Aesthetic Surgery Journal

http://academic.oup.com/asj

Aesthetic Surgery Journal (ASJ) is the most widely read clinical journal of aesthetic plastic surgery in the world. It is the official publication of the American Society for Aesthetic Plastic Surgery (ASAPS), and the official English-language journal of sixteen major international societies of plastic, aesthetic, and reconstructive surgery representing South America, Central America, Europe, Asia, and the Middle East as well as the official journal of The Rhinoplasty Society.

Published monthly, ASJ is a peer-reviewed journal focusing on scientific developments and clinical techniques in aesthetic surgery. The journal features original contributions, review articles and commentary on safe and effective aesthetic plastic surgery as well as from related disciplines such as anesthesiology, bariatric surgery, dermatology, genetics, psychiatry, psychology, oncology, and radiology. Reach these influential surgeons by advertising in or sponsoring a supplement to the journal.

<table>
<thead>
<tr>
<th>PRINT CIRCULATION</th>
<th>UNIQUEs</th>
<th>IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,600</td>
<td>64,268</td>
<td>140,069</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TARGET AUDIENCE</th>
<th>PHYSICIANS, NURSES AND AESTHETIC SURGERY SPECIALISTS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>12</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>IMPACT FACTOR</th>
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<table>
<thead>
<tr>
<th>AFFILIATIONS</th>
<th>THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY</th>
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</table>

Oxford University Press's high-quality, peer-reviewed content offers advertisers and sponsors various opportunities to partner with highly credible brands. At Oxford, we have an experienced global Advertising and Corporate sales force dedicated to serving the needs of our corporate clients and customers.
### Overview

<table>
<thead>
<tr>
<th>RANKING</th>
<th>47/200 Science: SURGERY</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPACT FACTOR AND RANKING SOURCE</td>
<td>2017 Journal Citation Reports® (Clarivate Analytics, 2018)</td>
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<tr>
<td>AVERAGE MONTHLY AVAILABLE AD IMPRESSIONS</td>
<td>140,069</td>
</tr>
<tr>
<td>VIEWS</td>
<td>58,150</td>
</tr>
<tr>
<td>EDITOR-IN-CHAIR</td>
<td>Foad Nahai, MD</td>
</tr>
<tr>
<td>ASSOCIATE EDITOR</td>
<td>Jeffery M. Kenkel, MD</td>
</tr>
</tbody>
</table>

### Sales Contact

Contact your sales manager today to discuss the opportunities available to you.

**Carol Levine**  
Corporate Advertising Accounts Manager  
(+1) 917-297-7114  
carol.levine@oup.com

**Marnie Vandenburg**  
Supplements Development Manager  
(+1) 267-241-9397  
marnie.vandenburg@oup.com

**LaNedra Lee**  
Reprints Corporate Account Manager  
919-677-0977 x.5392  
lanedra.lee@oup.com
Audience

Work with us to maximize your exposure to the best in the field.

TARGET AUDIENCE

Physicians, nurses and aesthetic surgery specialists

Print Circulation

<table>
<thead>
<tr>
<th>Region</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORTH AMERICA</td>
<td>69%</td>
</tr>
<tr>
<td>U.K.</td>
<td>9%</td>
</tr>
<tr>
<td>REST OF EUROPE</td>
<td>19%</td>
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<tr>
<td>REST OF WORLD</td>
<td>3%</td>
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</table>

Web Traffic

<table>
<thead>
<tr>
<th>Region</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORTH AMERICA</td>
<td>39%</td>
</tr>
<tr>
<td>UK</td>
<td>5%</td>
</tr>
<tr>
<td>REST OF EUROPE</td>
<td>18%</td>
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<tr>
<td>REST OF WORLD</td>
<td>38%</td>
</tr>
</tbody>
</table>
Print Advertising

Run your print campaign in our publications to achieve strong reach and exposure for your product or service.

