Journal of Thoracic Oncology

Overview

The *Journal of Thoracic Oncology*, the official Journal of the International Association for the Study of Lung Cancer, is the primary educational and informational publication for topics relevant to detection, prevention, diagnosis, and treatment of thoracic malignancies. The journal emphasizes a multidisciplinary approach, and includes original research (clinical trials and translational or basic research), reviews, and opinion pieces.

Display Advertising

Bill Hipple United States
646-671-0385
b.hipple@elsevier.com

Kate Lach Europe
48 500 259 970
k.lach.1@elsevier.com

Virginia Van Homrigh APAC
61 448 008139
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global
212-633-3733
j.hong@elsevier.com

Affiliation
International Association for the Study of Lung Cancer

Audience
Epidemiologists, medical oncologists, radiation oncologists, thoracic surgeons, pulmonary specialists, radiologists, pathologists, and research scientists with a special interest in thoracic oncology.

Global Print Circulation
Online Only

Avg. Global Monthly Visits
61,187

Avg. Global Monthly Unique Visitors
26,113

Avg. Global Monthly Page Views
37,569

Avg. Global eTOC Distribution
9,979
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 the offer, proposals and agreement 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 any related activities performed by Elsevier in connection therewith. These Terms and Conditions shall not apply to any activities performed by Elsevier in connection with the Products and/or Services on an outsourced or sub-contracted basis.

2. Offer and acceptance

The offer by Elsevier shall be deemed to be incorporated in any acceptance or order from the Client. Each acceptance of the offer by the Client or confirmation of the order by the Client shall be executed by an authorized official of the Client within thirty (30) days of the date of the order by the Client or confirmation of the order by the Client. Any variation or modification of the offer by the Client shall be deemed to be ineffective unless expressly agreed in writing and signed by an authorized official of Elsevier. Nothing in the TC shall exclude or limit Elsevier's Liability for fraudulent misrepresentation.

3. Applicable Laws

Where Products are sub-contracted, the Client shall ensure that third party product or service supplier/such act/s shall be subject to additional terms.

4. Force majeure

In the event that a party is prevented from performing any of its obligations hereunder, in whole or in part, by reason of any causes beyond its control, then that party shall be relieved from its obligations under this Agreement to the extent that such delays are attributable to such causes and the affected party shall take reasonable steps to minimize such delays.

5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency stated. In default of such payment, interest at the prevailing rate shall be charged against the Client. For any amounts outstanding, the Client shall be liable for all costs incurred in connection with any late payments, including any costs incurred by Elsevier in the recovery of any amounts outstanding.

6. Intellectual property

Copyright and other intellectual property rights in all Elsevier proposals, publications and other products of Elsevier shall remain with Elsevier unless otherwise agreed in writing. The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any party to engage in those activities. The Client shall promptly notify Elsevier of any breach of any privacy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for selecting its customers data amount due in respect of the products. The Client shall not engage in the commercial distribution of Elsevier products or services or any other products that contain third-party copyrighted material, specifications and advertising issues. Elsevier's proposals or brochures are issued or published for the purpose of giving an accurate description of the Products and Services described therein. They shall form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content as defined by the characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.