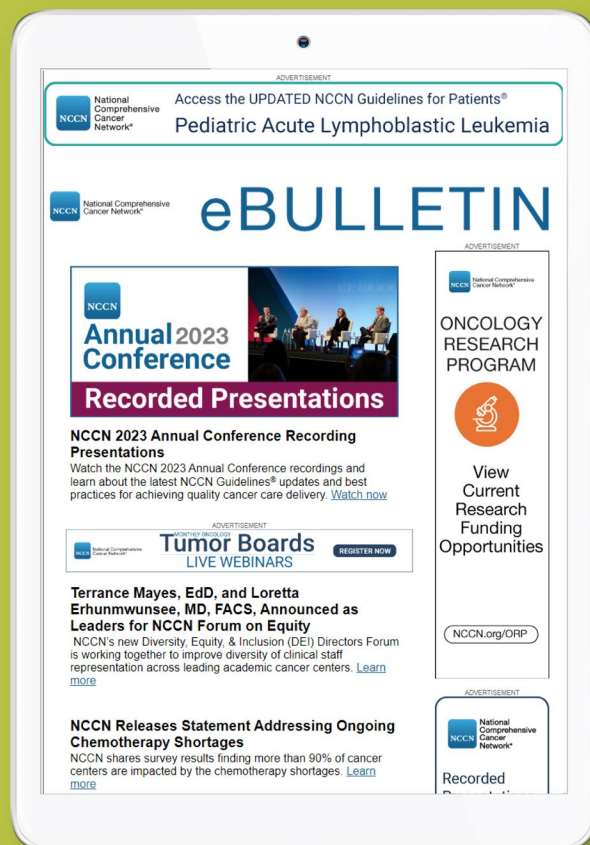


# eBulletin RATE CARD

---

## U.S. EDITION 2024



# 2024



National Comprehensive  
Cancer Network®

[NCCN.org/advertising](https://www.nccn.org/advertising)

# Reserve your premier 2024 advertising space now!

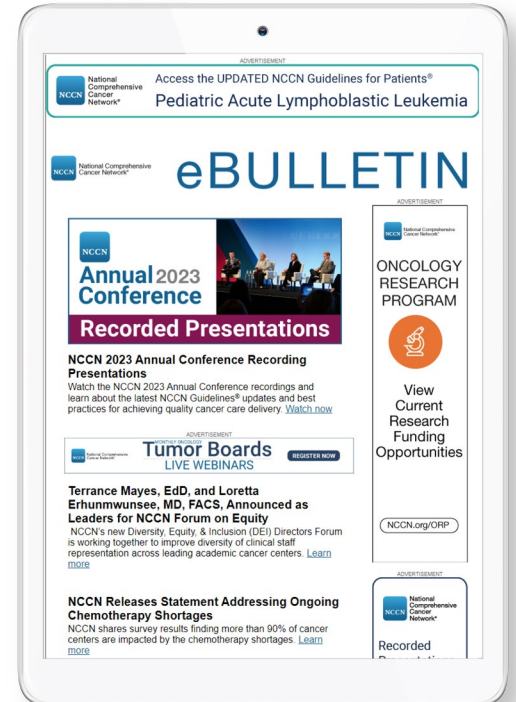
## OVERVIEW

**NCCN eBulletin** is an electronic newsletter delivered weekly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who live in the United States.

**NCCN eBulletin** features articles on topics spanning the global oncology environment and bridging clinical, policy, and operational perspectives.

**NCCN eBulletin** also provides purview into NCCN initiatives, publications, and meetings, as well as updates to the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) and other NCCN Content.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 180,000 U.S.-based NCCN.org registered users, including a primary audience of more than 42,000 physicians. The total audience includes oncologists and other physicians, pharmacists, advanced practitioners, oncology nurses, hospital and practice administrators, and representatives from health plans.



## BENEFITS

- > Advertise with NCCN, a not-for-profit **alliance of leading cancer centers** devoted to patient care, research, and education, dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so that patients can live better lives.
- > Include your ad with messages that go to **more than 180,000 U.S.-based readers**.

