The Lancet Oncology

Overview

The Lancet Oncology, published monthly, provides oncology-related specialists something truly rare and valuable—definitive coverage of all aspects of oncology from around the world—in a single, highly readable source.

The aim of The Lancet Oncology is to publish interesting and informative research on any topic connected with oncology. The journal's great reputation and high profile allowed it to extend into the field of primary research from May 2005.

For our advertisers, this high profile journal provides an excellent platform from which to advertise your products and services relevant to the oncology professional. We are confident that The Lancet Oncology is the first place oncology related specialists look when investigating well-respected opinion, news and reviews, or the latest in important clinical trials.

Visit Website

Display Advertising

Bill Hipple United States
646-671-0385
b.hipple@elsevier.com

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k.lach.1@elsevier.com

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v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global
212-633-3713
j.hong@elsevier.com

Global Print Circulation

14,760

Audience

Clinicians and researchers, worldwide, in all areas of oncology.
Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/1</td>
<td>January 2023</td>
<td>11/23/2022</td>
<td>11/30/2022</td>
<td>12/09/2022</td>
</tr>
<tr>
<td>24/2</td>
<td>February 2023</td>
<td>12/29/2022</td>
<td>01/04/2023</td>
<td>01/13/2023</td>
</tr>
<tr>
<td>24/3</td>
<td>March 2023</td>
<td>01/27/2023</td>
<td>02/01/2023</td>
<td>02/10/2023</td>
</tr>
<tr>
<td>24/4</td>
<td>April 2023</td>
<td>02/24/2023</td>
<td>03/01/2023</td>
<td>03/10/2023</td>
</tr>
<tr>
<td>24/5</td>
<td>May 2023</td>
<td>03/31/2023</td>
<td>04/05/2023</td>
<td>04/14/2023</td>
</tr>
<tr>
<td>24/6</td>
<td>June 2023</td>
<td>04/28/2023</td>
<td>05/03/2023</td>
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<tr>
<td>24/7</td>
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<td>06/02/2023</td>
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<td>24/8</td>
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<td>07/05/2023</td>
<td>07/14/2023</td>
</tr>
<tr>
<td>24/9</td>
<td>September 2023</td>
<td>07/28/2023</td>
<td>08/02/2023</td>
<td>08/11/2023</td>
</tr>
<tr>
<td>24/10</td>
<td>October 2023</td>
<td>08/31/2023</td>
<td>09/06/2023</td>
<td>09/15/2023</td>
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<td>10/13/2023</td>
</tr>
<tr>
<td>24/12</td>
<td>December 2023</td>
<td>10/27/2023</td>
<td>11/01/2023</td>
<td>11/10/2023</td>
</tr>
</tbody>
</table>

Cancellations:

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

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>½ PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 5,400</td>
<td>$ 2,770</td>
</tr>
<tr>
<td>3x</td>
<td>$ 5,350</td>
<td>$ 2,720</td>
</tr>
<tr>
<td>6x</td>
<td>$ 5,280</td>
<td>$ 2,655</td>
</tr>
<tr>
<td>12x</td>
<td>$ 5,200</td>
<td>$ 2,500</td>
</tr>
<tr>
<td>24x</td>
<td>$ 5,110</td>
<td>$ 2,185</td>
</tr>
<tr>
<td>48x</td>
<td>$ 5,000</td>
<td>$ 2,165</td>
</tr>
<tr>
<td>96x</td>
<td>$ 4,910</td>
<td>$ 2,155</td>
</tr>
</tbody>
</table>

4 COLOR $ 2,860

Cover Tips $ 15,400

Outserts
Contact your sales representative for rates and opportunities.

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 rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Inserts
Furnished inserts are billed at the black and white rate times the number of insert pages.

