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.

### Display Advertising

- **Bill Hipple** United States
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  - 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

- **Ariel Medina** Global
  - 212-633-3689
  - a.medina@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** 17,971

### Affiliation

European Society for Medical Oncology (ESMO)

### Audience

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

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eTOC Email

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<tbody>
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<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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**FORMATS**
jpeg, png, gif, (static image only)

**TRACKING PIXELS**
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MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

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AIP Email

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Animation and expandable banners unavailable
Contact your sales representative for all digital advertising rates and opportunities.
2. Liability and claims
   - Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written confirmation is delivered by Elsevier to the effect that Elsevier accepts the order.

3. Price, terms and currency
   - Any modification to the agreed product or service description, budget, or schedule as set out in the order or acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall add the amount of such Services to the Total Charge.

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   - Neither party is liable for any loss or damage caused by any event beyond its reasonable control, including (without limitation) strikes, lockouts, labor disputes, fire, flood, or weather conditions.

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   - The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, and other requirements relevant to its duties, obligations and performance under this TC. The Client shall be solely responsible for ensuring that any product or service sold in connection with the Client's advertising complies with all applicable laws.

9. Force majeure
   - If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, failure, customs delays, governmental restrictions or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of its obligations. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

10. Compliance with laws
    - The Client shall at all times during the term fully comply with all applicable laws, codes, rules, regulations, standards and judicial or administrative orders (the "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this TC. The Client shall notify Elsevier of any alleged violation of any Applicable Law or any other act of the Client which could result in or lead to a violation of any Applicable Law.

11. Cancellations & Returns
    - Orders for advertisements must be cancelled in writing prior to the relevant ad schedule of insertions, issues and sizes of space for a specific advertiser. Two or more advertisers are not permitted to combine or split an order for advertising space under this TC. Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client to any of its outstanding debts to Elsevier.

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