European Journal of Cancer

Overview

The European Journal of Cancer (EJC) is an international multidisciplinary oncology journal, which publishes original research, reviews, and editorial comments on basic and preclinical cancer research, translational oncology, clinical oncology - including medical oncology, paediatric oncology, radiation oncology, and surgical oncology, and cancer epidemiology and prevention.

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Global Print Circulation Online Only
Avg. Global Monthly Visits 41,496
Avg. Global Monthly Unique Visitors 19,820
Avg. Global Monthly Page Views 25,551
Avg. Global eTOC Distribution 10,096
**Digital Specs**

**Website**

<table>
<thead>
<tr>
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<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<td>Leaderboard</td>
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<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>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</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>
<td>Left</td>
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<td>Prestitial*</td>
<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

**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).
Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

These terms and conditions shall apply to all offers, proposals, and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties for the TC. They supersede any previous understandings or communications between Elsevier and the Client.

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Orders or requests for the Products and Services by the Client from Elsevier to be delivered in order to be effective, the Client must send the order in writing to Elsevier. The order shall be deemed accepted by Elsevier if it is sent and confirmed in writing by Elsevier. Any variations to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will null or void Elsevier’s Liability for Excluded Damages.

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Orders for products or services that are non-cancelable and returnable may be subject to additional terms. If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and received by Elsevier within the time frame specified in the TC. 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 receipt of the written notice of cancellation.

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Unless otherwise agreed by Elsevier in writing the price(s) for the Products and Services in Elsevier’s current price list (whether printed or online). All such prices shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be subject to any excise, import duties or other levied taxes on the sale or rental of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Elsevier shall provide to Elsevier’s VAT registration number or registration certificate details.

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Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are necessary to the normal conduct of Elsevier’s business as an ordinary course of business, or any costs and expenses which are a reasonable and necessary business expense under the Applicable Law.

6. Distribution

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If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing and received by Elsevier within the time frame specified in the TC. 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 receipt of the written notice of cancellation. It is hereinafter referred to as “the TC.”

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Orders for advertisements must be cancelled in writing prior to the relevant ad deadline. Failure or delay by Elsevier in enforcing or recovering payment for the copies of the Product notwithstanding that ownership of any of the copies of the Product has not passed from Elsevier. For the avoidance of doubt no intellectual property rights in the Products shall transfer to the Client for the avoidance of doubt no intellectual property rights in the Products shall transfer to the Client.

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All rights and title in any tangible Product supplied by Elsevier to the Client shall remain with Elsevier. Where any Product is supplied for the purpose of being used solely for the Client's internal use only and not by a third party, the Client shall use such Product solely for the Client’s internal use only.

13. Cancellations & Returns

Parties to an event of force majeure shall use good faith efforts to comply as closely as possible with their obligations set forth in this TC, provided that such payments are permissible under the Applicable Law.

14. Advertising & Reprints

If no dates are so specified, delivery/performance will be within a reasonable time. If, under the law or where the law or where the law in force in respect of which such indemnification is to be made, the Client's obligation to make payments to Elsevier under clause 5.

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17. Liability and claims

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