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.

Display Advertising

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Recruitment Advertising

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Global Print Circulation  
8,123  
Avg. Global Monthly Visits

Online Only  
6,506  
Avg. Global Monthly Unique Visitors

Avg. Global Monthly Page Views  
20,299
**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/.

**Editor-in-Chief**
Paolo Russo

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

**Digital Specs**

**Website**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</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 30</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

<table>
<thead>
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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

<table>
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Animation and expandable banners unavailable

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