Editorial

The mission of Advances in Radiation Oncology is to provide original clinical research aimed at improving the lives of people living with cancer and other diseases treated with radiation therapy. The purpose of Advances is to provide information for clinicians who use radiation therapy.

Editor-in-Chief: Robert C. Miller, MD, MBA

Affiliation: American Society for Radiation Oncology

Audience:
Clinicians who use radiation therapy

Global Print Circulation: 0  Issuance: 1 times per year

Circulation updated on October 25 2021 based on 12-month monthly average July 2020-June 2021.
Journal Contacts

Advertising and Integrated Programs

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>Bill Hipple</td>
<td><a href="mailto:b.hipple@elsevier.com">b.hipple@elsevier.com</a></td>
<td>(t) 646-671-0385</td>
</tr>
<tr>
<td>Europe</td>
<td>Kate Lach</td>
<td><a href="mailto:k.lach.1@elsevier.com">k.lach.1@elsevier.com</a></td>
<td>(t) 48 500 259 970</td>
</tr>
<tr>
<td>APAC</td>
<td>Virginia Van Homrigh</td>
<td><a href="mailto:v.vanhomrigh@elsevier.com">v.vanhomrigh@elsevier.com</a></td>
<td>(t) 61 448 008159</td>
</tr>
</tbody>
</table>

Contracts, Insertion Orders & Production Materials

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Aretha Gaskin</td>
<td><a href="mailto:a.gaskin@elsevier.com">a.gaskin@elsevier.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Print Advertising Material Submission Website

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Elsevier Ad Copy</td>
<td><a href="mailto:adcropy@elsevier.com">adcropy@elsevier.com</a></td>
</tr>
</tbody>
</table>

Editorial Reprints

Multimedia Publishing
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>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Effective January 2023
Print Advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>x</th>
<th>$</th>
</tr>
</thead>
</table>

Premium Positions

Cover Tips
Contact your sales representative for rates and opportunities.

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.

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

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

<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

Contact your sales representative for rates and opportunities.

Banner Ads — Table of Contents (eTOC) / Article in Press (AIP) Alerts Email

Contact your sales representative for rates and opportunities.

Additional Notes

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website and Table of Contents email) 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.
Run of Book Print Ads

Sizing

Trim: na
Keep live matter 1/4" from all trim edges.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binding:</td>
<td>None;</td>
<td></td>
</tr>
<tr>
<td>Printing Process:</td>
<td>E-Only</td>
<td></td>
</tr>
<tr>
<td>Halftone Screen:</td>
<td>Cover:Text</td>
<td></td>
</tr>
</tbody>
</table>

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

Page 6 of 10
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/](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.

**Delivery**

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

**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 orderNote: 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**

[ advancesinradiationoncology ]
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

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

Aretha Gaskin
a.gaskin@elsevier.com
(t) 212-633-3681

Digital Specs

JBS (HEALTH ADVANCE JOURNAL SITES) WEBSITE

<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).

JBS (HEALTH ADVANCE JOURNAL SITES) eTOC EMAIL

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
</tbody>
</table>
## MPU Banners

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

MPU banners, positions 1, 2, 3, are stacked vertically

### Formats
- jpeg, png, gif, (static image only)

### Tracking Pixels
- No

### Max File Size
- 200 KB

Animation and expandable banners unavailable

---

## JBS (HEALTH ADVANCE JOURNAL SITES) AIP EMAIL

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

Animation and expandable banners unavailable
1. Applicability

These terms and conditions shall apply to all orders, proposals, and agreements made between Elsevier and any third party or its agent (“the Client”) relating to the products or services of Elsevier (“the Products or Services”) and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the “TC”). They supersede any previous supply terms and conditions. For the purposes of the TC Elsevier shall mean the company with which the Client engages to provide the Products or Services or as set out on the order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, the relevant third party proposal in so far as such a same may affect the following terms.

2. Offer and acceptance description

Each order for the Products and Services and the Client by Elsevier shall be deemed to be an offer by the Client to purchase the Products or Services subject to the TC. No order placed by the Client shall be deemed accepted and unless a written acknowledgement of order is issued by Elsevier or Elsevier delivers the Products or issues the invoice or the Client undertake performance of the Services in the form of order, all orders are subject to availability of the Products, unless otherwise expressly agreed Elsevier in writing. The Client represents and warrants that it is purchasing Products or Services from Elsevier for its own use and not on behalf of or for the benefit of any other person or entity. If Elsevier at any time, at its option, supplies the Products or Services for Elsevier and on the account and as more than one identified individual subscriber for personal use. Elsevier acknowledge the location of the subscription and any other may impair the Client in the formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the jurisdiction where Elsevier has its principal place of business, unless otherwise agreed in writing, and shall also be exclusive of the Client’s breach or alleged breach of any of the provisions of the TC. Elsevier shall be entitled to charge the full cost of the advertisement. The Client shall be entitled to reject any order for reprints of material that has not been accepted for periods longer than one year. Where an order for a series of advertisements has been given a discounted rate the Client shall be entitled to charge the full price for the actual volume at the end of the applicable year at a reduced discount and the Client shall pay.

