

# NCCN2012

CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

17<sup>th</sup> Annual  
Conference

March 14 – 18  
The Westin Diplomat  
Hollywood, Florida

## Advertise During the NCCN 17<sup>th</sup> Annual Conference

### Door Drops and NCCN Exhibit Guide Placements Available!

The **NCCN 17<sup>th</sup> Annual Conference** will reach nearly 1,500 cancer care professionals and key opinion leaders in oncology.

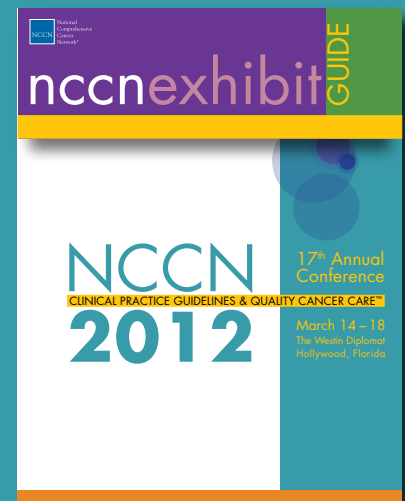
#### NCCN Exhibit Guide

Advertising in the *NCCN Exhibit Guide* provides uncommon exposure to influential oncologists, nurses, and pharmacists, as well as health care publishers, health information technology companies, patient advocacy organizations, and managed care companies.

The *NCCN Exhibit Guide* will be inserted in the Conference bag and distributed to all conference attendees. Additional copies will be available throughout the exhibit hall and meeting areas.

#### NCCN Door Drop

Invite attendees to visit your booth, promote a service or build brand awareness through the use of a door drop. Have your custom printed piece or flyer delivered directly to the rooms of NCCN conference attendees. All NCCN conference attendees staying in the NCCN room block will receive your custom door drop.



Reserve  
Your Premier  
Advertising  
Space Today!

INSERTION ORDER  
DEADLINE  
FRI, JAN 20, 2012

[NCCN.org/AC2012](http://NCCN.org/AC2012)

**ADVERTISING  
OPPORTUNITIES**

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Highlights include\*:

## Clinical Practice Decisions Bringing Data and Practice Together!

- Acute Lymphoblastic Leukemia – *New Guideline!*
- Adolescent and Young Adult Oncology – *New Guideline!*
- Advanced Renal Cell Carcinoma
- Breast Cancer
- CNS Metastases
- Colorectal Cancer
- Hodgkin's Lymphoma
- Lung Cancer Screening – *New Guideline!*
- Melanoma
- Multiple Myeloma
- Non-Hodgkin's Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Prostate Cancer

**Information on Special Sessions,  
Roundtable Discussions, and  
Sunday Brunch with the Experts  
coming soon!**

*\*This agenda is subject to change.*

Speakers for the program are not yet confirmed. NCCN will recruit faculty from the NCCN Guidelines Panels. NCCN appreciates that supporting companies recognize NCCN's need for autonomy in the selection of faculty.



## 2011 NCCN Annual Conference Attendees

Physicians	431
Nurses	184
Pharmacists	152
Health Care Professionals and General Registrants	91
Exhibitors, Industry, and Advocacy Groups	383
Press, Staff and Others	139
Speakers and Faculty	56
<b>Total:</b>	<b>1,436</b>



## Premium Position Rates

POSITION	EXHIBITOR	NON-EXHIBITOR
Half Page Horizontal - Run of Book	\$500	\$1,000
Full Page - Run of Book	\$1,500	\$2,000
Inside Front Cover	\$5,000	N/A
Inside Back Cover	\$5,000	N/A
Center Spread	\$5,000	N/A
Outside Back Cover	\$10,000	N/A
Insert	\$20,000	N/A

All prices are net to NCCN

## Ad Sizes

POSITION	BLEED*	NON-BLEED
Half Page Horizontal	N/A	7" x 4.25"
Full Page - Run of Book and Covers	8.25" x 10.25"	7" x 9"
Center Spread	16.25" x 10.25"	15.25" x 9"

\*includes 1/8" bleed, allow 1/2" for live matter

## Reproduction Requirements

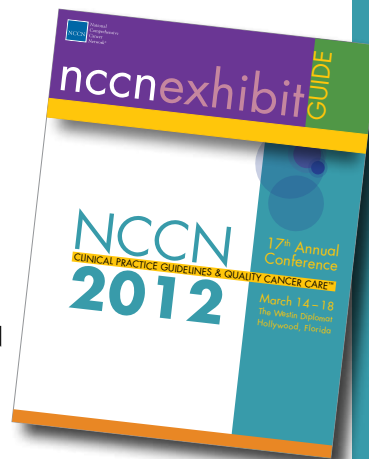
- High resolution, CMYK, PDF at PDFx1a setting
- Crop marks at 12pts away from corners
- All ads four-color process, no spot colors