## EDITORIAL TEAM

**Jennifer Tredwell, MBA, Editor-in-Chief**  
 Vice President, Marketing and Communications  
[tredwell@nccn.org](mailto:tredwell@nccn.org)

**Carley Mirakian**  
 Senior Corporate Communications Specialist  
[mirakian@nccn.org](mailto:mirakian@nccn.org)

**Erin Frantz**  
 Senior Marketing Manager  
[frantz@nccn.org](mailto:frantz@nccn.org)

# Reach More Than 180,000 Readers

## SCHEDULE - Volume 16

Issue #	Issue Date	Ad Material Due	Issue #	Issue Date	Ad Material Due
1	1/2/2024	12/26/2023	27	7/1/2024	6/24/2024
2	1/8/2024	1/2/2024	28	7/8/2024	7/1/2024
3	1/16/2024	1/8/2024	29	7/15/2024	7/8/2024
4	1/22/2024	1/16/2024	30	7/22/2024	7/15/2024
5	1/29/2024	1/22/2024	31	7/29/2024	7/22/2024
6	2/5/2024	1/29/2024	32	8/5/2024	7/29/2024
7	2/12/2024	2/5/2024	33	8/12/2024	8/5/2024
8	2/20/2024	2/12/2024	34	8/19/2024	8/12/2024
9	2/26/2024	2/20/2024	35	8/26/2024	8/19/2024
10	3/4/2024	2/26/2024	36	9/3/2024	8/26/2024
11	3/11/2024	3/4/2024	37	9/9/2024	9/3/2024
12	3/18/2024	3/11/2024	38	9/16/2024	9/9/2024
13	3/25/2024	3/18/2024	39	9/23/2024	9/16/2024
14	4/1/2024	3/25/2024	40	9/30/2024	9/23/2024
15	4/8/2024	4/1/2024	41	10/7/2024	9/30/2024
16	4/15/2024	4/8/2024	42	10/14/2024	10/7/2024
17	4/22/2024	4/15/2024	43	10/21/2024	10/14/2024
18	4/29/2024	4/22/2024	44	10/28/2024	10/21/2024
19	5/6/2024	4/29/2024	45	11/4/2024	10/28/2024
20	5/13/2024	5/6/2024	46	11/11/2024	11/4/2024
21	5/20/2024	5/13/2024	47	11/18/2024	11/11/2024
22	5/28/2024	5/20/2024	48	11/25/2024	11/18/2024
23	6/3/2024	5/28/2024	49	12/2/2024	11/25/2024
24	6/10/2024	6/3/2024	50	12/9/2024	12/2/2024
25	6/17/2024	6/10/2024	51	12/16/2024	12/9/2024
26	6/24/2024	6/17/2024			

## READERS

Count \*

Allied Health	4,202
Case Manager (Non-Nurse)	1,449
Case Manager (Nurse)	4,701
Clinical Nurse Specialist	1,469
Government Employee	1,002
Health Educator	3,862
Industry Employee	17,145
Managed Care Organization Employee	1,147
Nurse Practitioner	12,042
Nurse/Oncology Nurse	28,046
Other	33,334
Patient Advocacy Organization Employee	867
Pharmacist	20,292
Physician Assistant	3,935
Physician/Surgeon/Oncologist	42,909
Practice or Hospital Administrator/Manager	2,768
Tumor Registrar	618
Social Worker	507
<b>Total</b>	<b>180,295</b>

\* As of August 2023

## ADVERTISING CONTACT

Jennifer Tredwell, MBA, Editor-in-Chief  
 Vice President, Marketing and Communications  
[tredwell@nccn.org](mailto:tredwell@nccn.org) • 215.690.0274

# Reserve Your Space Today!

## AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$3,300
Skyscraper	160 x 600 px	\$2,200
Banner	468 x 60 px	\$1,900

## AD SPECIFICATIONS

- Only one ad per newsletter, per sponsor
- Artwork to be submitted in PNG or JPEG format in size specified
- Static ads only, no animations
- Maximum file size is 100 KB
- All ads are subject to NCCN review and approval

## EXCLUSIONS

- Only one URL or set of tags per ad
- Art and links or tags must be received at least 5 business days prior to each issue date
- One proof supplied per newsletter issue for sponsor review, 48 hour turn-around is appreciated
- Artwork should be named to include company name and brand
- Rate card supplied as is, customized power points not provided
- All prices net to NCCN
- NCCN does not provide list matching services
- Targeted emails to disease-specific lists are not available

## FREQUENCY DISCOUNTS

Advertisers who purchase 3 or more ads will receive a 15% discount off all ads purchased.