**Two-page insert (one leaf):** Two-times earned frequency rate.

**Four-page or larger insert:** Black & White earned frequency rate.

Composition
All production charges are net and non-commissionable

<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>

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.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
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No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Classified / back of book print advertising

Rates

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<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
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</thead>
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<tr>
<td>1x</td>
<td>$ 2,700</td>
<td>$ 2,078</td>
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<tr>
<td>3x</td>
<td>$ 2,675</td>
<td>$ 2,040</td>
</tr>
<tr>
<td>6x</td>
<td>$ 2,640</td>
<td>$ 1,991</td>
</tr>
<tr>
<td>12x</td>
<td>$ 2,600</td>
<td>$ 1,879</td>
</tr>
<tr>
<td>24x</td>
<td>$ 2,555</td>
<td>$ 1,639</td>
</tr>
<tr>
<td>48x</td>
<td>$ 2,500</td>
<td>$ 1,624</td>
</tr>
<tr>
<td>96x</td>
<td>$ 2,455</td>
<td>$ 1,616</td>
</tr>
</tbody>
</table>

4 COLOR
$ 700

Confidential Email Inbox
Cost: $40.

Agency Discount
For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

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

Run of Book Print Ads

Sizing
Trim: 210mm x 276mm (Global), 8.25" x 10.875" (US)
1/4" from all trim edges.

Binding: Perfect;
Printing Process:

Halftone Screen: Cover: Text:
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-stylized 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.
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- 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 201CVC). Any non-intended spot colors will be converted to CMYK.

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

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.
Conformance to Specs

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

Supplied Print Ad Pieces

**Size - 2 page:**

**Size - 4 page:**

**Trimming:** 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

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. 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

**The Lancet Oncology**

Contact Production

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
Digital Specs

**Lancet Websites**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<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>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</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).

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**LANCET (ALL TITLES) eTOC Email**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif, (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

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**LANCET (ALL TITLES) AIP Email**

<table>
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**FORMATS**
- jpeg, png, gif, (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
2. 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 "Agreement"). In the event of any terms used in these Terms and Conditions to the exclusion of any terms used in any such order acknowledgement, the terms used in these Terms and Conditions shall prevail.

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9. Delivery 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.

10. Representations and Warranties The Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or those of any other person or entity) for the purpose of inspecting Client's facilities, books and records to determine if Client is in compliance with the provisions of the Agreement and to perform any other acts that Elsevier may reasonably require. If, after inspection, Publisher determines in its reasonable discretion that Client is not in compliance with the provisions of the Agreement, then Publisher may, at its sole discretion, either require Client to remedy any violations or take any other action necessary to ensure compliance, including such actions as Publisher may consider appropriate. The Client shall be responsible for all reasonable costs incurred by Publisher in performing any such inspection.

11. Limitation of liability Elsevier's liability for any loss or damage, including without limitation, statutory or equitable damages, losses, claims, costs or expenses of any kind or nature whatsoever, suffered by Client or by any other person or entity, arising out of or in connection with the Agreement, including without limitation, statutory or equitable damages, losses, claims, costs or expenses of any kind or nature whatsoever, suffered by Client or by any other person or entity, arising out of or in connection with the Agreement, shall be limited to the amount actually remitted to Elsevier by Client under the Agreement in payment of the net price of the Products or Services.

12. Company identity The formation, existence, construction, performance, validity and all aspects of the Agreement shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that country.

13. Cancellations & Returns If the Client is unable to perform in whole or in part its obligations set forth in this Agreement, then such party shall be relieved of its liability 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 have the right, upon giving written notice to the other party, to suspend performance of any or all of its obligations under this Agreement until the event of force majeure has ended and the party subject to an event of force majeure is able to resume performance. The party subject to an event of force majeure shall notify the other party as soon as practicable of such event of force majeure and, upon request, shall provide a description of the event of force majeure and a description of the party's inability to perform. The party subject to an event of force majeure shall also notify the other party of any circumstances that reasonably indicate the party's inability to resume performance. The party subject to an event of force majeure shall use reasonable efforts to resume performance as soon as practicable after such event of force majeure has ended. If the party subject to an event of force majeure is unable to resume performance within a reasonable time after such event of force majeure has ended, then such party shall be relieved of its liability to perform the remainder of the Agreement and the other party shall have the right to terminate the Agreement.

14. General The formation, existence, construction, performance, validity and all aspects of the Agreement shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that country.