Clinical Colorectal Cancer

Overview

Clinical Colorectal Cancer is a quarterly journal established in 2001 focused on colorectal cancer. In 2010, Clinical Colorectal Cancer expanded its scope to include other upper GI malignancies, including pancreas, liver and esophageal cancer. It features an international editorial board comprised of prominent thought leaders, including Editor in-Chief Dr. Edward Chu. It is mailed free of charge to US-based medical oncologists, radiation oncologists, hematologists and surgical oncologists. Each issue features peer-reviewed original contributions, comprehensive reviews and case reports, commentaries, and current trial reports. Also included are brief editorials of current news and the latest topics concerning colorectal cancer issues relevant to clinicians.

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Global Print Circulation  Online Only
Avg. Global Monthly Visits  3,351
Avg. Global Monthly Unique Visitors  2,740
Avg. Global Monthly Page Views  7,973
Avg. Global eTOC Distribution  13,683

Audience
US-based medical oncologists, radiation oncologists, hematologists and surgical oncologists.
Digital Specs

Website

<table>
<thead>
<tr>
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<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tbody>
<tr>
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<td>728 x 90</td>
<td>728 x 315</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
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<td>NA</td>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</tbody>
</table>

FORMATS

jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS

Yes

MAX FILE SIZE

200 KB

MAX ANIMATION (TIME/LOOPS)

15 seconds/3 loops

PRESTITIAL FREQUENCY

1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

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<tr>
<td>Middle</td>
<td>MPU</td>
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</tbody>
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FORMATS

jpeg, png, gif (static image only)

TRACKING PIXELS

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MAX FILE SIZE

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AIP Email

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Animation and expandable banners unavailable

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