

2012 RATE CARD

Rate Card #3, Effective: January 2012



THE ASCO POST™

News and views from the world of clinical oncology and hematology



Editor-in-Chief

James O. Armitage, MD

ASCO Officers and Staff

President

Michael P. Link, MD

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Chief Executive Officer

Allen S. Lichter, MD

Publisher and Senior Director,
Journal Publications

Theresa Van Schaik

Harborside Press Officers and Staff

Vice President, Director of Sales

Leslie Dubin
(631) 935-7660 • leslie@harborsidepress.com

Production Director

Wendy McGullam
(631) 935-7651 • wendy@harborsidepress.com

Vice President, Director of Editorial

Cara Glynn
(631) 935-7654 • cara@harborsidepress.com

Associate Director of Editorial

Andrew Nash
(631) 935-7657 • andrew@harborsidepress.com

Assistant Editor

Sarah McGullam
(631) 935-7664 • sarah@harborsidepress.com

Executive Vice President, Principal

Conor Lynch
(631) 935-7653 • conor@harborsidepress.com

President, Principal

Anthony Cutrone
(631) 935-7650 • anthony@harborsidepress.com

Chairman, Principal

John A. Gentile, Jr.
(631) 935-7655 • jack@harborsidepress.com

1. General Information — Editorial

Established – 2010

Mission Statement – *The ASCO Post*, in partnership with the American Society of Clinical Oncology (ASCO), assists the Society in communicating and advancing the highest quality multidisciplinary cancer care to a broad audience of oncology professionals and ASCO members. A newspaper-style publication available in print and digitally (online/mobile), *The ASCO Post* features highly validated coverage of cancer research and policy news, patient care and clinical practice issues, and thoughtful commentary from leaders in the field and others with an interest in clinical oncology.

Editorial – *The ASCO Post* delivers timely and unbiased reports on major oncology meetings worldwide, including ASCO’s Annual Meeting and regional symposia. Additionally, *The ASCO Post* provides readers with important summaries of evidence-based research from peer-reviewed clinical journals (fully sourced with links to original reports); notable research, data, and literature with application in the clinic, including cost considerations/implications; and columns from ASCO’s membership with perspective on developments in oncology, quality cancer care, technology, electronic medical records, and expert opinion on the state and economics of cancer care.

The ASCO Post publishes news from the National Institutes of Health, the National Cancer Institute, the US Food and Drug Administration, the US Congress, and other governmental agencies; developments in health-care reform and the impact on oncology practice; news from the pharmaceutical and manufacturing industries; issues pertinent to community practice; careers; polls; oncology trends; and ASCO member milestones (relocations, new appointments, announcements, etc.).

2. About ASCO

A nonprofit organization founded in 1964 with the overarching goals of improving cancer care and prevention. More than 30,000 oncology practitioners belong to ASCO, representing all oncology disciplines and subspecialties. Members include physicians and health-care professionals in all levels of the practice of oncology.

3. Frequency

Eighteen times per year in 2012.

Issue dates as follows:

January 1 • January 15 • February 15 • March 1 • March 15
 April 15 • May 1 • May 15 • June 15 • July 1 • July 15
 August 15 • September 1 • September 15 • October 15
 November 1 • November 15 • December 15

4. Effective Date and Discounts

Rates effective as of January 2012. Rate changes will be notified with 90-day written notice. Fifteen percent (15%) agency discount of gross billings on space, color, cover, and preferred position charges. Prepayment discounts are available—consult publisher.

Earned rates: Earned rates are given to advertisers (parent companies and their subsidiaries) based on the total number of pages placed within a 12-month period. A spread counts as two pages regardless of its size (King or A sized pages).

5. Circulation — 26,000

The ASCO Post is mailed as a benefit of membership to all US-based ASCO members including oncologists, hematologists, hematologists/oncologists, surgical oncologists, gynecologic oncologists, pediatric oncologists, radiation oncologists, and physician assistants. In addition, all other domestic nonmember oncologists, hematologists, hematologists/oncologists, gynecological oncologists, surgical oncologists, and musculoskeletal oncologists receive the publication on a complimentary basis. In addition, over 1,000 oncology nurse practitioners receive the publication. (Source: ASCO Membership, AMA/AOA, and DMD-Direct Medical Data)

BPA, June 2011.

