

# **Lung Cancer**

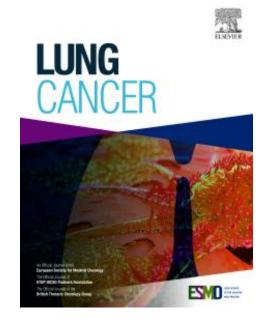
# Overview

*Lung Cancer* is an international publication covering the clinical, translational and basic science of malignancies of the lung and chest region.

Original research articles, early reports, review articles and editorials covering the prevention, epidemiology and etiology, basic biology, pathology, clinical assessment, surgery, chemotherapy, radiotherapy, combined treatment modalities, other treatment modalities and outcomes of lung cancer are all welcome. Letters to the journals are also welcomed although authors should be aware that the majority will be published online only. Early reports should briefly describe the initial results of a research topic and will be expedited through peer-review.

Manuscripts describing studies on cell lines will only be considered if the data compares at least two types of distinct cell lines and the results have general implications on the understanding of the biology of chest tumours. Authors of studies on cell lines must also agree to make freely available to other researchers any of the cells, clones of cells, or DNA or antibodies, etc, that were used in the research reported and that are not available from commercial suppliers.

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11,522

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17,317

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2,524

## Affiliation

European Society for Medical OncologyAssociazione Italiana di Oncologia ToracicaThe International Lung Cancer ConsortiumThe European Thoracic Oncology PlatformThe British Thoracic Oncology Group

# Editor-in-Chief

Rolf Stahel, Zurich, Switzerland

#### Audience

Clinical Oncologists, Internists, Radiologists, Radiotherapists, Thoracic Surgeons, Pulmonary Disease Physicians, Pathologists, Epidemiologists, Public Health Specialists.





# **Digital Specs**

# Website

POSITIONS	AD	SIZE (PIXELS)	EXPANDABLE (PIXELS)	EXPANDABLE DIRECTION
Тор	Leaderboard	728 x 90	728 x 315	Down
Тор	Mobile Leaderboard	300 x 50 or 320 x 50	NA	NA
Side	MPU	300 x 250	600 x 250	Left
Side	Skyscraper	160 x 600 or 300 x 600	320 x 600	Left
On page load	Prestitial*	300 x 250 or 480 x 640	NA	NA

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

<sup>\*</sup>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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PLACEMENT	RATE	COMMENTS
Banner (CPM)	\$160	
eTOC Leaderboard	\$1260	
eTOC Large Rectangle	\$1050	
eTOC AIP	\$2100	
Prestitial	\$500	1500 min buy required

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