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 41,496
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

**Editor-in-Chief**
Alexander M. M. Eggermont Directeur
General Institut de Cancerologie Gustav Roussy 114 Rue Edouard Vaillant Paris Villejuif 94800 FRANCE

**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

<table>
<thead>
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<tbody>
<tr>
<td>Top</td>
<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

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

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## AIP Email

<table>
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**TRACKING PIXELS**: No

**MAX FILE SIZE**: 200 KB

Animation and expandable banners unavailable

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1. Audit

(ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising in the relevant period. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is placed, the Client will receive a pro rata refund to the extent that the series of advertisements has not been published. The Client must give Elsevier reasonable notice to provide a copy of the Advertising (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All product orders are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing the Products and Services for its own use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the Client, the sole use and sole benefit of which shall be to provide the Client with all the benefits and advantages of the Terms and Conditions.

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