

ADVERTISING PRINT SIZES AND SPECIFICATIONS

CONDITIONS

All advertising material is subject to the approval of the publisher, Elsevier, who reserves the right to decline any material. We cannot accept responsibility for print quality if digital specifications are not followed. Costs will be incurred for any amendments or alterations made by Elsevier as a result of incorrect advertisement specifications.

ADVERTISING SIZES

The journal size is **210 x 280 mm**. An allowance of **3–5 mm** on each outside edge in addition to the trim size is required for all full pages and all DPS. Text should not come within **10 mm** of the trim size of the journal.

DPS adverts must be supplied as 2 separate full pages with 5 mm bleed and a 3 mm clearance on the inside gutter margin.

This is a Perfect Bound publication which requires gluing of the inside page margin – please be aware of this when designing your DPS advert.

SPECIFICATION	TRIM SIZE [W X H]	TYPE AREA [W X H]	BLEED SIZE [W X H]
Full page	210 x 280 mm	190 x 260 mm	220 x 290 mm
Half page landscape	210 x 140 mm	190 x 120 mm	220 x 150 mm
Double page spread	420 x 280 mm	187 x 260 mm per page	430 x 290 mm

PRINT SPECIFICATIONS

PDF checklist/preflight

- Artwork must be supplied in CMYK only, convert all images to CMYK
- Check all images/logos are minimum 300 dpi (lesser resolution will reproduce poorly)
- Check trim size of full page adverts are 210 x 297 mm (A4)
- Include at least 3 mm bleeds (5 mm preferable)
- Flatten all transparency
- Save as an Acrobat 4 (PDF 1.3) compatible file, PRESS ready and NOT PRINT ready

Software

We advise customers to generate or amend artwork in the following design programs: Adobe InDesign, Adobe Illustrator, Adobe Photoshop or QuarkXpress.

We accept:

- We accept press ready, high resolution PDF files generated from native design programs through 3DAPv2 settings. * If you are generating PDFs through InDesign, Illustrator or Photoshop please flatten any transparent areas within the files before postscripting. For a complete reference and troubleshooting guide on how transparency affects output please refer to Achieving Reliable Print Output from Adobe Applications with Transparency at www.adobe.com/studio/print. There are also other invaluable guides under the headings of Print Resources, PDF & Printing and Colour & Transparency.

We do not accept:

- PDFs generated from MSOffice packages such as Word, Excel, Publisher or Powerpoint.
- Any native files or Quickcut.

Fonts

- We cannot guarantee the best printed results from Photoshop text. We do not accept TrueType or CID fonts. Use Postscript fonts or create an Outline of the fonts in Illustrator. Include all printer and screen fonts.

Colours

- CMYK only for both colour images and illustrations.
- When saving files in the Photoshop EPS format do not include halftone screen, transfer function and do not embed colour profiles.
- It is recommended that all black type be made up using process black only, not four colours.
- The maximum total ink weight of the file in any area should not exceed 310% with a 90% black maximum, should use UCR and allow for a 14–18% dot gain.
- Overprint white text should be set to knockout.
- Knockout black should be set to overprint.

Resolution

- Four-colour CMYK – 300 dpi at final (100%) size.
- Black & White Line Art – 1200 dpi at 100% print size.
- QR code minimum size is 13 x 13 mm and generated using a shortened URL.
- Please ensure that all images are properly cropped and scaled to as near to 100% of the final advertisement size as possible.

Document

- All live copy must be kept within the type area. This includes all text, images, keylines, key numbers and borders.
- Avoid running small type across the gutter. For headings that need to run across the gutter please allow a minimum of 1 mm clearance on both sides of the gutter. Allow 3 mm clearance on both sides of the gutter for Perfect Bound publications.

Delivery of material

- Email preferred.
- All material must be supplied on time to allow for checking procedures. Late material is liable to incur additional production costs. Additionally, Elsevier cannot take responsibility for the accurate reproduction of ads if material has been supplied late.
- We accept files via ftp or secure ftp delivery sites e.g. wetransfer.com, dropbox.com etc.

Disclaimer

- Elsevier cannot be held responsible for the reproduction of material that does not adhere to any specifications outlined within this document.

ELSEVIER TERMS & CONDITIONS

These terms of trade ("Terms") and any documents referred to in them constitute the entire agreement about Elsevier's supply of advertising space within Elsevier's publications (the products) to Customer and replaces and supersedes all prior representations, understandings, arrangements and agreements (including any previous terms of trade), and are effective as of 21st December 2009.

1. Advertising Placement Policy

1.1 All advertisements, including inserts, are subject to acceptance by Elsevier. Elsevier reserves the right to refuse to publish or republish any advertisement without explanation for such action.

1.2 The word 'advertorial' will be placed on or above advertising, which, in the publisher's opinion, resembles the journal's editorial style or could be mistaken by readers for editorial matter

1.3 It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears otherwise the publisher accepts no responsibility for republishing such advertisements

1.4 If material is submitted after the relevant submission date, Elsevier cannot guarantee publication of advertisement

2. Pricing, Payment and Taxes

2.1 The price for the Products is inclusive of handling and delivery but exclusive of GST.

2.2 All payments for all bills and charges incurred must be made within 30 days of invoicing.

2.3 Advertising rates are subject to variation at one month's notice, except series rates for contracts, which apply for the period of contract

2.4 Customer will be liable to pay interest on any overdue amount at the rate of 2% above the prevailing base lending rate by the National Australia Bank Limited. Interest will accrue daily from the date payment became overdue until Elsevier has received payment of the overdue amount, together with any interest accrued. Dishonoured cheques will attract a handling and administration fee.

3. Cancellation Policy

3.1 All cancellations must be received in writing. Cancellations received before the booking deadline will incur no penalty. Cancellations after the booking deadline will attract a penalty of 100%.

4. Liability

4.1 To the full extent permitted by law, Elsevier will not be liable to Customer or any other person under any circumstances for any loss of use, profit, revenue, interest, artwork, any types of material or goodwill, or for any indirect, incidental or consequential damages suffered or incurred by Customer or any other person, whether such liability arises directly or indirectly because of or about these Terms.

4.2 Elsevier accepts no responsibility for ensuring material is compliant with the Medicines Australia Code of Conduct.

5. Indemnity

5.1 The advertiser hereby indemnifies and agrees to hold indemnified Elsevier, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action

under of for any breach of any provision of the Therapeutic Goods Act and any State or Territory fair trading legislation or the Trade Practices act, 1974.

6. Intellectual Property

6.1 Customer acknowledges that all trademarks, copyright and other intellectual property rights including moral rights ("Intellectual Property") embodied in or relating to the Products and any related documentation are the property of Elsevier, or its suppliers.

6.2 Customer must not, during or after the expiry or termination of any relevant Sales Contract, without the prior written consent of Elsevier or its suppliers, register or use any trademarks, trade name, domain name, trading style or commercial designation or design used by Elsevier or its suppliers about the Products.

7. Force Majeure

7.1 If Elsevier's performance of its obligations under these Terms or any relevant Sales Contract is prevented, restricted or affected by force majeure (including strike, lock out, raw material shortage, breakdown of plant, transport or equipment or any other cause beyond the reasonable control of Elsevier), Elsevier will be excused from its obligations and will be relieved of any liability under these Terms for any breach or non-performance of any of its obligations.

7.2 Any period during which performance of any obligation is prevented, restricted or affected by force majeure will be added to the time provided in these Terms for performance of that obligation and to the time.

8. General

8.1 These Terms are governed by, and to be construed in accordance with, the laws of the State of New South Wales.

8.2 All references to currency are references to the lawful currency of Australia.