<table>
<thead>
<tr>
<th>VOLUME ISSUE</th>
<th>COVER MONTH</th>
<th>AD ARTWORK DUE</th>
<th>MAILOUT DATE</th>
<th>NAME</th>
<th>DATE</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>39/1</td>
<td>January</td>
<td>November 8, 2018</td>
<td>December 20, 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39/2</td>
<td>February</td>
<td>December 5, 2018</td>
<td>January 25, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39/3</td>
<td>March</td>
<td>January 10, 2019</td>
<td>February 26, 2019</td>
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<tr>
<td>39/4</td>
<td>April</td>
<td>February 6, 2019</td>
<td>March 25, 2019</td>
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<tr>
<td>39/6</td>
<td>June</td>
<td>April 4, 2019</td>
<td>May 23, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39/7</td>
<td>July</td>
<td>May 7, 2019</td>
<td>June 20, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39/8</td>
<td>August</td>
<td>June 10, 2019</td>
<td>July 19, 2019</td>
<td></td>
<td></td>
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<tr>
<td>39/9</td>
<td>September</td>
<td>July 12, 2019</td>
<td>August 27, 2019</td>
<td>ASPS *</td>
<td>September 20-24, 2019</td>
<td>San Diego, CA</td>
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<tr>
<td>39/10</td>
<td>October</td>
<td>August 2, 2019</td>
<td>September 24, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39/11</td>
<td>November</td>
<td>September 5, 2019</td>
<td>October 22, 2019</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>39/12</td>
<td>December</td>
<td>October 4, 2019</td>
<td>November 20, 2019</td>
<td></td>
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<td></td>
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</table>

*Bonus Conference Distribution
Print Advertising

Rates

<table>
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<tr>
<th>COLOR</th>
<th>CURRENCY</th>
<th>1 INSERTION</th>
<th>3 INSERTIONS</th>
<th>6 INSERTIONS</th>
<th>12 INSERTIONS</th>
<th>24 INSERTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page b/w</td>
<td>$</td>
<td>3050</td>
<td>2985</td>
<td>2840</td>
<td>2690</td>
<td>2425</td>
</tr>
<tr>
<td>Full Page 4/color</td>
<td>$</td>
<td>4530</td>
<td>4475</td>
<td>4320</td>
<td>4175</td>
<td>3905</td>
</tr>
<tr>
<td>½ Page b/w</td>
<td>$</td>
<td>2436</td>
<td>2396</td>
<td>2275</td>
<td>2155</td>
<td>1945</td>
</tr>
<tr>
<td>½ Page 4/color</td>
<td>$</td>
<td>3020</td>
<td>2870</td>
<td>3755</td>
<td>3635</td>
<td>3425</td>
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<tr>
<td>¼ Page b/w</td>
<td>$</td>
<td>1465</td>
<td>1440</td>
<td>1360</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>¼ Page 4/color</td>
<td>$</td>
<td>2050</td>
<td>2091.5</td>
<td>2845</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Cost per insertion

Double Page Spread = 2 x Full page rate.

Geo-targeting is available by region in the print journal, subject to a split run fee. The regions are: UK / Europe / North America / Japan / Rest of the World.
Print Advertising

Special Position Premiums

<table>
<thead>
<tr>
<th>COVER 4</th>
<th>50% extra</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER 2</td>
<td>40% extra</td>
</tr>
<tr>
<td>COVER 3</td>
<td>10% extra</td>
</tr>
<tr>
<td>FACING LEAD ARTICLE</td>
<td>10% extra</td>
</tr>
<tr>
<td>FACING CONTENTS</td>
<td>10% extra</td>
</tr>
</tbody>
</table>

