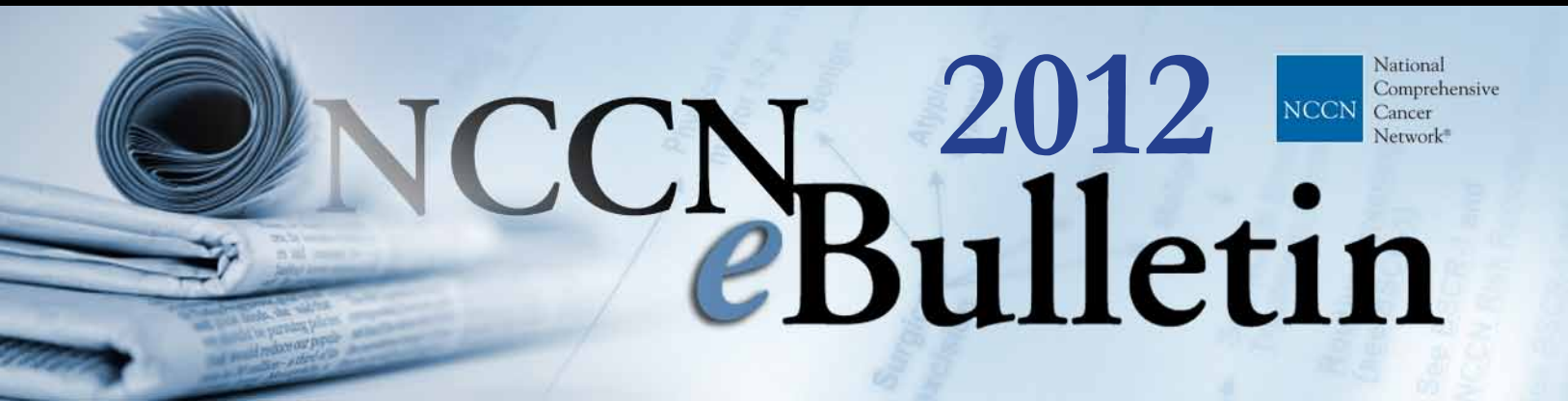


# Advertise with **NCCN eBulletin**



## Reserve Your Premier 2012 Advertising Space Now!

*NCCN eBulletin* is an electronic newsletter delivered every other Monday to all U.S. registered users of the National Comprehensive Cancer Network® (NCCN®) website – [NCCN.org](http://NCCN.org).

*NCCN eBulletin* content features articles on topics including clinical and operational trends in the delivery of cancer care and the oncology health policy environment, notification of recent updates to the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®), and links to notable advances in treatment and research at NCCN Member Institutions. Content bridges clinical, policy, and operational perspectives and includes notifications of NCCN updates and news.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 80,000 [NCCN.org](http://NCCN.org) users, including a primary audience of more than 27,000 physicians. The audience includes oncologists and other physicians, pharmacists, advanced practitioners, oncology nurses, hospital and practice administrators, and representatives from health plans.

A diagram showing the layout of the NCCN eBulletin with three advertising placement options. At the top is a 'Banner' box (468 x 60) containing the newsletter's header. Below it is a 'Skyscraper' box (160 x 600) on the right side, which is a vertical rectangle. At the bottom left is a 'Square' box (90 x 90). The rest of the page is filled with horizontal lines representing text content.

# NCCN eBulletin

## REACH MORE THAN 80,000 READERS

Ad Unit	Pixel Dimensions	Cost
Banner	468 x 60	\$2,500
Skyscraper	160 x 600	\$1,500
Square (includes up to 75 words of text with links to advertiser pages)	90 x 90	\$1,000

Frequency discount will apply with purchase of three or more ads.

### Schedule

VOLUME • ISSUE	DROP DATE
NCCN eBulletin Volume 4 • Issue 1	January 9, 2012
NCCN eBulletin Volume 4 • Issue 2	January 23, 2012
NCCN eBulletin Volume 4 • Issue 3	February 6, 2012
NCCN eBulletin Volume 4 • Issue 4	February 21, 2012
NCCN eBulletin Volume 4 • Issue 5	March 5, 2012
NCCN eBulletin Volume 4 • Issue 6	March 19, 2012
NCCN eBulletin Volume 4 • Issue 7	April 2, 2012
NCCN eBulletin Volume 4 • Issue 8	April 16, 2012
NCCN eBulletin Volume 4 • Issue 9	April 30, 2012
NCCN eBulletin Volume 4 • Issue 10	May 14, 2012
NCCN eBulletin Volume 4 • Issue 11	May 29, 2012
NCCN eBulletin Volume 4 • Issue 12	June 11, 2012
NCCN eBulletin Volume 4 • Issue 13	June 25, 2012
NCCN eBulletin Volume 4 • Issue 14	July 9, 2012
NCCN eBulletin Volume 4 • Issue 15	July 23, 2012
NCCN eBulletin Volume 4 • Issue 16	August 6, 2012
NCCN eBulletin Volume 4 • Issue 17	August 20, 2012
NCCN eBulletin Volume 4 • Issue 18	September 4, 2012
NCCN eBulletin Volume 4 • Issue 19	September 17, 2012
NCCN eBulletin Volume 4 • Issue 20	October 1, 2012
NCCN eBulletin Volume 4 • Issue 21	October 15, 2012
NCCN eBulletin Volume 4 • Issue 22	October 29, 2012
NCCN eBulletin Volume 4 • Issue 23	November 12, 2012
NCCN eBulletin Volume 4 • Issue 24	November 26, 2012
NCCN eBulletin Volume 4 • Issue 25	December 10, 2012

