Clinical Colorectal Cancer

Overview

Clinical Colorectal Cancer is a quarterly journal established in 2001 focused on colorectal cancer. In 2010, Clinical Colorectal Cancer expanded its scope to include other upper GI malignancies, including pancreas, liver and esophageal cancer. It features an international editorial board comprised of prominent thought leaders, including Editor in- Chief Dr. Edward Chu. It is mailed free of charge to US-based medical oncologists, radiation oncologists, hematologists and surgical oncologists. Each issue features peer-reviewed original contributions, comprehensive reviews and case reports, commentaries, and current trial reports. Also included are brief editorials of current news and the latest topics concerning colorectal cancer issues relevant to clinicians.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
5,961

Avg. Global Monthly Unique Visitors
2,726

Avg. Global Monthly Page Views
3,457

Avg. Global eTOC Distribution
4,333

Audience

US-based medical oncologists, radiation oncologists, hematologists and surgical oncologists.
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**

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</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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