Advances in Radiation Oncology

Recruitment Advertising

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

https://www.advancesradonc.org

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

Recruitment/Classified Sales

Global
Jaesam Hong
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(t) 212-633-3713

Contracts, Insertion Orders & Production Materials

Global
Jaichand Ramsaroop
j.ramsaroop@elsevier.com
(t) 212-633-3690

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>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
</table>

Recruitment & Classified Advertising Rate Card
Effective January 2023

Advances in Radiation Oncology
Print Advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>x</td>
<td>$</td>
</tr>
</tbody>
</table>

Premium Positions

Cover Tips
Contact your sales representative for rates and opportunities.

Outserts
Contact your sales representative for rates and opportunities.

Confidential Email Inbox
Cost: $40.

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

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*

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

myHealthTalent.com Career Resource

All rates noted on this card include a 30-day online job posting on myHealthTalent.com (same text as print ad). Contact Traci Peppers at t.peppers@elsevier.com to learn other opportunities available for myHealthTalent.com.

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
Preferred format is PDF created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat 4 or 5 Distiller set for compatibility to PDF version 1.3 (Acrobat 4). Other acceptable formats are PDF/X-1a, EPS and TIFF.

All files must be correctly named with proper extensions.

The following source files are accepted and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher (native formats only, no Quark .eps are accepted)
- Adobe Illustrator (eps only)
- Adobe Photoshop (tiff)

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.

Fonts
Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3, Multiple Master or CID fonts. Avoid using menu-styled fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Images
TIFF and 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.

Files containing layers and/or transparent objects must be flattened prior to submission. PDF version 1.3 will ensure a flattened file.

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.

**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).

**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. However, 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.

**Delivery**

- Email high-res PDF ad file(s) to sales contact and include the following information:
  - Journal Title
  - Issue date
  - Advertiser

**Conformance to Specs**

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

**Disposition of Reproduction Materials**

All digital ad files will be held for twelve months only unless otherwise notified.

**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>
<tr>
<td>Formats</td>
<td>jpeg, png, gif, HTML5†, 3rd party tags</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tracking pixels</td>
<td>Yes</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Max file size</td>
<td>200 KB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Max Animation (time/loops)</td>
<td>15 seconds/ 3 loops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prestitial frequency</td>
<td>1 impression/6hrs/user</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Formats</th>
<th>jpeg, png, gif, (static image only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tracking pixels</td>
<td>No</td>
</tr>
<tr>
<td>Max file size</td>
<td>200 KB</td>
</tr>
</tbody>
</table>

Animation and expandable banners unavailable

### JBS (HEALTH ADVANCE JOURNAL SITES) AIP EMAIL

<table>
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<tr>
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<th>Ad</th>
<th>Size (pixels)</th>
</tr>
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<tbody>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
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<tr>
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<td>MPU</td>
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</table>

Formats                jpeg, png, gif, (static image only)
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Animation and expandable banners unavailable
1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or an 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 with which the Client purchases the Products or Services or an entity under its control under an arrangement by which the Client is bound. Elsevier is the named party or agent and the Client shall be referred to as such. This TC shall not apply to any other party or entity. If Elsevier is a group, it represents and warrants that it is purchasing Products or Services from Elsevier for its own use and will not sell or resell or otherwise offer to sell or resell or otherwise make available any of the products or services contained herein to any third party or entity. If Elsevier is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of its principal, as identified by Elsevier. If Elsevier is a principal, it represents and warrants that it is purchasing Products or Services from Elsevier for its own use and will not resell or otherwise offer to sell or resell or otherwise make available any of the products or services contained herein to any third party or entity.

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3. Execution and modification of the order

Any modifications to the agreed order or service description, budget or schedule, as well as the order acknowledgment, shall be made in writing by the Client and Elsevier in the form of a written notice to the effect. No modification to the TC shall be effective until accepted in writing in accordance with these terms and conditions.

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5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may at any time and at any reasonable time without notice to the Client, set off any amount owed to it by the Client against any amount due from Elsevier to the Client. All payments shall be made by bank transfer to such account as Elsevier may notify in writing. Default interest at the rate of 5% per annum on the outstanding amount shall be payable from the due date until payment is made.

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The Client shall not engage in piracy, republication, or plagiarism 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 such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, republication, or plagiarism of the Products or Services.

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8. Liability and claims

TO THE MAXIMUM EXTENT PERMITTED BY LEGAL LAW (S) Elsevier shall not be liable for any of the following losses which may arise on account of the Client or any other person or party’s breach or alleged breach of any of the terms or conditions of the TC: an indirect or consequential loss or damage, loss of anticipated profits or savings or anticipated benefits or other losses.

9. Force majeure

If by reason of force majeure, objection, strike, inability to obtain labor or materials, fire or other act or element of the Client, accidents, power or telecommunications failure, customs delays, governmental restrictions or applicable laws or other causes beyond the control of a party, such party is unable to perform in part or in whole or to perform in accordance with the terms of the TC, then such party shall be released of obligations to the extent it is thereby unable to perform, and such inability to perform shall not release 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 TC and to avoid the effects of such event to the extent possible.

10. Advertising & Reprints

Client is solely responsible for ensuring approved advertising is received at Elsevier (or such other form of communication as agreed by the parties) within the timeframes as set out in the TC (the “Closing Date”). Where copy is received at a later date than the Closing Date Elsevier reserves the right, at its sole discretion, to postpone delivery of the Products or Services. Where copy is received at a time when it is not possible for Elsevier to publish the Product or Service, Elsevier reserves the right, at its sole discretion, to postpone delivery of the Products or Services. The Client acknowledges that Elsevier may not be able to meet any deadlines for the delivery of the Products or Services.

11. Audit

Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or the premises of any agents or subcontractors of the Client) for the purpose of inspecting Client’s facilities, books and records to verify Client’s compliance with the TC. Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises, records and books of account, and the Products and Services shall have no effect, unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in this TC will exclude or limit Elsevier’s liability for fraud or fraudulent misrepresentation. When Products are sold to the Client the control of third party providers in software such a sale may be subject to additional terms from such third party providers.

12. Cancellations & Returns

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