### Readers

### Count

Allied Health	1,345
Caregiver or Family Member	1,866
Clinical Nurse Specialist	1,017
Government Employee	346
Health Educator	1,342
Industry Employee	5,070
Managed Care Organization Employee	690
Nurse Practitioner	2,930
Nurse/Oncology Nurse	7,757
Other	16,492
Patient Advocacy Organization Employee	321
Patient or Cancer Survivor	2,899
Pharmacist	8,317
Physician Assistant	1,003
Physician/Surgeon/Oncologist	27,464
Practice or Hospital Administrator/Manager	1,245
<b>Total</b>	<b>80,104</b>

### Artwork Specifications\*

- Artwork to be submitted in GIF or JPEG format
- Animated GIF files are suitable\*
- Maximum file size is 100 KB
- Provide URL for links

\*Since many computer platforms do not allow for animated messages within e-mails, it is recommended that key messages are displayed on the first frame of all animated files.

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### RESERVE YOUR SPACE TODAY!

#### NCCN eBulletin – Advertising

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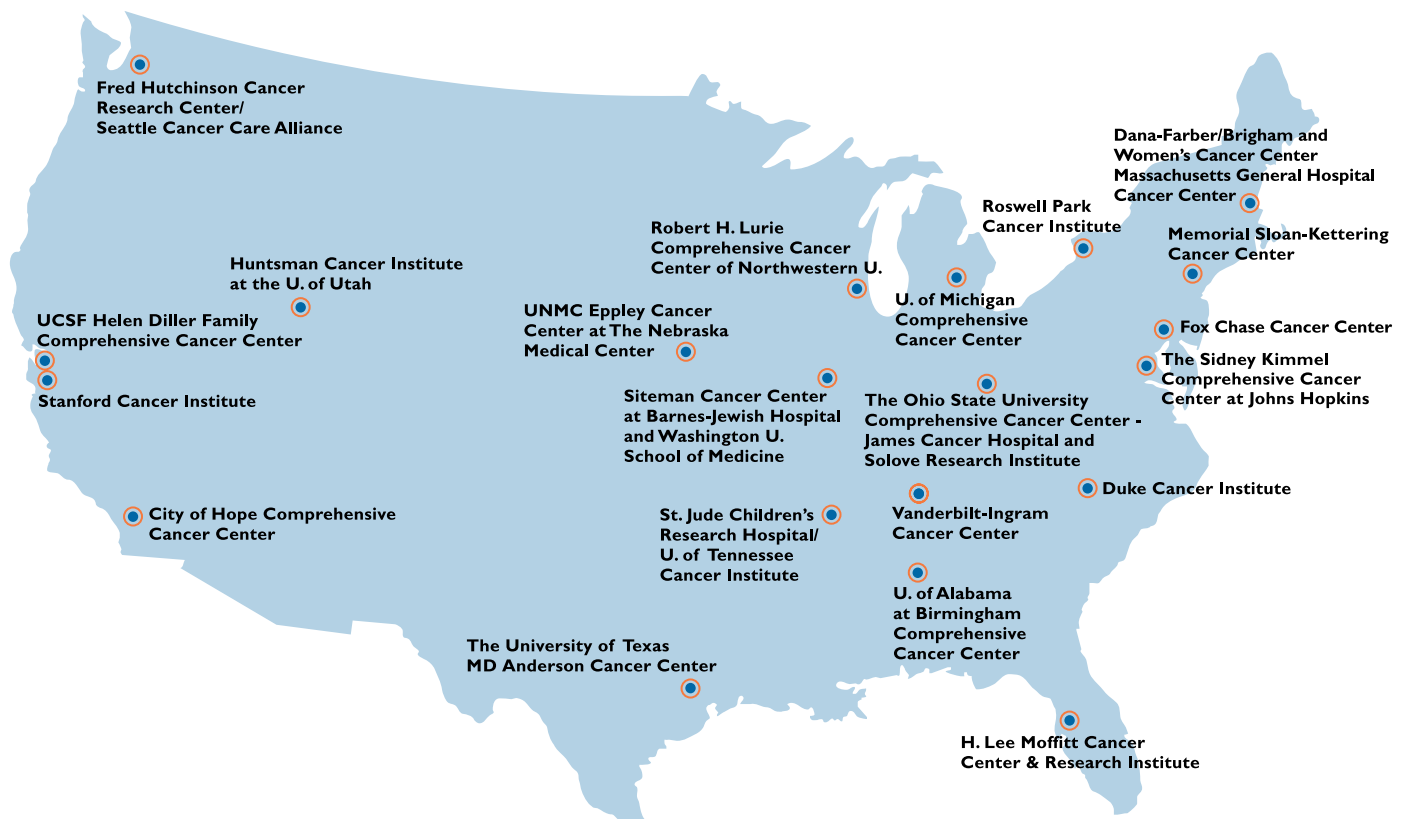
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# NCCN eBulletin

NCCN National  
Comprehensive  
Cancer  
Network®

## NCCN Member Institutions



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 21 of the world's leading cancer centers, is dedicated to improving the quality and effectiveness of care provided to patients with cancer. 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. As the arbiter of 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. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives.

**For Clinicians: [NCCN.org](http://NCCN.org) • For Patients: [NCCN.com](http://NCCN.com)**

275 Commerce Drive, Suite 300 • Fort Washington, PA 19034

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