Overview

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.

Display Advertising

Bill Hipple  **United States**  
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Virginia Van Hornigh  **APAC**  
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v.vanhornigh@elsevier.com

Derek Zakaib  **Canada**  
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Recruitment Advertising

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

Global Print Circulation  
Online Only

Avg. Global Monthly Visits  
8,267

Avg. Global Monthly Unique Visitors  
6,637

Avg. Global Monthly Page Views  
14,962

Affiliation  
American Society for Radiation Oncology

Audience  
Clinicians who use radiation therapy
Digital Specs

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).
### eTOC Email

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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

### AIP Email

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
3. Execution and modification of the order
Any modifications to the agreed product or service description, budget, schedule, or output in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, and to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Services and Supplies are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no date is so specified, delivery/performance will be made at Elsevier’s discretion and in any case within 6 months of receipt of order.

4. Prices, taxes, and currencies
Unless otherwise agreed by Elsevier in writing, the prices for the Products and Supplies shall be subject to Elsevier’s current price list (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, insurance, and transport and import/export duties or taxes, and shall be exclusive of any sales, use, or similar taxes imposed on the sale or import of the Products or Supplies by the relevant local authorities, which shall be charged by Elsevier as applicable.

5. Payment
Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency stated. Time for payment shall be of the essence. Elsevier may set any credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or become due to Elsevier from the Client on account of any other Products supplied by Elsevier.

6. Liability and claims
The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any claim being made by a third party for intellectual property infringement, Elsevier shall be entitled to immediately suspend or rescind any license granted by Elsevier to the Client and exercise its rights under applicable law, and shall be entitled to recover any and all damages, costs, and expenses (including reasonable attorney’s fees and any costs of litigation) it incurs in connection with such claims.

7. Distribution
The Client shall not engage in piracy, reproduction, or plagiary of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client shall be solely responsible for collecting from its customers any fees due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any unpaid amounts.

8. Intellectual property
Copyright and other intellectual property rights in the Products and/or Services shall remain with Elsevier unless otherwise agreed in writing. Elsevier grants to the Client non-exclusive and non-transferable rights to use the Products and/or Services solely for the purposes of this TC, and as set out on the Order Form. The Client shall be solely responsible for protecting Elsevier’s intellectual property rights in the Products and Supplies and for ensuring that any intellectual property rights contained in the advertising content or other content is protected.

9. Liabilities and claims
The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other Applicable Laws relevant to its duties, obligations and performance under this TC. If the Client is an agent, it represents and warrants that it is purchasing the Products or Services for its own account and use and not on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products or Supplies on behalf of, or for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified individual subscriber for personal use only. The Client acknowledges that violation of these representations and warranties will cause irreparable harm to Elsevier. Upon any violation of these representation and warranties, Elsevier shall be entitled to immediately suspend or rescind any license granted by Elsevier to the Client and exercise its rights under applicable law, and shall be entitled to recover any and all damages, costs, and expenses (including reasonable attorney’s fees and any costs of litigation) it incurs in connection with such claims.

10. Advertising & Reprints
Orders for advertisements must be cancelled in writing prior to the relevant ad deadline. If the Client fails to meet the deadline, the Client shall reimburse Elsevier for all costs incurred by Elsevier in connection with the advertisement, including any costs incurred in the event of any cancellations, alterations, or other changes in the final product.

11. Audit
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 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, “Elsevier” shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Order Form, or any other person, firm or company on whose behalf Elsevier is providing the Products or Services, and “Elsevier” shall be construed accordingly.

12. General
Notwithstanding anything to the contrary contained in this TC, and without prejudice to the rights of Elsevier, if this TC or any provision of this TC is found to be invalid, void, unenforceable or unenforceable in whole or part, such invalidity, voidness, unenforceability or unenforceability shall in no way impair or affect the validity, enforceability or unenforceability of any other provision of this TC.

13. Force majeure
In the event that Elsevier is unable to provide the Product or Service due to any reason beyond Elsevier’s control, Elsevier shall be entitled to provide the Client with a substitute Product or Service, or to provide the Client with a refund for all or part of the cost of the Product or Service as determined in good faith by Elsevier.

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