Caring For The Ages

Product Sales Advertising
Adam Moorad
(t) 212-633-3122
a.moorad@elsevier.com

www.caringfortheages.com

Editorial

_Caring for the Ages_, the official newspaper of AMDA – the Society for Post-Acute and Long-Term Care Medicine covers professional and clinical news, best practices and other timely issues of medical importance to the long-term care continuum.

**Editor-in-Chief:** Karl Steinberg, MD, CMD, HMSC, Managing Editor: Carey Cowles

**Affiliation:** AMDA – the Society for Post-Acute and Long-Term Care Medicine

**Audience:**
Medical directors, attending physicians, consultant pharmacists, nurse practitioners, and other medical professional working in all long-term care settings, including skilled nursing and assisted living facilities

**Total Circulation:** 25,585  **Issuance:** 8 times per year

Journal Contacts

**Advertising and Integrated Programs**
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**Contracts, Insertion Orders & Production Materials**
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Ads4Elsevier www.ads4els.com

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**Multimedia Publishing**
Crag Smith c.smith@elsevier.com (t) 212-462-1933 (f) 212-633-3846
Print Closings

**Cancellations:** No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>PRINT SPACE CLOSING DATE</th>
<th>PRINT MATERIALS DEADLINE</th>
<th>INSERTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20/1</td>
<td>February</td>
<td>12/21/2018</td>
<td>1/8/2019</td>
<td></td>
</tr>
<tr>
<td>20/2</td>
<td>March</td>
<td>1/25/2019</td>
<td>2/6/2019</td>
<td></td>
</tr>
<tr>
<td>20/3</td>
<td>April</td>
<td>2/26/2019</td>
<td>3/8/2019</td>
<td></td>
</tr>
<tr>
<td>20/5</td>
<td>June/July</td>
<td>4/25/2019</td>
<td>5/9/2019</td>
<td></td>
</tr>
<tr>
<td>20/6</td>
<td>Aug/Sept</td>
<td>6/26/2019</td>
<td>7/10/2019</td>
<td></td>
</tr>
<tr>
<td>20/7</td>
<td>October</td>
<td>8/27/2019</td>
<td>9/9/2019</td>
<td></td>
</tr>
<tr>
<td>20/8</td>
<td>Nov/Dec</td>
<td>10/25/2019</td>
<td>11/6/2019</td>
<td></td>
</tr>
</tbody>
</table>

**Bonus Distribution**

Contact your sales representative for more details.
Print Advertising

**Rates**

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>KING (BLACK &amp; WHITE)</th>
<th>ISLAND PAGE (BLACK &amp; WHITE)</th>
<th>3/4 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>$5,590</td>
<td>$4,170</td>
<td>$4,900</td>
<td>$3,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>6x</td>
<td>$5,420</td>
<td>$4,045</td>
<td>$4,750</td>
<td>$3,640</td>
<td>$2,430</td>
</tr>
<tr>
<td>12x</td>
<td>$5,350</td>
<td>$3,990</td>
<td>$4,690</td>
<td>$3,590</td>
<td>$2,390</td>
</tr>
<tr>
<td>24x</td>
<td>$5,210</td>
<td>$3,890</td>
<td>$4,570</td>
<td>$3,500</td>
<td>$2,330</td>
</tr>
<tr>
<td>36x</td>
<td>$5,130</td>
<td>$3,830</td>
<td>$4,500</td>
<td>$3,450</td>
<td>$2,290</td>
</tr>
<tr>
<td>48x</td>
<td>$5,010</td>
<td>$3,740</td>
<td>$4,390</td>
<td>$3,360</td>
<td>$2,240</td>
</tr>
<tr>
<td>60x</td>
<td>$4,990</td>
<td>$3,725</td>
<td>$4,380</td>
<td>$3,350</td>
<td>$2,230</td>
</tr>
<tr>
<td>72x</td>
<td>$4,910</td>
<td>$3,665</td>
<td>$4,300</td>
<td>$3,300</td>
<td>$2,190</td>
</tr>
<tr>
<td>96x</td>
<td>$4,800</td>
<td>$3,585</td>
<td>$4,210</td>
<td>$3,230</td>
<td>$2,150</td>
</tr>
</tbody>
</table>

**Standard Color** | **Matched Color** | **4 Color**

$855 | $1,010 | $2,020

**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

**Cover Tips**

$7,500 Net Client Provided (Standard 2-sided; please contact your sales representative for larger unit pricing)

**Outsents**

$8,000 Net Client Provided (Up to 4 pages; please contact your sales representative for larger unit pricing)

**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 rates.

AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

**Composition**

<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>

All production charges are net and non-commissionable.

**Digital Advertising**

**Banner Ads - Journal Website**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$100 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$100 CPM</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$100 CPM</td>
</tr>
</tbody>
</table>

**Banner Ads - Table of Contents (TOC) Email**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$2,500</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$2,500</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
Additional Notes:
1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website, Table of Contents (TOC) email and mobile apps) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.

