ESMO Gastrointestinal Oncology

Overview

ESMO Gastrointestinal Oncology is the European Society for Medical Oncology's latest peer-reviewed open access journal, dedicated to publishing high-quality research and commenting on all aspects of the diagnosis, treatment and understanding of gastrointestinal cancers. The journal aims to publish experimental, translational, diagnostic and therapeutic research. Specific areas of interest include but are not limited to gastrointestinal cancer biology and epidemiology, prevention and early detection, advances in molecular, genetic and imaging diagnostics, therapeutic studies from pre-clinical to clinical (phase I-IV) with a focus on targeted and immunotherapy, translational research, patient-oriented studies, psychosocial aspects of disease, treatment of long-term morbidity and survivorship, palliative and supportive care, novel methods and clinical protocols. The journal welcomes original articles, reviews, mini reviews, editorials, research methods and clinical trial summaries, and correspondence. In addition, it provides in-depth commentaries from leading experts and engages in active debate on important topics via its pro and con discussion section. ESMO Gastrointestinal Oncology is committed to providing swift review and publication supported by our team of experienced international experts and key opinion leaders. The journal will provide essential reading for cancer researchers, clinician-scientists, clinicians with a focus gastrointestinal cancer, patient advocates and all health care professionals with a specific interest in gastrointestinal cancers. The journal rapidly disseminates the best innovative clinical and translational research and aims to improve the quality of education, prevention, diagnosis, treatment and patient care worldwide.
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Affiliation
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Audience
Cancer researchers, clinician-scientists, clinicians with a focus on gastrointestinal cancer, patient advocates and all health care professionals with a specific interest in gastrointestinal cancers.
## Digital Specs

### Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</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>
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</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

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<tbody>
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</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</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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