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

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>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).

eTOC Email

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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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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
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