Physica Medica

Overview

Physica Medica, European Journal of Medical Physics, publishing with Elsevier from 2007, provides an international forum for research and reviews on the following main topics:

- Medical Imaging
- Radiation Therapy
- Radiation Protection
- Measuring Systems and Signal Processing
- Education and training in Medical Physics
- Professional issues in Medical Physics.

Contributions on other topics related to Applications of Physics to Biology and Medicine and in particular related to new emerging fields such as Molecular Imaging, Hadrontherapy, System biology, Nanoparticles and Nanotechnologies, etc. are strongly encouraged.

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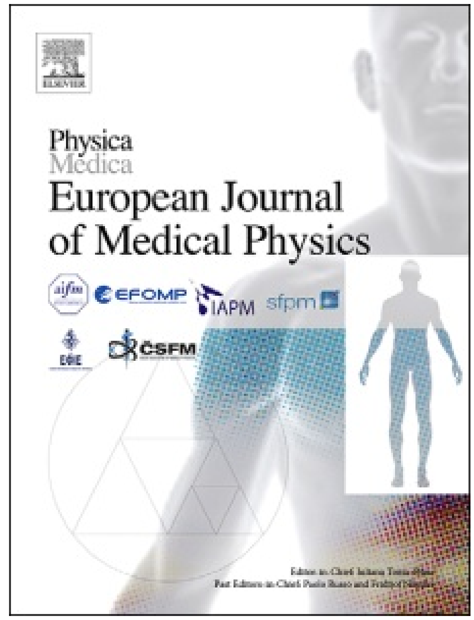

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Affiliation

Physica Medica is the official journal of Associazione Italiana di Fisica Medica http://www.fisicamedica.org/aifm/01_home/index.php and the European Federation of Organisations for Medical Physics http://www.efomp.org/.

Audience

Medical Physicists, those involved in Radiotherapy, Medical Imaging, Education in Medical Physics, Biophysics and Radiation Protection.

Editor-in-Chief

Paolo Russo

Issuance

12 times per year

Digital Specs

Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Top	Leaderboard	728 x 90	728 x 315	Down
Top	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250

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

POSITION	AD	SIZE (PIXELS)
Top	Leaderboard	728 x 90
Side	Skyscraper	160 x 600
Middle	MPU	300 x 250

FORMATS	jpeg, png, gif, (static image only)
TRACKING PIXELS	No
MAX FILE SIZE	200 KB

Animation and expandable banners unavailable

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Rates

PLACEMENT	RATE	COMMENTS
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eTOC Leaderboard	Available upon request	
eTOC Large Rectangle	Available upon request	
eTOC AIP	Available upon request	
Prestitial	Available upon request	

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