The Breast

Overview

*The Breast* is an international, multidisciplinary journal for clinicians, which focuses on translational and clinical research for the advancement of breast cancer prevention and therapy.

Visit Website

Display Advertising

Bill Hipple  **United States**  
646-671-0385  
b.hipple@elsevier.com

Kate Lach  **Europe**  
48 500 259 970  
k.lach.1@elsevier.com

Virginia Van Homrigh  **APAC**  
61 448 008159  
v.vanhomrigh@elsevier.com

Derek Zakaib  **Canada**  
514-730-8837  
derekjohnzakaib@gmail.com

Recruitment Advertising

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

Global Print Circulation

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Only</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avg. Global eTOC Distribution</td>
<td>1,146</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Affiliation

An Associate Journal of the Australasian Society for Breast Disease  
Affiliated with the European Society of Breast Cancer Specialists  
Official Journal of Breast Centres Network  
European Society for Medical Oncology

Audience

Surgeons, medical oncologists, gynecologists, radiation oncologists, endocrinologists, epidemiologists, radiologists, pathologists, breast care nurses, breast cancer advocates, psychologists and all those with a special interest in breast cancer.
# 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

<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>

**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>
<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

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all offers, proposals and communications made by Elsevier and by any third party or its agent(s) (“the Client”) relating to the products and/or services of Elsevier (“the Products and/or Services”) and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties for the “TC”. They supersede any previous agreements or understandings between the parties. Any amendments to the TC (and any representations about the Products and Services) shall have no effect unless expressly agreed in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud or death or personal injury caused by its negligence.

2. Offer and acceptance/Description

Each order for the supply of Products or Services by the Client from Elsevier shall be deemed to be effective by Elsevier to the purchase of the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until written acknowledgement of order is issued by Elsevier or [Elsevier] deliver the Products or issue the invoice to the Client or commence performance of the Services for the Client. For all products ordered by the Client, Elsevier will not accept any request for their return, unless otherwise agreed in writing. The price quoted by Elsevier is exclusive of all taxes, duties and levies. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

3. Cancellations & Returns

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, rules and other requirements for the Society. At the Client’s sole cost and expense, the Client shall be responsible for the oxygen being used. Elsevier shall have the right to cancel any order which has been issued or delivered or which is in the process of being delivered. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

4. Prices, taxes and currencies

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

5. Payment

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

6. Distribution

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

7. Intellectual property

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

8. Liability and claims

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

9. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other act of God, accidents, power or telecommunications failure, customs delays, governmental restrictions or appointment or other causes beyond the control of a party, such party is unable to perform in whole or in part any obligations under the TC, it shall be excused from performance to the extent therefore, but only to the extent of the penalty of the party affected by such event. The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

10. Advertising & Reprints

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

11. Audit

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

12. Compliance with laws

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.

13. Cancellations & Returns

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier will be entitled to cease and terminate immediate receipt or performance of all orders placed by the Client for the supply of the Products and Services from Elsevier, including the termination of all existing agreements, in whole or in part, without liability to the Client. Any client who does not observe this representation and warranty loses all rights to sue Elsevier for breach of contract.