Incentives

| AGENCY DISCOUNT | 15% |

Print Specifications

<table>
<thead>
<tr>
<th>SIZE (WIDTH X HEIGHT)</th>
<th>BLEED</th>
<th>TRIM</th>
<th>TYPE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>218.7mm x 282.2mm (8 5/8&quot; x 11 1/8&quot;)</td>
<td>212.7mm x 276.2mm (8 3/8&quot; x 10 7/8&quot;)</td>
<td>178mm x 255mm (7&quot; x 10 1/16&quot;)</td>
</tr>
<tr>
<td>Half Page Landscape</td>
<td>N/A</td>
<td>N/A</td>
<td>178mm x 120mm (7&quot; x 4 3/4&quot;)</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>N/A</td>
<td>N/A</td>
<td>85mm x 255mm (3 1/16&quot; x 10 1/16&quot;)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>N/A</td>
<td>N/A</td>
<td>85mm x 120mm (3 1/16&quot; x 4 3/4&quot;)</td>
</tr>
</tbody>
</table>

Double Page Spread - Please supply as two separate full page files. Please visit oupmediainfo.com/print for further details of print ad PDF specifications.
# Digital Advertising

For the quickest way to reach your target audience, explore our digital advertising options.

## Online Rates

<table>
<thead>
<tr>
<th>Premium Banner Options</th>
<th>Size (Pixels, Width x Height)</th>
<th>Net CPM Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Banners</td>
<td>Leaderboard 728 x 90</td>
<td>US$95</td>
</tr>
<tr>
<td></td>
<td>Skyscraper 160 x 600</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPU 300 x 250</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Leaderboard 320 x 50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Premium Banner Options</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Super Leaderboard 970 x 90</td>
<td>US$120</td>
</tr>
<tr>
<td></td>
<td>Half Page Unit 300 x 600</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Homepage MPU 300 x 250</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PDF Cover Advertising</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leaderboard 728 x 90</td>
<td>US$150</td>
</tr>
<tr>
<td></td>
<td>Super Leaderboard 970 x 90</td>
<td>US$150</td>
</tr>
<tr>
<td></td>
<td>Billboard 970 x 250</td>
<td>US$150</td>
</tr>
</tbody>
</table>

*Minimums and premiums may apply. Please supply all standard creative sizes, including mobile, for maximum fulfilment.
Digital Advertising

More Options

**Advertise in New Issue Alerts**

Reach a highly engaged 'opted-in' audience by placing ads in our New Issue Alerts (e-mail Table of Contents) sent out ahead of each new print issue.

Each alert offers four advertising positions (one leaderboard and three MPUs) which can be purchased individually, or block booked for exclusive use and maximum campaign impact.

The pricing is subject to the number of advertising positions taken. For a bespoke quote please [contact us](mailto:contact.us).
Digital Advertising

Recruitment Advertising

Precision recruitment advertising now available on the Journals Career Network.

As an employer, associate your brand with a specific journal or group of titles across the desired discipline to maximize the exposure of the position to the brightest candidates in the field.

Please contact The KERH Group at: info@kerhgroup.com or call 1-855-895-5374
Terms and Conditions

1. APPLICABILITY

These terms and conditions shall apply to all offers, proposals and agreements made between Oxford University Press (“OUP”) and any third party or its agent ("the Advertiser") relating to the provision of advertising (the "Advertising") in OUP’s products, including products OUP creates on behalf of third parties ("the Products") and, along with the relevant Oxford Advertising Order Confirmation, shall form the entire agreement between the parties (the “Agreement”). The Agreement supersedes any previous terms and conditions. Any general terms and conditions proposed by the Advertiser shall not apply and the Agreement will prevail. Unless otherwise permitted herein, any variation to the Agreement and any representations about the Products shall have no effect unless expressly agreed in writing and signed by an authorized signatory of OUP.