3. Execution and modification of the order

Any modifications to the agreed product or service description, budget or schedule, as set out in the tender acknowledgment, may result in an agreement to the products or services specified in Elsevier’s acknowledgment. If the Client agrees, Elsevier will provide additional Services in connection with the performance of the TC. Elsevier shall at all times, on the account of, and at the risk of, the Client and any third party. Any prices and taxes, unless otherwise agreed in writing, and shall also be exclusive of.

4. Prices, taxes, and currencies

Unless otherwise agreed by Elsevier in writing the Products and Services shall be supplied at Elsevier’s current price structure or equivalent price and all such price quotations shall be valid for a period of thirty days from the date of quotation. Elsevier reserves the right to make such modifications to its terms and conditions as it deems necessary from time to time. The Client agrees that the Products or Services shall be supplied at Elsevier’s current price structure or equivalent price from the date of writing. The Client agrees that the Products or Services shall be supplied at Elsevier’s current price structure or equivalent price. The Client shall be entitled to refuse to supply any TC that deems failed to be in accordance with the TC.

5. Payment

If payment is not made as agreed, Elsevier shall be entitled, at its sole discretion, to withhold supply of the Products or Services under the current order or to take any other action which may be necessary to enforce payment. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. All invoices shall be in the currency of payment.

6. Distribution

The Client shall not assign, encumber, mortgage, or charge any rights in the Products or Services or any other part of the Client’s business or affairs. The Client shall not alter, modify, or make any other alteration, the Client will have the right to cancel the order for that advertisement, if the Client is not satisfied with the Client’s order for the Products or Services under the current order. The Client shall be entitled to refuse to supply any TC that deems failed to be in accordance with the TC.

7. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and Services shall remain with Elsevier unless agreed otherwise in writing. All rights granted to the Client are non-exclusive and for the purposes of that advertisement. Elsevier reserves the right to refuse to supply any TC that deems failed to be in accordance with the TC.

8. Liability and claims

TO THE MAXIMUM EXTENT PERMITTED BY LAW, ELSEVIER DISCLAIMS ALL IMPLIED WARRANTIES OR CONDITIONS, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CLAUSE SHALL LIMIT THE CLIENT’S LEGAL RIGHTS TO RESCIND THE CONTRACT OR TO MAKE A CLAIM FOR DAMAGES IF ELSEVIER’S PERFORMANCE OF THE CONTRACT IS IN MATERIAL BREACH OF A FUNDAMENTAL TERM. THE CLIENT ACKNOWLEDGES THAT ELSEVIER’S TOTAL LIABILITY TO THE CLIENT FOR ANY LOSS OR DAMAGE SUSTAINED OR INCURRED BY THE CLIENT IS LIMITED TO THE COST OF THE PRODUCTS OR SERVICES. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to the TC or the interpretation or enforcement thereof. Any disputes arising from the TC shall be deemed to have been agreed to in accordance with and all the terms and conditions hereby agreed to shall be interpreted in accordance with English law, and the English courts shall have exclusive jurisdiction over such disputes and the Client hereby agrees to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to seek enforcement of or to register a claim for any of the sums outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to change any part of this TC, the Client shall, as soon as practically possible, but in no case later than the date of such invoice, send a signed copy to Elsevier in writing. The Client shall not be entitled to any adjustments for periods of

9. Force majeure

If for any reason whatsoever, unforeseeable, incapable, or beyond the control of the Client, the Client shall not be entitled to perform its obligations under or in part in the order for the Products or Services but for such limitations. All invoices shall be in the currency of payment. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. All invoices shall be in the currency of payment.

10. Advertising & Reprints

Client is solely responsible for ensuring approved advertising is received at Elsevier’s advertising office in format or such other format as agreed by Elsevier and any delays incurred in the Client’s order for the Products or Services under the current order. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. All invoices shall be in the currency of payment.

11. Audit

Client shall allow Elsevier’s authorized representative at any reasonable time to have access to Elsevier’s premises (or as is arranged for by the Client’s authorized representatives) to have access to other orders, as is agreed with Elsevier’s administrative and accounting services and as is accorded to any other party or third party. The Client shall be liable to pay for the Products or Services under the current order. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. All invoices shall be in the currency of payment.

12. Compliance with laws

Client shall at all times during the period of this agreement, comply with all applicable laws, ordinances, standards, regulations and administrative orders (collectively “Policies”). The Client warrants that the Client shall not use the Products or Services for any unethical, immoral, illegal or unlawful purpose. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. All invoices shall be in the currency of payment.

13. Cancellations & Reorders

If the Client cancels an order either fully or partially, it may be canceled at any time. The Client shall be entitled to cancel any order at any time, without giving any reason. As is arranged with Elsevier’s administrative and accounting services. The Client shall be entitled to cancel any order at any time, without giving any reason. As is arranged with Elsevier’s administrative and accounting services. The Client shall be entitled to cancel any order at any time, without giving any reason. As is arranged with Elsevier’s administrative and accounting services. The Client shall be entitled to cancel any order at any time, without giving any reason. As is arranged with Elsevier’s administrative and accounting services. The Client shall be entitled to cancel any order at any time, without giving any reason. As is arranged with Elsevier’s administrative and accounting services.

14. General

The Client hereby waives any right to rescind, assign or transfer any rights or obligations under or in part in the order for the Products or Services but for such limitations. All invoices shall be in the currency of payment.