Breakdown by Specialty Area

Hematologists/Oncologists	6,885
Medical Oncologists	5,097
Other ASCO member ONC/HEM ONC	1,065
Hematologists (AMA & ASCO)	1,995
Surgical Oncologists (AMA & ASCO)	422
Gynecologic Oncologists (AMA & ASCO)	623
Radiation Oncologists (ASCO)	1,579
Musculoskeletal Oncologists (AMA)	87
Oncology Nurse Practitioners	1,004
Other ASCO Members*	7,638*
Total for 2012	26,395

*Includes: pediatric oncologists; surgical and surgical subspecialties; internal medicine physicians; oncology pharmacists; among others: lab personnel, pathologists, biostatisticians, urologists, allied health-care professionals, physician assistants, nurses, etc.

Bonus Distribution at Meetings

	Issue
2012 Gastrointestinal Cancers Symposium	January 1
2012 Genitourinary Cancers Symposium	January 15
National Comprehensive Cancer Network (NCCN) Annual Conference	March 1
Oncology Nursing Society (ONS) Annual Congress	April 15
American Society of Clinical Oncology (ASCO) Annual Meeting	May 15
Best of ASCO® Chicago	July 1
Best of ASCO® Boston	July 15
Best of ASCO® San Diego	July 15
2012 Breast Cancer Symposium	September 1
Oncology Nursing Society New Fall Conference	November 1
Chemotherapy Foundation Symposium	November 1
American Society of Hematology (ASH) Annual Meeting	November 15
San Antonio Breast Cancer Symposium	November 15

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6. Advertising Rates – Run of Book

Black and White

Frequency	King Page	¾ Page	Island ½ Page	¼ Page
1x	\$4,815	\$4,470	\$3,740	\$2,605
6x	\$4,770	\$4,435	\$3,700	\$2,590
12x	\$4,725	\$4,400	\$3,670	\$2,565
24x	\$4,680	\$4,370	\$3,640	\$2,550
36x	\$4,625	\$4,335	\$3,600	\$2,535
48x	\$4,585	\$4,305	\$3,570	\$2,520
60x	\$4,550	\$4,270	\$3,540	\$2,505
72x	\$4,515	\$4,235	\$3,505	\$2,490
96x	\$4,495	\$4,205	\$3,470	\$2,475
120x	\$4,465	\$4,170	\$3,440	\$2,450
144x	\$4,430	\$4,135	\$3,405	\$2,435
170x	\$4,395	\$4,105	\$3,370	\$2,420
194x	\$4,365	\$4,075	\$3,340	\$2,405
216x	\$4,330	\$4,035	\$3,310	\$2,390
242x	\$4,295	\$4,005	\$3,275	\$2,375
268x	\$4,265	\$3,975	\$3,240	\$2,355
304x	\$4,230	\$3,940	\$3,210	\$2,335
340x	\$4,200	\$3,905	\$3,175	\$2,320
450x	\$4,165	\$3,875	\$3,140	\$2,305