## READERSHIP REPORTS\*\*

Open Rate = 31%  
Click-Through Rate = 2.3%

\*\* Based on total average statistics from January – July 2023

Readership Reports are generated through NCCN's email marketing management platform, Cvent, Inc. Readership Reports supplied upon request by NCCN via email. Report customization services not provided.

Readership Reports include:

- Total Sent to per Email
- Opened per Email
- Open Rate per Advertisement
- Total Clicks per Advertisement
- Unique Clicks per Advertisement
- Click-Through Rate per Advertisement
- Percentage of Clicks per Advertisement

**Leaderboard**  
728 x 90



eBULLETIN



**NCCN 2023 Annual Conference Recording Presentations**

Watch the NCCN 2023 Annual Conference recordings and learn about the latest NCCN Guidelines® updates and best practices for achieving quality cancer care delivery. [Watch now](#)

Skyscraper  
160 x 600

**Banner**  
468 x 60

**Terrance Mayes, EdD, and Loretta Erhunmwunsee, MD, FACS, Announced as Leaders for NCCN Forum on Equity**

NCCN's new Diversity, Equity, & Inclusion (DEI) Directors Forum is working together to improve diversity of clinical staff representation across leading academic cancer centers. [Learn more](#)

**NCCN Releases Statement Addressing Ongoing Chemotherapy Shortages**

NCCN shares survey results finding more than 90% of cancer centers are impacted by the chemotherapy shortages. [Learn more](#)



MONTHLY ONCOLOGY  
**Tumor Boards**  
LIVE WEBINARS

# NCCN eBulletin Insertion Order Form

## 2024 DIGITAL ADVERTISING SPACE RESERVATION

Advertisers can use this form to reserve 1 to 5 ads. With purchase of a third ad, advertisers receive a 15% discount off all ads purchased. If reserving more than 5 ads, use a separate form.

### Advertiser Information (please type or print clearly)

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Email (required) \_\_\_\_\_

### NCCN eBulletin Digital Reservations

Issue Date: \_\_\_\_\_

- \$3,300 Leaderboard (728 x 90 px)  
 \$2,200 Skyscraper (160 x 600 px)  
 \$1,900 Banner (468 x 60 px)

Issue Date: \_\_\_\_\_

- \$3,300 Leaderboard (728 x 90 px)  
 \$2,200 Skyscraper (160 x 600 px)  
 \$1,900 Banner (468 x 60 px)

Issue Date: \_\_\_\_\_

- \$3,300 Leaderboard (728 x 90 px)  
 \$2,200 Skyscraper (160 x 600 px)  
 \$1,900 Banner (468 x 60 px)

Issue Date: \_\_\_\_\_

- \$3,300 Leaderboard (728 x 90 px)  
 \$2,200 Skyscraper (160 x 600 px)  
 \$1,900 Banner (468 x 60 px)

Issue Date: \_\_\_\_\_

- \$3,300 Leaderboard (728 x 90 px)  
 \$2,200 Skyscraper (160 x 600 px)  
 \$1,900 Banner (468 x 60 px)

**SUBTOTAL:** \$ \_\_\_\_\_

Apply 15% discount  
(if reserving ads) \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

### Payment Information

Please send an invoice

Check Enclosed Payable to: **National Comprehensive Cancer Network**  
 Mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462  
 Attn: Accounting Department

Credit Card:  American Express  Discover Card  MasterCard  Visa

Cardholder's Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Verification Number \_\_\_\_\_

Signature \_\_\_\_\_

*NCCN may charge the credit card for the amount as indicated above.*

## INSTRUCTIONS

Insertion orders must be received 10 business days prior to issue date.

Artwork and link must be received 5 business days prior to issue date.