2. OFFER AND ACCEPTANCE / DESCRIPTION

Each order for Advertising by the Advertiser from OUP shall be deemed to be an offer by the Advertiser to purchase the Advertising subject to the Agreement. By placing an order for Advertising with OUP you hereby agree to these terms and conditions. No order placed by the Advertiser shall be deemed accepted until an Advertising Order Confirmation is issued by OUP or, if (earlier) OUP delivers the Products containing the advertising content (the “Advertising”) or issues the invoice to the Advertiser. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Advertisement, cannot be considered a reason for modifying the agreed price.

3. RATES AND PRICES

Unless otherwise agreed by OUP in writing the price/rates for the Advertising shall be those set out in OUP’s Rate Card. All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport, shrink-wrapping other typical production costs, 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 by local or national authorities, which shall be charged by OUP as appropriate. Where applicable, the Advertiser shall provide to OUP Client’s VAT registration number or charity certificate at the time of placing its order.

4. PAYMENT

Unless otherwise agreed in writing (including by email), payment shall be due within thirty (30) day’s receipt by the Advertiser of the invoice, in the currency invoiced. Time for payment shall be of the essence. OUP may set and vary credit limits for any Advertiser account and shall be entitled to refuse to supply any Advertiser who has exceeded its current credit limit. The Advertiser shall make all payments due under the Agreement without any deduction whatever by way of set-off, counterclaim, discount, abatement or otherwise unless the Advertiser has a valid court order requiring an equal amount to such deduction to be paid by OUP to the Advertiser. From the due date of the invoice to the date of payment in full, interest at the lesser of the rate of 4% per month or the highest rate permissible under applicable law may be charged to the Advertiser, calculated daily and compounded monthly, for any sums outstanding, together with costs incurred by OUP in collecting any late payments including reasonable attorneys’ fees. If the Advertiser wishes to dispute any invoice (or part), the Advertiser shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to OUP in writing. The Advertiser shall remain liable for any undisputed part of such invoice.

5. DELIVERY OF ADVERTISING

The Advertiser is solely responsible for ensuring that the proposed advertising copy for the Advertisement is received at OUP in electronic form (or such other form as specified by OUP) according to the print and/or digital measurements/specifications set forth in the OUP Media Kit provided to the Advertiser, and within the relevant deadline set by OUP and/or contained on the Advertising Order Confirmation (the “Deadline”). The Advertiser understands that failure to meet the specifications agreed upon between OUP and the Advertiser may result in delays to the agreed upon start-date for the advertising campaign (the “Start Date”). If the Advertisement has not been supplied to OUP by the Deadline, OUP may be unable to run the Advertisement and may at its discretion either: (i) delay the Start Date; (ii) use an Advertisement previously provided by the Advertiser; (iii) cancel the Advertiser’s order; or (iv) agree to updated terms in writing (including by email). In the event of cancellation the Advertiser may be subject to reasonable cancellation fees. Orders for print Advertising made after the Deadline are not guaranteed and the Advertiser may incur additional charges. The Advertiser shall retain a complete copy of all materials delivered to OUP. OUP shall take reasonable care but shall not be liable for accidental loss or damage thereto. Mail-out dates of print journal issues (including voucher/checking copies) containing confirmed Advertising are as estimated in the OUP Media Kit.

6. MODIFICATIONS OF THE ADVERTISEMENT

OUP and, where an association or society (collectively an “Association”) is associated with the OUP Product, the Association explicitly retain the right to reject and/or request modifications to the Advertisement. In the event the Advertisement is rejected, OUP will use reasonable efforts to provide the Advertiser with notification to allow the Advertiser to modify or supply a substitute Advertisement. If the Advertisement is rejected and the modified Advertisement is not received by OUP before the Deadline, the Advertisement shall be considered post-due and the terms of clause 5 above, shall apply. Incorrectly sized Advertisements will be returned to the Advertiser (or its supplier, as the case may be) for correction. OUP will be entitled automatically to adjust the format of the Advertisement to ensure that it meets OUP’s requirements.