Black and White Plus Four Color

Frequency	King Page	¾ Page	Island ½ Page	¼ Page
1x	\$7,000	\$6,655	\$5,925	\$4,790
6x	\$6,955	\$6,620	\$5,885	\$4,775
12x	\$6,910	\$6,585	\$5,855	\$4,750
24x	\$6,865	\$6,555	\$5,825	\$4,735
36x	\$6,810	\$6,520	\$5,785	\$4,720
48x	\$6,770	\$6,490	\$5,755	\$4,705
60x	\$6,735	\$6,455	\$5,725	\$4,690
72x	\$6,700	\$6,420	\$5,690	\$4,675
96x	\$6,680	\$6,390	\$5,655	\$4,660
120x	\$6,650	\$6,355	\$5,625	\$4,635
144x	\$6,615	\$6,320	\$5,590	\$4,620
170x	\$6,580	\$6,290	\$5,555	\$4,605
194x	\$6,550	\$6,260	\$5,525	\$4,590
216x	\$6,515	\$6,220	\$5,495	\$4,575
242x	\$6,480	\$6,190	\$5,460	\$4,560
268x	\$6,450	\$6,160	\$5,425	\$4,540
304x	\$6,415	\$6,125	\$5,395	\$4,520
340x	\$6,385	\$6,090	\$5,360	\$4,505
450x	\$6,350	\$6,060	\$5,325	\$4,490

Earned Rates: Each page or fraction thereof qualifies for earned annual contract frequency discounts for all affiliates of advertiser's parent company.

Insert Rates

King Size Insert

Frequency	2-Page Insert	4-Page Insert	6-Page Insert	8-Page Insert
1x	\$10,260	\$19,990	\$29,780	\$39,460
6x	\$10,175	\$19,825	\$29,525	\$39,125
12x	\$10,080	\$19,635	\$29,245	\$38,745
24x	\$9,985	\$19,445	\$28,960	\$38,365
36x	\$9,880	\$19,235	\$28,645	\$37,945
48x	\$9,795	\$19,070	\$28,390	\$37,610
60x	\$9,735	\$18,940	\$28,205	\$37,360
72x	\$9,660	\$18,795	\$27,985	\$37,065
96x	\$9,620	\$18,710	\$27,855	\$36,895
120x	\$9,555	\$18,585	\$27,670	\$36,645
144x	\$9,490	\$18,460	\$27,480	\$36,395
170x	\$9,420	\$18,310	\$27,260	\$36,100
194x	\$9,355	\$18,185	\$27,070	\$35,845
216x	\$9,295	\$18,060	\$26,880	\$35,595
242x	\$9,220	\$17,915	\$26,660	\$35,300
268x	\$9,155	\$17,785	\$26,470	\$35,050
304x	\$9,095	\$17,660	\$26,280	\$34,795
340x	\$9,030	\$17,535	\$26,095	\$34,545
450x	\$8,955	\$17,390	\$25,870	\$34,250

Island Size Insert

Frequency	2-Page Insert	4-Page Insert	6-Page Insert	8-Page Insert
1x	\$8,105	\$15,685	\$23,320	\$30,850
6x	\$8,035	\$15,540	\$23,100	\$30,555
12x	\$7,970	\$15,415	\$22,910	\$30,305
24x	\$7,905	\$15,290	\$22,720	\$30,050
36x	\$7,835	\$15,140	\$22,500	\$29,755
48x	\$7,770	\$15,015	\$22,315	\$29,505
60x	\$7,705	\$14,890	\$22,125	\$29,255
72x	\$7,645	\$14,765	\$21,935	\$29,000
96x	\$7,570	\$14,615	\$21,715	\$28,705
120x	\$7,510	\$14,490	\$21,525	\$28,455
144x	\$7,445	\$14,365	\$21,335	\$28,205
170x	\$7,370	\$14,215	\$21,115	\$27,910
194x	\$7,310	\$14,090	\$20,925	\$27,655
216x	\$7,245	\$13,965	\$20,740	\$27,405
242x	\$7,180	\$13,840	\$20,550	\$27,155
268x	\$7,110	\$13,690	\$20,330	\$26,860
304x	\$7,045	\$13,565	\$20,140	\$26,605
340x	\$6,985	\$13,440	\$19,950	\$26,355
450x	\$6,910	\$13,295	\$19,730	\$26,060

Insert samples must be forwarded to publisher prior to reservation deadline.

