Overview

_Lung Cancer_ is an international publication covering the clinical, translational and basic science of malignancies of the lung and chest region.

Original research articles, early reports, review articles and editorials covering the prevention, epidemiology and etiology, basic biology, pathology, clinical assessment, surgery, chemotherapy, radiotherapy, combined treatment modalities, other treatment modalities and outcomes of lung cancer are all welcome. Letters to the journals are also welcomed although authors should be aware that the majority will be published online only. Early reports should briefly describe the initial results of a research topic and will be expedited through peer-review.

Manuscripts describing studies on cell lines will only be considered if the data compares at least two types of distinct cell lines and the results have general implications on the understanding of the biology of chest tumours. Authors of studies on cell lines must also agree to make freely available to other researchers any of the cells, clones of cells, or DNA or antibodies, etc, that were used in the research reported and that are not available from commercial suppliers.
### 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>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<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

### AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</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

- 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 proposals, advertisements and any third party or its/them (the “Client”) relating to the products and/or services of Elsevier (the “Product and/or Services”) and, along with the relevant Elsevier order acknowledgment, shall define the entire agreement between the parties (the “TC”). They supersede any previous understanding or agreement between the parties (the “TC”).

2. Distribution

Elivier shall deliver the Products or services to the Client’s or the Consumer’s premises for the Client’s use. All products or services are delivered subject to availability at the time of order. Any returns of the products or services shall be subject to the relevant Elsevier company’s return policy. Failure or delay by Elsevier in delivering or returning goods shall not affect the validity of the TC or limit the Client’s existing legal or statutory rights where it is acting as a consumer. The parties agree that the Consumer Law Enforcement and Reform Act 2010 (C.L.ER.A.) and the Consumer Rights Act 2015 (C.R.A.) shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into this TC in relation to the supply of non-durable goods.

3. Prices and currencies

Prices shall be quoted in the currency specified in the TC. In the event that no currency is specified, the price shall be quoted in the currency of the country of the Elsevier company which is providing the Products or Services. The Client shall make payment in such currency. Rates Card

4. Prices, taxes and currencies

Prices shall be quoted in the currency specified in the TC. In the event that no currency is specified, the price shall be quoted in the currency of the country of the Elsevier company which is providing the Products or Services. The Client shall make payment in such currency. Rates Card

5. Assurance and modification of the order

No modification to the order or order description, schedule or budget shall be permitted unless agreed in writing by both parties. Any complaints of illegality, invalidity, voidness, voidability, or unenforceability shall to the extent of such illegality, invalidity, voidness, voidability, or unenforceability, be null and void and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or failing to enforce any of its rights under the TC shall not limit the Client’s existing legal or statutory rights where it is acting as a consumer. The parties agree that the Consumer Law Enforcement and Reform Act 2010 (C.L.ER.A.) and the Consumer Rights Act 2015 (C.R.A.) shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into this TC in relation to the supply of non-durable goods.

6. Delivery

The Client shall not engage, copy, reproduce, or plagiarize the Products or any other products of Elsevier or its affiliates, own it directly or indirectly facilitate or allow others to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of the sale of the Products, including full control and ceding of all other revenues resulting from any uncollected amounts. Delays or failures in obtaining such payments shall not affect the provisions of this TC and its effects on the subject of the TC.

10. Advertising & Reprints

The Client shall not engage, copy, reproduce, or plagiarize the Products or any other products of Elsevier or its affiliates, own it directly or indirectly facilitate or allow others to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of the sale of the Products. The Client shall not make any alterations, amendments or changes to the advertisement. Any returns of the products shall be subject to the relevant Elsevier company’s return policy. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, to the extent of its own losses resulting from any uncollected amounts, to recover payment for the copies of the Product notwithstanding that ownership of any of the copies of the Product has not passed to delivery. Failure or delay by Elsevier in enforcing or failing to enforce any of its rights under the TC shall not limit the Client’s existing legal or statutory rights where it is acting as a consumer. The parties agree that the Consumer Law Enforcement and Reform Act 2010 (C.L.ER.A.) and the Consumer Rights Act 2015 (C.R.A.) shall not apply to this TC or the interpretation or enforcement thereof. The Client has entered into this TC in relation to the supply of non-durable goods.

11. Compliance with laws

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations and administrative orders (jointly “Applicable Law” or “Laws”) relevant to its duties, obligations and performance under this Agreement, including, without limitation, all applicable laws relating to advertising, promotion and marketing practices, including false and misleading advertising, as well as all applicable laws relating to privacy and data protection. The Client shall obtain all necessary approvals and licenses, if required or if applicable. If when any country is not received before the Close Date, any such new or amended law may be issued. The Client shall notify Elsevier immediately of any changes to the Applicable Laws. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of the sale of the Products, including full control and ceding of all other revenues resulting from any uncollected amounts. Delays or failures in obtaining such payments shall not affect the provisions of this TC and its effects on the subject of the TC.