7. MOBILE APPLICATION ADVERTISING

The Advertiser understands and agrees that end-user viewability of the Advertising in a mobile application (an “App”) will depend on the end-user downloading the App and all relevant updates, which is beyond OUP’s control; accordingly, it is acknowledged that Advertisements appearing in an App may not be viewable during the campaign by all end-users. Similarly, in the event an end-user does not download an App, the Advertisement may remain viewable beyond the end date of the campaign. It is understood and agreed that OUP shall bear no liability whatsoever, including that the Advertiser shall not be entitled to any refunds, in the event that App Advertising is not viewable during the campaign or remains viewable after the Campaign’s end date due to these and similar circumstances.

8. CANCELLATIONS; CHECKING/VOUCHER COPIES

Without prejudice to any rights the Advertiser may have under applicable law, if the Advertiser cancels an order either fully or partially a cancellation fee will be charged in accordance with the terms of this clause. All cancellations must be notified in writing (including by email) to OUP prior to the deadline. If the Advertiser cancels an order, the Advertiser shall pay to OUP the following sums: if notice of the cancellation is received by OUP at 30 days or more before the Deadline, 25% of the full cost of the advertising; or (b) between 15 and 29 days before the Deadline, 50% of the full cost of the Advertising; or (c) between 0 and 14 days before the Deadline, 100% of the full cost of the advertising. Non-refundable costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by OUP. In the event that any notice of cancellation is received by OUP after the deadline, OUP shall be entitled to charge the Advertiser the full cost of the Advertising. Requests for voucher/checking copies and/or screenshots must be made at or prior to the order stage. OUP cannot guarantee the provision of any voucher/checking copies requested after publication of the Product.
9. INTELLECTUAL PROPERTY

Copyright and other intellectual property rights to all OUP proposals, publications and other Products shall remain with OUP unless agreed otherwise in writing signed by both parties. The Advertiser shall not acquire any intellectual property rights in the Products. No part of the OUP proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, echieically, by photocopying, recording or in any other manner or form, without the specific prior written permission of OUP.

10. APPROVAL, REMOVAL AND TERMINATION RIGHTS

OUP reserves the right to reject any Advertisement that is not consistent with OUP's and/or the Association's relevant Association's standards. In addition, OUP shall have the right, at any time, to remove any Advertisement and/or terminate this Agreement if OUP determines, in its sole discretion, that the Advertisement or any portion thereof (i) violates OUP's and/or the Association's policies; (ii) violates any law, rule, regulation or industry code or if OUP is directed to do so by any law enforcement agency, court or government agency; (iii) is the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks or other proprietary rights; or (iv) is otherwise objectionable to OUP. In such event, OUP may either (i) publish an alternative Advertisement in consultation with the Advertiser and on a schedule to be determined by OUP in its sole discretion; or (ii) cancel this Agreement. In such event, the Advertiser will be responsible for any and all costs and fees associated with removing and/or modifying the Advertisement. OUP will not be liable for the timely appearance or accuracy of any Advertisement supplied by the Advertiser. OUP may terminate this Agreement at any time: (i) in the event of a breach of this Agreement by the Advertiser; (ii) if the Advertiser will have a receiver or administrative receiver appointed over it, or over any part of its undertaking or assets or will pass a resolution for winding up (other than for the purpose of a bona fide scheme of solvent amalgamation or reconstruction) or a court of competent jurisdiction will make an order to that effect; or if the other party will enter into any voluntary arrangement with its creditors or will become subject to an administration order or if such party is in any equivalent situation under its own jurisdiction; or (iii) if this Agreement is assigned or otherwise transferred to a direct competitor of the non-transferring party. Orders must specify a definite schedule of insertions, issues and sizes of space for the 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 OUP, and the Advertiser does not order the quoted volume, OUP shall be entitled to recalculate the price for the actual volume at the end of the applicable year at a reduced discount and the Advertiser shall pay any additional amount found owing to OUP.