Color

Two Color Standard	\$765
Two Color Matched	\$1,100
Two Color Metallic	\$1,365
Three and Four Color	\$2,185
Five Color	\$3,275
Other Color Charges	Consult Publisher

Bleed — No charge

Premium Positions

Position	Charge
Fourth Cover	50% B&W Rate
Third Cover	15% B&W Rate
First Ad	25% B&W Rate
Center Spread	25% B&W Rate
All Other Guaranteed Positioning	10% B&W Rate

7. Requirement for Acceptance of All Advertising

All advertising is subject to approval of the Editor-in-Chief and ASCO. New advertisements are to be received by the publisher at least two weeks before the closing date. Please email all ad proofs to Wendy McGullam at wendy@harborsidepress.com. The publisher reserves the right to label any advertisement as such for any ads that contain significant editorial content or that look like text pages.

8. Insert Conversion Program — For Multi-Page Insert Advertisers Only

Harborside Press can convert inserts of 4 pages or larger to king size ad pages at no cost. The converted ad will be billed at the king-size B&W page rate times the number of pages. Digital file required. For additional information, please contact Wendy McGullam at (631) 935-7651 or wendy@harborsidepress.com.

9. Business Reply Cards (BRC) Inserts

BRCs are billed as ½ of a 2-page island size insert rate page with a minimum island half page ad opposite. A sample of the BRC and paper must be submitted to the publisher for approval two weeks before closing date.

10. List Match Charge

Harborside Press will match any client list to *The ASCO Post's* circulation for a charge of \$1,000. If the client chooses to advertise to the selected audience through a demo insert, the appropriate demo charge will apply, and the initial list match fee will be waived.

11. Split-Run Inserts

Billing is based on the earned insert rate times the percentage of circulation, with a minimum of 50% of the total circulation, plus a noncommissionable production charge of \$1,000. For a run-of-book split-run charge, please contact the publisher.

12. Earned Frequency

Earned frequencies: Harborside Press will determine the number of pages and fractions of pages placed in *The ASCO Post* during the year 2012.

Combined frequency: Harborside Press will combine all advertising insertions of a parent company and its subsidiaries to determine the earned rate.

13. Discounts and Incentives

- A) **EARNED FREQUENCY COMBINATION DISCOUNT**
Advertisers in ASCO's *Journal of Clinical Oncology* (JCO) or ASCO's *Journal of Oncology Practice* (JOP) that advertise in *The ASCO Post* will earn the frequency rate in *The ASCO Post* equal to that of the ASCO journal with the higher earned frequency.
- B) **ASCO MATCHING PAGE DISCOUNT**
Each individual product advertising in ASCO's *Journal of Clinical Oncology* (JCO) or ASCO's *Journal of Oncology Practice* (JOP) during the same month it advertises in *The ASCO Post* will receive a \$500 per page discount in *The ASCO Post*. Discount is based on the matching number of pages in *The ASCO Post* and JCO or JOP in a given month.

C) **CONTINUITY PROGRAM (NEW)**

- Each individual brand advertising in 10 issues will receive 2 free ads of the same size for the brand.
- Each individual brand advertising in 14 issues will receive 4 free ads of the same size for the brand.

14. Services

- A) **Reprints**
Reprints are available for order. Contact Wendy McGullam at (631) 935-7651 or wendy@harborsidepress.com.
- B) **Availability of ASCO Mailing list**
Contact Infocus Marketing Inc. List Manager, 4245 Sigler Road, Warrenton, VA, 20187; (540) 428-3251; or www.infocusnet.com
- C) **Sponsorship opportunities available**
 - Feb 15, 2012 - San Antonio Breast Cancer Symposium and American Society of Hematology Meeting Report
 - Sept 15, 2012 - Best of ASCO® Meeting Report
 - Other supplements, newsletters, patient education material available for sponsorships. Contact Leslie Dubin at (631) 935-7660 or leslie@harborsidepress.com

15. Agency Discounts

Fifteen percent (15%) of gross billings on space, color, cover, and preferred position charges. Additional production charges are noncommissionable.