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.
Production Specs

Mechanical Specifications

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>10-1/2&quot; x 14&quot;</td>
<td>-</td>
</tr>
<tr>
<td>King-size Page</td>
<td>9-5/8&quot; x 12-7/8&quot;</td>
<td>10-3/4&quot; x 14-1/4&quot;</td>
</tr>
<tr>
<td>King-size Spread</td>
<td>20&quot; x 12-7/8&quot;</td>
<td>21-1/4&quot; x 14-1/4&quot;</td>
</tr>
<tr>
<td>3/4 Vertical Page</td>
<td>7-1/8&quot; x 12-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>3/4 Vertical Spread</td>
<td>14-5/8&quot; x 12-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>3/4 Horizontal Spread</td>
<td>20&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>3/4 Horizontal Page</td>
<td>9-5/8&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>Island Page</td>
<td>7-1/8&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>Island Spread</td>
<td>14-5/8&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>Island Page+3/4 Page Horizontal</td>
<td>17-1/2&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Vertical Page</td>
<td>4-3/4&quot; x 6-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Horizontal Page</td>
<td>7-1/8&quot; x 4-1/2&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Column</td>
<td>2-1/8&quot; x 12-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical Page</td>
<td>4-3/4&quot; x 12-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal Page</td>
<td>9-5/8&quot; x 6-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>20&quot; x 6-3/4&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Binding: Saddle Stitched; Jogs to head
Printing Process: Web
Halftone Screen: Cover: 150 line screen Text: 150 line screen

Print Ad 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-styled 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.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- 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 201C).

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
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. All proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swow.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.

Delivery
Submit PDF ad files to Elsevier ad portal at www.ajk4els.com

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

Insert Requirements
Size - 2 page: Furnish Folded to 10-3/4" x 14-1/4" No binding hanger; insert tip only.
Size - 4 page: 21-1/4" x 14-1/4"; furnish folded to 10-3/4" x 14-1/4" Must add additional 3/8" x 14-1/4" binding lip.
Contact Ad Sales Services for additional high folio/low folio binding instructions.
Trimming: 1/8" trimmed off top, bottom and face. Keep all live matter 1/4" from all trim edges.
Insert Stock Weight: 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
For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions
Inserts packed one up and folded. 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
Caring For The Ages
LSC Communications
13487 South Preston Highway
Lebanon Junction, KY 40150
Attr: 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
Le-Andrea Sylvester le.sylvester@elsevier.com (t) 212-633-3649 (f) 212-633-3846

Send new print ad files and submit pickup ads to www.ads4els.com

Digital Specs

Journal Website Banner Ads

Creative Sizes

Leaderboard: 728 x 90
Placement: Journal pages
Above journal banner and logo, set to display on all non-content journal pages (content pages = abstract and full text articles*)

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Wide Skyscraper: 160 x 600
Placement: Journal pages
Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

Large Rectangle: 300 x 250
Placement: Journal pages
Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

* Generic list of non-content pages available upon request though will vary by journal

Specifications

HTML5: Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB
Size: 200K max
Rotation: Accepted
Animated GIF: Max 3 loops of animation – up to 15 seconds per loop
Required Resolution: 72 dpi
Acceptable File: GIF, JPEG
Rich Media Expanding & HTML In-Page Ads*

<table>
<thead>
<tr>
<th></th>
<th>728X90</th>
<th>300X250</th>
<th>160X600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded (wXh pixels)</td>
<td>728x315</td>
<td>600x250</td>
<td>300x600</td>
</tr>
<tr>
<td>Expand direction</td>
<td>▼ Down</td>
<td>▶ Right</td>
<td>◀ Left</td>
</tr>
<tr>
<td>Initial size</td>
<td>150 KB</td>
<td>150 KB</td>
<td>150 KB</td>
</tr>
<tr>
<td>Subsequent size</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up GIF</td>
<td>200 KB</td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Max video file size</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Expansion method</td>
<td>On click</td>
<td>On click</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close button requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

**Additional Notes:**
- Third party tags must be SSL compliant
- Ads served via DFP by Google

Table of Contents (TOC) Email Banner Ads

**Creative Sizes**
- Leaderboard: 728 x 90
- Wide Skyscraper: 160 x 600
- Large Rectangle: 300 x 250

**Specifications**
- Size: 200K max
- Rotation: No
- Required Resolution: 72 dpi
- Acceptable File Format: .gif or .jpg
- Rich Media: No
- Animation: No
- Target URL: Required
- 3rd Party Tags: No
1. Application

These Terms and Conditions shall apply to all offers, proposals and agreements made between Buyer and any third party or its agent ("the Client") relating to the products and/or services of Eike ("the Products and Services") and, along with the relevant Eike order acknowledgment, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC the term "Buyer" means Buyer in the Agreement. For the purposes of the TC, each and every reference in the TC to "Buyer" shall be deemed to be references to Buyer and/or any third party or its agent ("the Client"). These TC shall not apply to the TC and shall prevail. Any variation to the TC and any representation about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Eike. In the event of a conflict, the TC will exclude or limit Eike’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 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 accepted in writing by Eike and the Client agrees to be bound by the terms of the order and any other terms and conditions, if any, specified in the order. The price for the Products and any other charges payable under the TC or in any notice to the Client quoted by Eike are subject to change at any time before acceptance of an order 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 authorized signatory of Eike. In the event of a conflict, the TC will exclude or limit Eike’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.

