AGENCY DISCOUNT

15%, applicable only to 1/4 page display size or larger - all rates noted on this card are GROSS.

COMPOSITION

- Black/White only: Full page: \$150 • Half page: \$125 • Quarter page: \$95
- All production charges are net and non-commissionable

JOURNAL WEB SITE ADVERTISING

Banners are available on the journal's Web site. Banners are sold by impressions on a cost per thousand basis. Contact your sales representative for rates, possible sponsorships and estimated monthly visitor traffic.

MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
Trim	8 1/4" x 11"	
Full Page	7" x 10"	8 1/2" x 11 1/4"
1/2 Page Horizontal	7" x 4 3/4"	
1/2 Page Vertical	3 1/4" x 10"	
1/4 Page	3 1/4" x 4 3/4"	

Keep live matter 1/4" from trim edges.

BINDING Perfect; jogs to head

PRINTING PROCESS Sheetfed

HALFTONE SCREEN 175 line screen

DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed.

COLOR

- Standard (2C or 3C. Colors available are Black, Cyan, Magenta or Yellow): \$605 per page or fraction.
- Matched color (PMS specific number): \$630 per page or fraction.
- 4-color: \$1,360 per page or fraction.
- Matched (PMS) colors can be combined with the Black and White rate, or they can be added to the Standard or 4 Color charge
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

CANCELLATIONS

Must be received in writing on or before the announced closing date.

DIGITAL DATA

File Formats	Recommended format is PDF distilled by Acrobat 4.0 or higher, set for compatibility with PDF version 1.3 (Acrobat4); PDF/X-1a; EPS; TIFF. 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
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/4" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
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 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 make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or DVD. All media must be labeled with following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of CD contents. Black & White ads are to be sent via email attachment or on CD/DVD. Four Color ads are to be sent on CD or DVD with accompanying proof (see Proofs section for more details).
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp . Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission, see the full Elsevier Digital CLASSIFIED Ad Specifications or contact Ad Sales Services.
Digital Ad Closing Date	Digital ad material is due same day as space closing.

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1. Applicability

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.

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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.

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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.

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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.

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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

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