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.

Display Advertising

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
15,377

Avg. Global Monthly Unique Visitors
6,930

Avg. Global Monthly Page Views
8,693

Avg. Global eTOC Distribution
1,146

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

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<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.
5. Payment

1. Applicability

Monthly average web metrics based on the period of July 2022 to June 2023 and the eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023. Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier reserves the right to discontinue the performance of the Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Law. The RELX Suppliers Code of Conduct at Suppliers Code of Conduct and Applicable Laws related to bribery, including, without limitation, the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted. The Client acknowledges that adherence to the Principles of Responsibility (the “Principles”) and, in particular, the Principles 1, 2 and 3, is a condition of this Contract. The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or such other premises as specified by Elsevier) and within the relevant time limit set by Elsevier (the “Closing Date”). Where copy is received late or not at all, although Elsevier will endeavour to do so.

2. Termination

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3. Compliance with laws

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4. Audit

The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or such other premises as specified by Elsevier) and within the relevant time limit set by Elsevier (the “Closing Date”). Where copy is received late or not at all, although Elsevier will endeavour to do so.

5. Payment

The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or such other premises as specified by Elsevier) and within the relevant time limit set by Elsevier (the “Closing Date”). Where copy is received late or not at all, although Elsevier will endeavour to do so.