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. The Journal aims to maximize industry networks to curate and disseminate preclinical or translational data. We hope to bridge the gap between basic research and clinical applications, facilitating the translation of groundbreaking discoveries into tangible advancements in cancer care. Our platform will serve as a catalyst for innovation, nurturing the dialogue between academia, industry, and clinical practice.

The journal aims to publish research in all disciplines, experimental, translational, diagnostic and therapeutic areas related to oncology, including original articles, reviews, editorials, correspondence, brief reports, research letters, clinical assay interpretation, diagnostic test presentations and viewpoint articles. In addition, the journal welcomes phase I trials and meta-analyses, and will also publish reviews from important European Society for Medical Oncology (ESMO) conferences and meetings as well as position statements on behalf of ESMO.

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

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26,407

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14,258

Avg. Global Monthly Page Views
17,971

Affiliation
European Society for Medical Oncology (ESMO)

Audience
Clinicians and researchers, worldwide, in all areas of oncology.

Digital Specs

Website

<table>
<thead>
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<td>MPU</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
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<td>On page load</td>
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<td>300 x 250 or 480 x 640</td>
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FORMATS: jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS: Yes

MAX FILE SIZE: 200 KB

MAX ANIMATION (TIME/LOOPS): 15 seconds/3 loops

PRESTITIONAL FREQUENCY: 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitional banners.

†Excluding personally identifiable information (PII).

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**eTOC Email**

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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

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**AIP Email**

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11. Audit
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