ESMO Real World Data and Digital Oncology

Overview

*ESMO Real-World Data and Digital Oncology* is the European Society for Medical Oncology's latest peer-reviewed open access journal. It is dedicated to publishing high-quality data science and educational content on the transformation of oncology care with real-world evidence and digital technologies that physicians can trust and understand. The journal will publish innovative research that provides actionable insights from real-world data sources and digital devices, such as generalizable observational and health services research, clinical informatics solutions, algorithm-powered diagnostics, and decision support systems and direct-to-patient mobile applications. Main focuses of interest include: disease characterization, rare and under-represented populations in clinical trials, head-to-head comparative effectiveness, unmet needs and gaps in access or care delivery, resource utilization and health economics, post-marketing treatment optimization and tolerability and patients' outcomes and preferences. In addition, studies that evaluate the net benefit of incorporating artificial intelligence applications in clinical practice, or explore how the human aspect of medicine, relations between patient and physician, may be affected by the increasing use of technology in routine practice. With an international editorial board of experts and key opinion leaders, the journal will support multiple stakeholders as they engage with digital solutions and information systems to solve complex cancer problems. Providing essential reading for all stakeholders we will publish original research, reviews, editorials, perspectives, correspondence, and news. The journal will provide balanced implementation guidance, training, and resources to ensure appropriate use of real-world data and digital technologies, at the highest methodological standards. ESMO Real-World Data and Digital Oncology aims to operate a fast submission process with continuous publication online, to ensure that timely, up-to-date research is available worldwide and adheres to a rigorous and transparent peer review process.

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European Society for Medical Oncology (ESMO)

Audience
Cancer researchers, physicians, health managers, regulators, industry and biotech companies.

Editor-in-Chief
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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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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<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/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).

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### eTOC Email

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<tbody>
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<td>728 x 90</td>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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**FORMATS**

- jpeg, png, gif, (static image only)

**TRACKING PIXELS**

- No

**MAX FILE SIZE**

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MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

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### AIP Email

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Animation and expandable banners unavailable

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Contact your sales representative for all digital advertising rates and opportunities.
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