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.

Display Advertising

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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

Affiliation

• European Organisation for Research and Treatment of Cancer (EORTC)
• European Cancer Organisation (ECCO) • European Society for Breast Cancer Specialists

Audience

Basic and preclinical researchers, clinical oncologists (medical, paediatric, radiation, surgical), translational oncologists, cancer epidemiologists.
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>Prestitilia*</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**

<table>
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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>
</tr>
</tbody>
</table>

**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

**AIP Email**

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**Animation and expandable banners unavailable**
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 its purposes. These terms and conditions may not be varied except by an order issued by Elsevier or [Elsevier's] Failure to deliver the Products or issue the invoice to the Client or performance of the Services for the Client. All products are offered subject to availability of the ordered items. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products from Elsevier for its own account and use and not on behalf of or on behalf of any other entity or person. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account of one or more of those additional principal or sub-principal as specified or, if the order is placed on behalf of an organization, personal capacity, for and on behalf of, and as agent for, the additional principal or sub-principal. The formation, existence, construction, performance, validity and all aspects of this TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the jurisdiction of any court, tribunal or other entity or person.

2. Offer and acceptance/ Description

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to Elsevier to supply the Products and Services subject to the following terms and conditions. If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date on which the cancellation is received by Elsevier. If the Client cancels an order fully, Elsevier shall charge the Client for all costs of cancellations up to and including the date on which the cancellation is received by Elsevier. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date on which the cancellation is received by Elsevier.

3. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date on which the cancellation is received by Elsevier. If the Client cancels an order fully, Elsevier shall charge the Client for all costs of cancellations up to and including the date on which the cancellation is received by Elsevier. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date on which the cancellation is received by Elsevier.

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing the prices for the Products and Services shall be 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 exclusive of all taxes, import duties or other taxes imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide Elsevier with VAT registration number or other appropriate tax identification number. If for any reason Elsevier determines that the price charged for any order is incorrect, or, under the laws of the territory in which Elsevier is selling the Products, the Client is required to notify to any taxes payable under this TC, then the amount of the payment will be automatically increased or decreased, which amount then, or in the amount actually tendered by the Client, regardless of the amount stated in an otherwise correct tax invoice.

5. Payment

Unless otherwise agreed in writing, payment shall be effected within thirty (30) days of the invoice date in the currency time-received. Invoices may be issued in any currency specified on the agreed price at the time of placing the order. Invoices will be submitted to the Client in a form and currency agreed on in writing. Any tax liability or any form of tax imposed by the Client shall be borne by the Client and shall not be included in the prices quoted or invoiced by Elsevier. Invoices are issued in the currency of the country in which the Products or Services are delivered. If the Client wishes to dispute any invoice or invoice component, it shall do so in writing, and no later than twenty (20) days after the invoice date, and in any event before the Client makes any payment to Elsevier. The Client’s payment obligation means the release of any security or retention of title guaranteeing the payment which may have been required in connection with the order. The Client shall pay the invoice in full in accordance with the terms of the applicable invoice, any amount still due shall bear interest at the rate of 1% per month on a monthly basis.

6. Distribution

The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may terminate this TC at any time in the event of a breach by the Client of any of the terms hereof or the dispute by any court, tribunal or other entity or person, including without limitation, the Client’s failure to make any payment when due, its insolvency or bankruptcy, a change in control of the Client, the Client’s entry into a composition with creditors, the Client’s sale or transfer of assets to a third party, the Client’s death or incapacity, the Client’s appointment as a receiver, administrator, or any other legal or equitable appointment, or the Client’s violation of any law, ordinance, code, regulation, or any other provision of the law.

7. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products or Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are not to use solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the products, proposals, publications or other Products shall be used as the basis for a new product, system, tool, or method, or to generate proprietary information, without the prior written permission of Elsevier. Elsevier has the right to use the Client’s name and/or logo in conjunction with the Client’s advertisements or promotions. The Client shall not use Elsevier’s name or logo except as agreed in writing. Elsevier may, in its sole discretion, change the format of the Client’s advertising or request the Client to modify the Client’s advertisement. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content.

8. Liability and claims

The Client shall be liable for all liability and/or claims arising out of or related to the Advertising Content or Client’s breach or alleged breach of any of the foregoing representations, warranties or covenants. The Client shall release Elsevier from any liability or claims for damages to the extent that the Client’s obligation to make payments to Elsevier under clause 5.

9. Agency, contractor, or other entity

If the Services are to be provided by a third party or entity, the Client agrees to indemnify Elsevier and hold Elsevier harmless from and against all claims, losses, damages, expenses or liabilities arising out of or resulting from any breach of this representation and warranty. All claims, losses, expenses or liabilities shall be solely at the Client’s risk.

10. Advertising & Reprints

The Client shall be entitled to receive a copy of the Advertising Content which is prepared for and delivered to the Client, and shall be entitled to receive a copy of any advertisement which is rejected by Elsevier. If Elsevier finds any advertisement unacceptable, it shall notify the Client in writing within thirty (30) days after receipt of the advertisement. The Client shall be entitled to request a reversion to the Client’s obligation to make payments to Elsevier under the TC or the interpretation or enforcement thereof. The Client has entered into this TC in its personal capacity, and not on behalf of any other person or entity. If the Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account of one or more of those additional principal or sub-principal as specified or, if the order is placed on behalf of an organization, personal capacity. The Client agrees to indemnify Elsevier and hold Elsevier harmless from any and all liability, loss, damages, claims, or actions of any kind, including, without limitation, any incidental and consequential damages, costs of investigation, legal fees, costs of litigation, or any other expense incurred by Elsevier in connection with or arising out of the Client's breach or alleged breach of any of the foregoing representations, warranties or covenants. The Client shall release Elsevier from any liability or claims for damages to the extent that the Client’s obligation to make payments to Elsevier under clause 5.

11. Applicability

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations and standards and judicial and administrative orders (jointly “Applicable Law” or “Law”) relevant to its duties, obligations and performance under this Agreement, including, without limitation, Laws related to content, publication, advertising and distribution of the Client’s advertising content. The Client shall not file any complaint, nor shall it, in any manner, interfere with the publication, advertising or distribution of the Client’s advertising content.

12. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly “Applicable Law” or “Law”) relevant to its duties, obligations and performance under this Agreement, including, without limitation, Laws related to content, publication, advertising and distribution of the Client’s advertising content. The Client shall not file any complaint, nor shall it, in any manner, interfere with the publication, advertising or distribution of the Client’s advertising content.

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