16. Inserts, Outserts, Cover Tips

Quantity: 29,300 required
Paper Weight: 80# maximum
Specifications:

- **King Size** – 10 5/8" x 14 1/4" (1/8" head, foot, and face trim will be applied). Full size inserts should be supplied untrimmed and folded.
- **A-Size** – 8" x 11" pretrimmed head and face (1/8" foot trim will be applied). Inserts should be supplied folded.
- Contact publisher for outsert/cover tip specifications.

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Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with Harborside Press for availability and other information required.

17. Material Storage

Files are held for one year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed one month after issue mails.

18. Reproduction Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and files. Contact publisher before ad is due for additional specifications. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. Convert spot colors to CMYK or PMS. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs.

1/8" will be trimmed off all sides:

- **Safety Margins for Live Matter** – 1/2" clear of all trim edges and the gutter
- **Journal Trim Size** – 10 1/2" wide x 14" tall
- **Type of Binding** – saddle-stitched

Ad Sizes (Bleed)	Width	Height
King Page Spread	21 1/4"	14 1/4"
King Page	10 3/4"	14 1/4"
3/4 Page – Horizontal	10 3/4"	10 3/4"
Island Page	7 7/8"	10 3/4"
Island Page Spread	15 1/2"	10 3/4"
Half Page – Horizontal	10 3/4"	7 1/4"
Half Page – Vertical	5 1/2"	14 1/4"

Ad Sizes (Nonbleed)	Width	Height
King Page Spread	20"	13"
King Page	9 1/2"	13"
3/4 Page – Horizontal	9 1/2"	10"
Island Page	7"	10"
Island Page Spread	15"	10"
Half Page – Horizontal	9 1/2"	6 1/2"
Half Page – Vertical	4 5/8"	13"
1/4 Page – Horizontal	4 5/8"	6 3/8"
1/4 Page – Vertical	2 1/4"	13"

19. Advertising Policies

Placement of Advertising: Interspersed within articles. Placement location is at the discretion of Harborside Press

Publication Set Copy: With proofs, 30 days preceding publication date

20. Closing dates:

Issue date	Insertion Order Due	Ad Material Due	Inserts Due
Jan-1	11/23/11	12/2/11	12/12/11
Jan-15	12/6/11	12/15/11	1/3/12
Feb-15	1/12/12	1/20/12	1/30/12
Mar-1	1/25/12	2/3/12	2/13/12
Mar-15	2/7/12	2/17/12	2/27/12
Apr-15	3/14/12	3/23/12	4/2/12
May-1	3/28/12	4/6/12	4/16/12
May-15	4/11/12	4/20/12	4/30/12
Jun-15	5/8/12	5/16/12	5/29/12
Jul-1	5/30/12	6/8/12	6/18/12
Jul-15	6/13/12	6/22/12	7/2/12
Aug-15	7/11/12	7/20/12	7/30/12
Sep-1	7/25/12	8/3/12	8/13/12
Sep-15	8/8/12	8/17/12	8/27/12
Oct-15	9/12/12	9/21/12	10/1/12
Nov-1	9/26/12	10/5/12	10/15/12
Nov-15	10/10/12	10/19/12	10/29/12
Dec-15	11/12/12	11/21/12	12/3/12

21. Shipping

Insertion Orders to: Leslie Dubin, *The ASCO Post*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY, 11724
Tel: (631) 935-7660, Fax: (631) 692-0805,
email: leslie@harborsidepress.com.

Ad Materials to: Wendy McGullam, *The ASCO Post*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY, 11724
Tel: (631) 935-7651, Fax: (631) 692-0805,
email: wendy@harborsidepress.com.

Inserts to: Tammy Baugh, Publishers Press, Inc., 13487 South Preston Highway, Lebanon Junction, KY 40150. Cartons must indicate publication name, issue, date, and quantity.
Tel: (800) 214-1127

22. Digital Advertising Opportunities



ASCOPost.com

ASCOPost.com complements the printed publication by including full text of current issues and complete archives of past issues. Related links and 2D barcodes are also provided, allowing users to access additional information and original resources, such as abstracts from oncology meetings and peer-reviewed literature. It is fully searchable by topic or keyword. The website allows for social media options. New in 2012: Daily oncology news feed.

