Lung Cancer

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.

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Global Print Circulation
Online Only

Avg. Global Monthly Visits
20,640

Avg. Global Monthly Unique Visitors
8,830

Avg. Global Monthly Page Views
11,703

Avg. Global eTOC Distribution
2,797
### Digital Specs

#### Website

<table>
<thead>
<tr>
<th>Positions</th>
<th>Ad Type</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

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*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>
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</tr>
</thead>
<tbody>
<tr>
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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

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

### AIP Email

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