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.

Visit Website

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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

Rate Card
Effective January 2024

Page 1 of 4
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>
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</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

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
Terms and conditions shall apply to all proposals, offers, and communications 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 acknowledgment, shall form the entire agreement between the parties (the "TC").

2. Liability and claims
No Client shall be entitled to make any claim against Elsevier arising out of or in connection with the Products and/or Services except as provided in this TC and the order acknowledgment, and in no event shall Elsevier be liable for any) loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not excluded or limited by any other provision of this TC.

3. Execution and modification of the order
(a) the Client shall have written proof that the proposed advertising copy has been received by Elsevier for the Closing Date; (b) Elsevier may, at its discretion, reject any proposed advertising copy that it considers to be inappropriate or not suitable for the advertising medium; (c) the Client shall pay Elsevier for all advertising space or time up to the Closing Date; (d) if the Client wishes to suspend the advertising with less than 30 days' written notice, it may do so at its own risk and expense, although Elsevier will endeavor to insert the copy into the medium at the Closing Date unless the Client has agreed otherwise; and (e) the Client shall be responsible for ensuring that all materials are received in electronic form and that they are suitable for insertion in the advertising medium.

4. Prices, taxes and currencies
Unless otherwise agreed by Elsevier in writing, prices shall be exclusive of any duty, tax, or other charge imposed by any authority and shall apply only to the Products and/or Services agreed upon. The Client shall pay Elsevier in full at the time of placing its order. The Client shall pay all amounts due to Elsevier in full, and any applicable taxes, duties, or other charges imposed by any authority, without set-off, deduction, or withholding of any kind.

5. Payment
Payment must be made in accordance with the terms of the TC and on the date due. If the Client fails to make any payment when due, Elsevier may (without prejudice to any other rights or remedies that it may have) (i) charge interest on the overdue amount; (ii) suspend delivery of any Products or Services to the Client; (iii) charge interest on the overdue amount; and (iv) pursue any other legal remedies available to it.

6. Distribution
Elsevier shall have the right, without prior notice to the Client, to modify the space or alter the date or position of insertion or make any other alteration, the Client will have no claim against Elsevier for any such alteration where the Client's order is not amended.

7. Chris
In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) publish alternative Advertising Content in consultation with the Client or (iii) cease publication of the Advertising Content. In no event shall Elsevier be liable for any loss or damage resulting from the Client's failure to submit advertising copy on or before the Closing Date.

8. Audit
Audits, inspections, or surveys shall be conducted by a competent peer in an independent manner. The results of the audit shall be kept confidential and shall not be disclosed to any third party without the prior written consent of Elsevier.

9. Force majeure
In case of force majeure, the Client will be entitled to terminate the TC without any liability or penalty, provided that the Client gives written notice to Elsevier as soon as possible after the occurrence of the force majeure event and provides proof thereof. Once the force majeure event has ended, the Client shall be entitled to request the continuation of the TC or the performance of the remaining obligations.

10. Advertising & Reprints
Advertising and reprints services shall be provided only to those Client who have placed an order for such services. The Client shall be responsible for ensuring that all advertising copy is received in electronic form and that it is suitable for insertion in the advertising medium.

11. Audit
Audit reports shall be provided only to those Client who have placed an order for such services. The Client shall be responsible for ensuring that all advertising copy is received in electronic form and that it is suitable for insertion in the advertising medium.

12. Distribution
Distribution shall include the delivery of the Products or Services as agreed in the order acknowledgment, and the Client shall be responsible for ensuring that all advertising copy is received in electronic form and that it is suitable for insertion in the advertising medium.

13. Cancellations & Returns
Cancellations and returns shall be subject to Elsevier's policies and procedures, as set out in the order acknowledgment, and the Client shall be responsible for ensuring that all advertising copy is received in electronic form and that it is suitable for insertion in the advertising medium.

14. General
General terms and conditions shall apply to all proposals, offers, and communications 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 acknowledgment, shall form the entire agreement between the parties (the "TC").

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20. Audit
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