Ad Sizes Available:

Leaderboard • Wide Skyscraper • Medium Rectangle

Rates:

25% Share of Voice (SOV) \$5,000/ month
 4 shares available maximum.
 6 months—one month free

Feedback:

Average Stats January through June 2011 (Google Analytics)

Average visits	10,143
Unique Monthly visitors	8,311
Monthly Pageviews	18,402
Average time on Site	1 min. 31 sec

Specifications

Accepted ad sizes:

- Leaderboard (728 × 90)
- Wide Skyscraper (160 × 600)
- Medium Rectangle (300 × 250)

Ad Formats: JPG, GIF, SWF or FLV

Maximum file size: 35K

Rich media Size: 60K

Animation time: 3 Frames & 30 seconds, 3 loops

Provide URL for any links.

All ads with white or partially white backgrounds must use a black 1 pixel border.

Third-party click and pixel tracking is accepted.

Note: For 3rd party click tracking please provide a click command with clickthrough URL.

Please provide alternate text (up to 64 characters including spaces).

Ex: "Click here for more information on [advertiser name]."

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E-TOC – The ASCO Post

6-8 articles from each issue will be highlighted in the E-TOC.

Short summary with a direct link to the article on ascopost.com as well as to homepage included. Delivers approximately 1 week before issue is received.

Circulation

27,500+ ASCO member oncology professionals.

Includes:

- 19,070 domestic
- 8,474 international

Ads Available

Banner • Wide Skyscraper • Rectangle

Rates:

\$2,200 Net for leaderboard or skyscraper

\$1,800 Net for rectangle

The ASCO Post E-TOC

Issue 18x/year

Issue Date	Drop Date	Commit Deadline	Ad Deadline Date
1/1/12	1/3/12	12/21/11	12/28/11
1/15/12	1/16/12	1/4/12	1/11/12
2/15/12	2/15/12	2/3/12	2/10/12
3/1/12	3/5/12	2/22/12	2/29/12
3/15/12	3/15/12	3/5/12	3/12/12
4/15/12	4/16/12	4/4/12	4/11/12
5/1/12	5/2/12	4/20/12	4/27/12
5/15/12	5/15/12	5/3/12	5/10/12
6/15/12	6/13/12	6/1/12	6/8/12
7/1/12	7/2/12	6/20/12	6/27/12
7/15/12	7/17/12	7/5/12	7/12/12
8/15/12	8/15/12	8/3/12	8/10/12
9/1/12	9/4/12	8/22/12	8/29/12
9/15/12	9/13/12	8/31/12	9/10/12
10/15/12	10/15/12	10/3/12	10/10/12
11/1/12	11/6/12	10/25/12	11/1/12
11/15/12	11/15/12	11/5/12	11/12/12
12/15/12	12/13/12	12/3/12	12/10/12

Dates are subject to change.

Discounts:

6x rate is 5% discount

Print advertisers: 5%

Feedback

Stats—Averages from January through June 2011

Open rate	16.42%
Click through rate	4.28%
Delivery rate	98.7%

BANNER



News and views from the world of clinical oncology and hematology



Look inside the September 1 issue of *The ASCO Post* for these featured articles and much more:

- **Derek Raghavan, MD, PhD**, President of the Levine Cancer Institute, Carolinas HealthCare System, calls for legislative measures to rectify the shortage of cytotoxic drugs, which he says could lead to "an epidemic of avoidable deaths."
- **Congressional Hearing on Oncology Drug Shortages**: Speakers at a recent briefing highlighted the causes and impact of the drug shortages, and sought solutions.
- **14th World Conference on Lung Cancer**: With a theme of personalized approaches to management, the Amsterdam meeting included presentations on first-line erlotinib in EGFR-positive disease, ALK rearrangement, and endoscopy vs mediastinoscopy in staging.

