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

Rate Card
Effective January 2024
Affiliation
- European Organisation for Research and Treatment of Cancer (EORTC)
- European Cancer Organisation (ECCO)
- European Society for Breast Cancer Specialists

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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>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</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).

Audience
Basic and preclinical researchers, clinical oncologists (medical, paediatric, radiation, surgical), translational oncologists, cancer epidemiologists.
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<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
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</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.

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