Overview

The Journal of Geriatric Oncology is an international, multidisciplinary journal which is focused on advancing research in the treatment and survivorship issues of older adults with cancer, as well as literature relevant to education and policy development in geriatric oncology.

Display Advertising

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j.hong@elsevier.com

Affiliation

International Society of Geriatric Oncology
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>
<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/hrs/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>
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- 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 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 (the "TC"). They supersede any previous offers, proposals and agreements made between the parties and shall only be effective as written and signed in writing and authenticated by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's Liability for fraudulent misrepresentation.

2. Offer and acceptance

Unless otherwise agreed in writing Elsevier shall deliver the Products or issue the invoice to the Client or commence performance of the Services for the Client. All orders are subject to acceptance of the delivery terms. Unless otherwise agreed Elsevier shall not be bound by any terms and conditions that the Client or any third party may propose or include with any proposal or other written communication, unless written in accordance with clause 1. All orders must be confirmed in writing and an invoice for the Products and Services must be issued by Elsevier. The Client must return a copy of such invoice to Elsevier within three (3) working days of receipt of the invoice or the invoice shall be deemed to have been accepted by the Client.

3. Execution and modification of the order

For the purposes of delivery, payment and all other matters relating to the terms of the order acknowledgement, an order may be an agreement to deliver the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional information, the Client shall be responsible for the costs of any extra communications or travel involved in providing such additional information. If the Client refuses or is unable to accept delivery, goods may be stored at the Client's risk and expense.

4. Payment

Unless otherwise agreed in writing Elsevier shall be entitled to charge the full amount of any invoice for any delivery or performance of the Products and Services to the Client. Payment shall be made on delivery or performance unless otherwise agreed in writing. Unless otherwise agreed in writing, apart from any right to set off, the Client is not entitled to make any deduction, discount, return or other reduction in respect of any invoice for products delivered or services rendered by Elsevier.

5. Liability and claims

Unless otherwise agreed Elsevier shall not be liable for any loss or damage, whether direct or indirect, which the Client may suffer, including without limitation consequential or indirect loss or damage, arising out of or in connection with the Products or Services except in respect of death or personal injury in each case to the extent permitted by law. Elsevier's entire liability and the Client's entire remedy for a breach of any term of this Agreement shall be limited to the price paid by the Client for the relevant Products and Services. No liability shall arise unless and until the Client has made a claim to Elsevier in writing in accordance with this Agreement. If the Client fails to make such a claim then Elsevier shall be deemed to have treated the relevant Products and Services as having been delivered in accordance with this Agreement.

6. Distribution

The Client shall be responsible for selecting, reproduction, publication of the products or any other products of Elsevier, shall use it directly or indirectly, facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier of its becoming aware of any piracy, reproduction, publication of the products by any third party. The Client shall be solely responsible for paying all amounts due to Elsevier in respect of its distribution activities.

7. Intellectual property

The Client shall be responsible for obtaining any permission from any third party to use or reproduce any content or material that it distributes. The Client also agrees that Elsevier shall have no liability for any copyright or other intellectual property infringement or other similar claims in relation to the Client's distribution activities.

8. Liability and claims

If a party is unable to perform any of its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is prevented from fulfilling such obligations. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC. The Client’s obligation to make payments to Elsevier under clause 5 shall be reduced by any amounts that Elsevier is entitled to retain as an escrow under clause 7.

9. Force majeure

The Client agrees that in the event that the Client is unable to perform any of its obligations under this agreement due to any cause beyond its control (whether or not foreseeable), the Client shall notify Elsevier as soon as possible and in any event within ten (10) days following the event.

10. Advertising & Reprints

If the Client's order for the Product or Service is not acknowledged, the Client acknowledges that nothing in this Agreement will entitle it to any amendment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional information, the Client shall be responsible for the costs of any extra communications or travel involved in providing such additional information. If the Client refuses or is unable to accept delivery, goods may be stored at the Client's risk and expense.

11. Audit

The Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations and generally prevailing custom and practice in the industry for which the Products and Services are intended to be an agreement to deliver the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional information, the Client shall be responsible for the costs of any extra communications or travel involved in providing such additional information. If the Client refuses or is unable to accept delivery, goods may be stored at the Client's risk and expense.

12. Compliance with laws

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13. General

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