View the full text of these perspectives and important news from oncology meetings worldwide online now at [ASCOPost.com](http://ascopost.com):

Increased Use of Hospital Services Boosts Oncology Spending
According to Lee N. Newcomer, MD, Senior Vice President of Oncology for UnitedHealthcare, hospital costs are inflating as quickly as drug costs. Dr. Newcomer sheds light on the problem and proposes solutions that might reverse the trend.

Screening for Ovarian Cancer Does Not Reduce Mortality
In the long-term Prostate, Lung, Colorectal, and Ovarian (PLCO) Screening Trial, use of the CA-125 blood test plus transvaginal ultrasound to detect ovarian cancer failed to reduce mortality and led to a large number of false-positives with unnecessary related biopsies.

'Unrealistic Optimism' Poses Ethical Challenges. May Affect Informed Consent
Does a patient's optimistic expectation of reaping a health benefit from participating in phase I and II cancer studies—even when he understands that these trials are not designed to provide direct therapeutic benefit—compromise the informed consent process? Researchers explore recent findings about optimistic bias and what oncologists should know when discussing early trials with their patients.

A Conversation with Samuel Silver, MD, PhD
The ASCO Post spoke with Dr. Silver, Professor of Medicine at University of Michigan Medical School and Vice Chair of the National Comprehensive Cancer Network Board of Directors, about the NCCN Guidelines™, lessons learned from the history of erythropoiesis-stimulating agents, and his own experiences as a survivor of non-Hodgkin lymphoma.

Quick Links

- Current Issue
- Digital Edition
- Meeting News
- Direct from ASCO
- Subscriptions

WIDE SKYSCRAPER

RECTANGLE

Specifications

Accepted ad sizes:

- Banner (468 x 60 or 728 x 90)
- Wide Skyscraper (160 x 600)
- Rectangle (120 x 60 or 120 x 90 or 120 x 24)

Ad formats: JPG, GIF, animated GIF (10 seconds 3 loops max).

Maximum file size: 50K

Animated GIFs: Outlook 2007 does not support animated GIFs. Only a static representation of the GIF image shows, so please ensure that the first frame makes sense as a static image.

No flash files.

Provide URL for any links.

All ads with white or partially white backgrounds must use a black 1 pixel border.

Third-party click and pixel tracking is accepted.

Note: For 3rd party click tracking please provide a click command with clickthrough URL.

Please provide alternate text (up to 64 characters including spaces).

Ex: "Click here for more information on [advertiser name]."



NEW FOR 2012

The ASCO Post App

Advertising Opportunities

- Main Ad (appears in center when the app is started/restarted): 460px (W) x 500px (H). Ad is served once app is open and remains open for 5 seconds
- Tower Ad (slides in from right side periodically as user navigates through the app): 200px (W) x 820px (H)



MAIN AD

TOWER AD



23. Additional Terms and Conditions

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. Neither the publisher nor ASCO adopts any such statement or claim as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher or ASCO."

Advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions, and facts) of advertisements printed and also assume responsibility for any claims made against the publisher or ASCO arising from or related to such advertisements. In the event that legal action or a claim is made against the publisher or ASCO arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify, and hold harmless the publisher and ASCO and to pay any judgment, expenses, and legal fees incurred by the publisher and by ASCO as a result of said legal action or claim. The publisher reserves the right to reject any advertising that it believes is not in keeping with the publication's standards.

The publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Insertion Order and Copy Regulations: Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instruction such as bleed and color.

Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisement printed or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Cancellation of space order forfeits the right to position protection.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.

Requests for specified position at ROB rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher will provide credit only on future advertisements.

Pricing:

- The Main Ad is priced at \$5,000/month
- Tower Ads that slide in are priced at \$3,500/month.
- 4 rotating ads in either the Main Ad position or the Tower Ads.
- **Incentive:** Buy 5 months, get the 6th month free

Harborside Press, LLC

37 Main Street
Cold Spring Harbor, New York 11724
Tel: (631) 692-0800
Fax: (631) 692-0805
www.harborsidepress.com