11. LIABILITY AND CLAIMS

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS, OUP SHALL NOT BE LIABLE FOR ANY OF THE FOLLOWING LOSSES WHICH MAY ARISE BY REASON OF ANY BREACH OF THIS AGREEMENT OR ANY IMPLIED WARRANTY, CONDITION OR OTHER TERM, ANY REPRESENTATION OR ANY ACT OR FAILURE TO ACT OF ANY KIND MADE OR COMmitted BY OUP BY OPERATION OF LAW: (a) ANY LOSS OR DAMAGE SUFFERED BY ANY THIRD PARTY ARISING OUT OF OR IN CONNECTION WITH OR RELATING TO THE ADVERTISEMENT, INCLUDING ANY LOSS OF PROFITS, BUSINESS, OR OPPORTUNITY; (b) DAMAGE TO REPUTATION OR GOODWILL OR TO THE REPUTATION OR GOODWILL OF THE ADVERTISER OR ANY THIRD PARTY; (c) DAMAGES, COSTS OR EXPENSES PAYABLE TO THE ADVERTISER BY ANY THIRD PARTY; (d) LOSS OF ANY ORDER OR CONTRACT; OR (e) ANY LOSS THAT WAS NOT FORESEEABLE BY THE ADVERTISER AND OUP AT THE TIME THIS AGREEMENT WAS ENTERED INTO; OR (f) ANY LOSS CAUSED BY ANY BREACH OF THIS AGREEMENT OR ANY IMPLIED WARRANTY, INCLUDING BUT NOT LIMITED TO, THE LOSS OF ANY BUSINESS OPPORTUNITY OR THE FORFEITURE OF ANY BUSINESS OPPORTUNITY ARISING FROM THE NEGLIGENCE OF OUP OR THE ADVERTISER; OR (g) ANY LOSS OF ANTICIPATED PROFITS OR ANY OTHER LOSS IMPUTABLE TO THE ADVERTISER; OR (h) ANY LOSS OR DAMAGE WHICH MAY ARISE IN THE EVENT THAT THE INVOICE VALUE OF THE PART OF THE AGREEMENT TO WHICH THE LIABILITY ARISES, TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS, OUP EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OR OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

NOTHING IN THIS CONTRACT SHALL LIMIT THE ADVERTISER’S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER. Moreover, nothing in this clause shall limit either party’s liability for death or personal injury, fraud or misrepresentation or any other liability that cannot be excluded or limited by law. The Advertiser has entered into this Agreement with the knowledge that the liability of OUP is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Advertiser acknowledges that a higher price would be payable for the Advertising but for such limitations.

12. REPRESENTATIONS AND WARRANTIES; INDEMNIFICATION

The Advertiser is solely responsible for any legal liability arising out of or relating to any of the Advertising/Advertisement. The Advertiser represents and warrants that (i) the Advertiser holds the necessary rights to permit the use of the Advertisement by OUP for the purposes of this Agreement; (ii) the use, reproduction, distribution, or transmission of the Advertisement 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 publicity rights, violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) the Advertisement complies with any applicable applicable laws, rules, industry codes, regulations and generally prevailing custom and practice. The Advertiser agrees to indemnify OUP and to hold OUP harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by OUP, arising out of or related to the Advertisement/Advertisement or the Advertiser’s breach or alleged breach of any of the foregoing representations and warranties.

13. 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 Agreement, 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 Agreement and to avoid the effects of such event to the extent possible.

14. GENERAL

This Agreement is subject to the laws of England. The parties submit to the non-exclusive jurisdiction of the English Courts. The Advertiser shall not be entitled to assign the Agreement or any part of it without the prior written consent of OUP. OUP may assign the Agreement or any part of it to any person, firm or company. If any provision of this Agreement is void or unenforceable or renders the Agreement or any part of it void or unenforceable, then that provision will be severable from the remainder of the Agreement, which will continue in force and be construed as if such