Send completed insertion orders, artwork, and links to:

Jennifer Tredwell, MBA  
 Vice President, Marketing and Communications

NCCN  
 3025 Chemical Road  
 Suite 100  
 Plymouth Meeting, PA 19462  
 Phone – 215.690.0274  
 Fax – 215.690.0280  
[tredwell@nccn.org](mailto:tredwell@nccn.org)



National  
 Comprehensive  
 Cancer  
 Network®

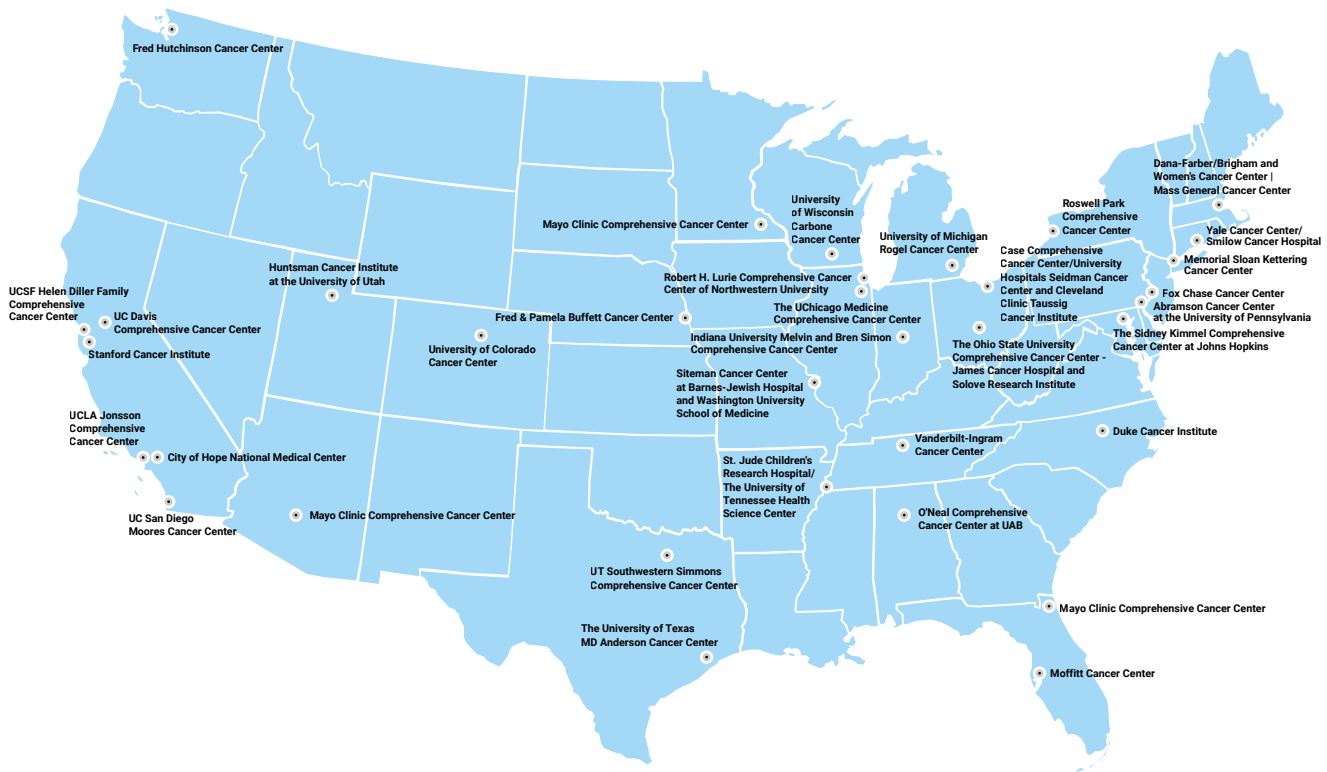
# eBulletin

# RATE CARD

---

## U.S. EDITION 2024

### NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so patients can live better lives. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stakeholders in the health care delivery system. By defining and advancing high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical practice guidelines appropriate for use by patients, clinicians, and other health care decision-makers around the world.

[NCCN.org](https://www.nccn.org) – For Clinicians | [NCCN.org/patients](https://www.nccn.org/patients) – For Patients