ESMO Open

Overview

ESMO Open is the European Society for Medical Oncology’s online-only, peer-reviewed open access journal, dedicated to publishing high-quality medical research and educational content from all disciplines of oncology, with a focus on innovative clinical and translational cancer research.

Visit Website

North America

Aileen Rivera North America 917-825-3954 mailto:a.rivera@elsevier.com

Traci Peppers North America 347-449-4997 t.peppers@elsevier.com

EMEALA

Katy Parker EMEALA +44 (0) 7796 925011 k.parker@elsevier.com

Monika Giergielewicz EMEALA +44 (0) 7796 925011 m.giergielewicz@elsevier.com

APAC

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

Global Print Circulation
Online Only

Avg. Global Monthly Visits
26,407

Avg. Global Monthly Unique Visitors
14,258

Avg. Global Monthly Page Views
17,977

Rate Card
Effective January 2024
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 300 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.
13. Cancellations & Returns

13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be notified in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraud or fraudulent misrepresentation. Where Products are sold to the Client that contain third party software or such a sale may be subject to additional license terms.

13. Cancellations & Returns

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and administrative orders (jointly “Applicable Laws” or “Laws”) relevant to its duties, obligations and performance under this TC.

8. Liability and claims

8. Liability and claims

As a condition precedent to acceptance of any rebate or credit, the Client shall submit a written claim which must identify the specific deliverable in question, the amount of the proposed rebate or credit, the date of the alleged error, and the reasons for the proposed rebate or credit. In order to be considered, claims must be made within 90 days of the Client’s receipt of the applicable deliverables.

10. Advertising & Reprints

10. Advertising & Reprints

The Client shall not be entitled to any refund or credit unless the Client has complied with all applicable terms and conditions stated herein.

4. Prices, taxes and currencies

4. Prices, taxes and currencies

The Client shall be entitled to receive a copy of any applicable discount schedule (if applicable) issued by Elsevier. Elsevier will notify the Client in writing of any changes in the applicable discount schedule.

7. Intellectual property

7. Intellectual property

Elsevier will provide the Client with a copy of any applicable discount schedule (if applicable) issued by Elsevier. Elsevier will notify the Client in writing of any changes in the applicable discount schedule.

2. Applicability

2. Applicability

The Client shall be responsible for obtaining all necessary permits and licenses required to operate the TC in the Client's country, and the Client shall be responsible for paying all taxes, fees, and other charges imposed by local or national authorities.

11. Indemnification & Waiver

11. Indemnification & Waiver

This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation.

14. General

14. General

The Client’s failure to comply with these terms may result in the termination of this TC at Elsevier’s sole discretion.

12. Confidentiality

12. Confidentiality

The Client shall promptly notify Elsevier if it becomes aware of any republication, republication, or plagiarize the Products or any other products or services of Elsevier or its Affiliates, or it shall not directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any republication, republication, or plagiarize the Products or any other products or services of Elsevier or its Affiliates, or it shall not directly or indirectly facilitate any other party to engage in those activities.

5. Payment

5. Payment

Products provided to the Client upon request. Reprints cannot be returned once these have been printed.

6. Distribution

6. Distribution

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and administrative orders (jointly “Applicable Laws” or “Laws”) relevant to its duties, obligations and performance under this TC.

3. Prices, taxes and currencies

3. Prices, taxes and currencies

The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

14. General

14. General

The Client’s payment to Elsevier shall be made in accordance with the TC. The Client’s failure to comply with these terms may result in the termination of this TC at Elsevier’s sole discretion.

12. Confidentiality

12. Confidentiality

The Client acknowledges that this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of Elsevier.

2. Applicability

2. Applicability

The Client shall notify Elsevier of any third party software or software that is necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

4. Prices, taxes and currencies

4. Prices, taxes and currencies

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and administrative orders (jointly “Applicable Laws” or “Laws”) relevant to its duties, obligations and performance under this TC.

12. Confidentiality

12. Confidentiality

The Client’s failure to comply with these terms may result in the termination of this TC at Elsevier’s sole discretion.