Physica Medica

Overview

*Physica Medica*, European Journal of Medical Physics, publishing with Elsevier from 2007, provides an international forum for research and reviews on the following main topics:

- Medical Imaging
- Radiation Therapy
- Radiation Protection
- Measuring Systems and Signal Processing
- Education and training in Medical Physics
- Professional issues in Medical Physics.

Contributions on other topics related to Applications of Physics to Biology and Medicine and in particular related to new emerging fields such as Molecular Imaging, Hadrontherapy, System biology, Nanoparticles and Nanotechnologies, etc. are strongly encouraged.

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Global Print Circulation
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12,094

Avg. Global Monthly Unique Visitors
4,517

Avg. Global Monthly Page Views
6,037

Avg. Global eTOC Distribution
1,217
Affiliation

Editor-in-Chief
Paolo Russo

Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<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>
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</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>
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</tr>
<tr>
<td>Middle</td>
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</tbody>
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- **FORMATS**: jpeg, png, gif (static image only)
- **TRACKING PIXELS**: No
- **MAX FILE SIZE**: 200 KB

MPU banners, positions 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

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