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 heath 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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Available upon request

Avg. Global Monthly Page Views
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Affiliation
European Society for Medical Oncology (ESMO)

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

Editor-in-Chief
Rodrigo Dienstmann, MD MBA, Oncoclínicas Precision Medicine and Big Data, São Paulo, Brazil, Vall d'Hebron Institute of Oncology, Barcelona, Spain
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>
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<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>
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<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>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</tbody>
</table>

**FORMATS**

<table>
<thead>
<tr>
<th>jpeg, png, gif, HTML5†, 3rd party tags</th>
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</thead>
</table>

**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

<table>
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<tbody>
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<tr>
<td>Middle</td>
<td>MPU</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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No

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200 KB

Animation and expandable banners unavailable
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4.2. Any alteration to the prices/rates listed in the Rate Card and any other terms of sale must be agreed upon in writing before any confirmations are issued. Any disputes arising will be resolved in writing in accordance with the provisions of the TC and an invoice will be issued to the Client.

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7.1. It is agreed that force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

8. Security rights

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9. Compliance with laws

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10.1. The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. If any provision of the TC is found by any court, tribunal or other competent body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonably be deemed severable and the remaining provisions of the TC shall be deemed enforceable.

11. Sale and delivery

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15. Execution and modification of the order

15.1. No modifications to the agreed product or service description, budget, or schedule, as set out in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion. If, at the request of the Client, Elsevier renders additional services in connection with the performance of the TC, Elsevier shall be paid in full in advance and, at the risk of the Client, Elsevier shall be paid in full in advance.

16. Offer and acceptance

16.1. Each offer made by Elsevier to the Client shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (if earlier) Elsevier delivers the Products or issues the invoice to the Client. The Client shall be deemed to have accepted the TC by its continuation of the purchase of the Products or Services for the said period. All orders are accepted subject to availability and at the prices/rates listed in the Rate Card. Any alteration to the prices/rates listed in the Rate Card and any other terms of sale must be agreed upon in writing before any confirmations are issued. Any disputes arising will be resolved in writing in accordance with the provisions of the TC and an invoice will be issued to the Client.