3. Execution and modification of the order

Any modifications to the agreed price and/or the order will not be effective until an amendment to the order acknowledgment, purchase order and/or invoice is issued by Eike.

4. Prices, taxes and currencies

Unpacking, handling, road, sea, rail, air and insurance charges and any duties or taxes of whatever description are payable by the Client in addition to the price of the Products unless otherwise agreed in writing. If an account is offered, payment shall be made within (30) days of the invoice date. Late payment of invoice will incur a 12% per annum interest charge, compounded monthly, on the amount due. Late payment of invoice shall entitle Eike to charge interest at the rate calculated in accordance with the Late Payment (Interest on Commercial Debts) Act 1998. Interest will also be charged on the late payment of any part of an invoice issue by Eike. Late payment of invoice will entitle Eike to charge for its administration time of managing the account and any costs it incurs.

5. Intellectual property

Eike reserves all intellectual property rights in the products or software provided to the Client. Any such software may only be used in connection with the Products and may not be reverse engineered, disassembled or reproduced in any form or manner, without the specific written permission of Eike. All provincial and national laws and regulations relating to intellectual property rights apply. The failure of Eike to enforce its rights under these Terms does not constitute a waiver of these rights. Eike shall be entitled to stop the use of any product that is not used in accordance with the terms of these Terms.

6. Liability and claims

TO THE EXTENT NOT PERMITTED BY LAW, EIKE MAKES NO REPRESENTATIONS, WARRANTIES OR CONDITIONS OF ANY KIND, WHETHER EXPRESS OR IMPLIED, AS TO THE QUALITY, VALUE, SATISFACTORY PERFORMANCE OR CONDITION OF THE PRODUCED SERVICE OR ITS PERSONALITY TO ANY EXTENT, THE CUSTOMER AGREES TO BE ENTIRELY SOLELY RESPONSIBLE FOR ITS OWN USE OF THE PRODUCED SERVICE.

7.8. Force majeure

In the event of fire, war, riot, strikes, inability to obtain labor or materials, fire or other force majeure, 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 such obligations to the extent it is thereby unable to perform, and such party’s failure to perform shall not be deemed a breach of any of the obligations of the 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. Audit

Buyer shall allow Eike or its authorized representative at any reasonable time to inspect Buyer’s premises (or to arrange for Buyer’s authorized representatives to have access to any relevant premises) for the purposes of monitoring Buyer’s compliance with the TC. Buyer shall make available and maintain all records and other information relevant to this monitoring and to the governance and administration of its account to Eike. Buyer shall, and shall ensure that its representatives shall, comply with all relevant confidentiality requirements.

10. Compliance with laws

Buyer shall comply at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly “Applicable Laws” or “Law”) relevant to its duties, obligations and performance under this Agreement, without limitation, the EULPs Codes of Conduct and Applicable Laws related to bribery, including, without limitation any such anti-corruption laws or provisions of the United States Code, Title 18, Section 2148(a), together with any other terms of this Agreement. Buyer shall keep any records, and comply with and maintain necessary documentation, as necessary, to ensure compliance with all Applicable Laws. Buyer shall comply with all Applicable Laws, and any international laws, and shall at all times act ethically in the conduct of its business and in all dealings with third parties. Buyer shall comply with Applicable Laws, including, but not limited to, laws and regulations governing the export, re-export or import of the Products or Services, and the transfer of the Products or Services outside of the United States. Buyer shall, at all times, provide prompt, full and complete cooperation and assistance to Eike, in connection with any compliance investigation or review of any Applicable Laws.

11. Auditor's reports

Unless otherwise agreed in writing, payments will be made within (30) days of the invoice date in the currency invoiced. Time shall be of the essence. Buyer may and shall verify such credit limits as are mutually agreed. The rights granted by Eike are non-transferable, non-exclusive and non-sublicensable unless otherwise agreed in writing. The Client shall at all times comply with all Applicable Laws, and any international laws, and shall at all times act ethically in the conduct of its business and in all dealings with third parties. Any such software may only be used in connection with the Products and may not be reverse engineered, disassembled or reproduced in any form or manner, without the specific written permission of Eike. All provincial and national laws and regulations relating to intellectual property rights apply. The failure of Eike to enforce its rights under these Terms does not constitute a waiver of these rights. Eike shall be entitled to stop the use of any product that is not used in accordance with the terms of these Terms.

12. Display Advertising Rate Card - US

Effective January 2019

ELIESEY TERMS AND CONDITIONS OF SUPPLY