## Supplied Inserts Bind In

- Publication Trim Size: 8" x 10"
- Maximum Insert Size: 7" x 9"
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

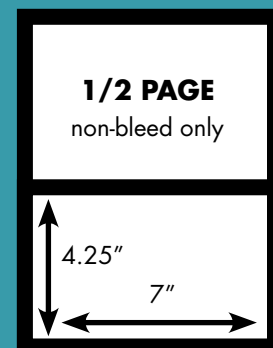
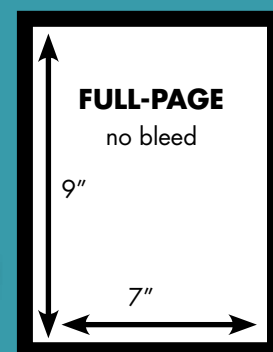
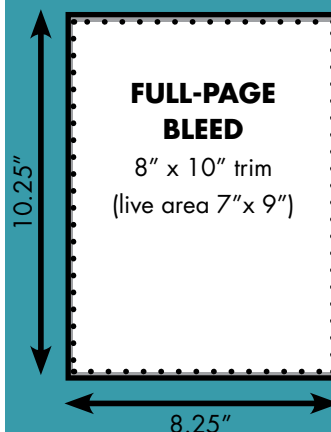
## Door Drop Specifications

- Proof must be submitted for review and approval by NCCN
- Final size of piece to be no larger than 9" x 12"
- Distribution quantities will be provided



**INSERTION ORDER DEADLINE  
FRI, JAN 20, 2012**

## Mechanical Requirements



**INSERTION ORDER**  
**DOOR DROP &**  
**NCCN EXHIBIT GUIDE**

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## Advertiser Information

*(please type or print clearly)*

Organization: \_\_\_\_\_

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

Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail (required): \_\_\_\_\_

### NCCN EXHIBIT GUIDE RESERVATION

- \$500 Half Page Ad Exhibitor
- \$1,000 Half Page Ad Non-Exhibitor
- \$1,500 Full Page Exhibitor
- \$2,000 Full Page Non-Exhibitor
- \$5,000 Inside Front Cover
- \$5,000 Inside Back Cover
- \$5,000 Two Page Full Bleed Center Spread
- \$10,000 Outside Back Cover
- \$20,000 Insert (provided by advertiser)

### DOOR DROP

- \$10,000 Door Drop  
(Sponsor provided printed  
piece will be delivered to all  
NCCN room block attendees)

\$ \_\_\_\_\_

**TOTAL ADVERTISING FEE**

### PAYMENT METHOD

- Please send an invoice**

- Check Enclosed**

(Please make checks payable to: **National Comprehensive Cancer Network** and mail to:  
NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Janice Tucker)

- Credit Card:**  AmericanExpress  Discover Card  MasterCard  Visa

Cardholder's name: \_\_\_\_\_

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

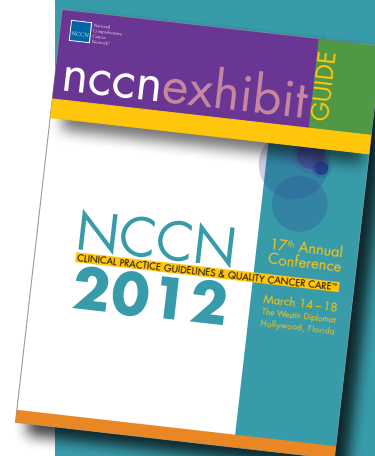
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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

Signature: \_\_\_\_\_



## DEADLINES

**Insertion Orders Due**  
**FRI, JAN 20, 2012**

**Artwork Due**  
**FRI, JAN 27, 2012**

**Insert Materials Due**  
**FRI, JAN 27, 2012**

### Instructions

Send advertising insertion  
orders and artwork to:

**Jennifer Tredwell**

Director, Marketing

NCCN

275 Commerce Drive

Suite 300

Fort Washington, PA 19034

Phone - 215.690.0274

Fax - 215.690.0280

[tredwell@nccn.org](mailto:tredwell@nccn.org)

# ADVERTISING OPPORTUNITIES

# NCCN2012

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## Exhibit Opportunities

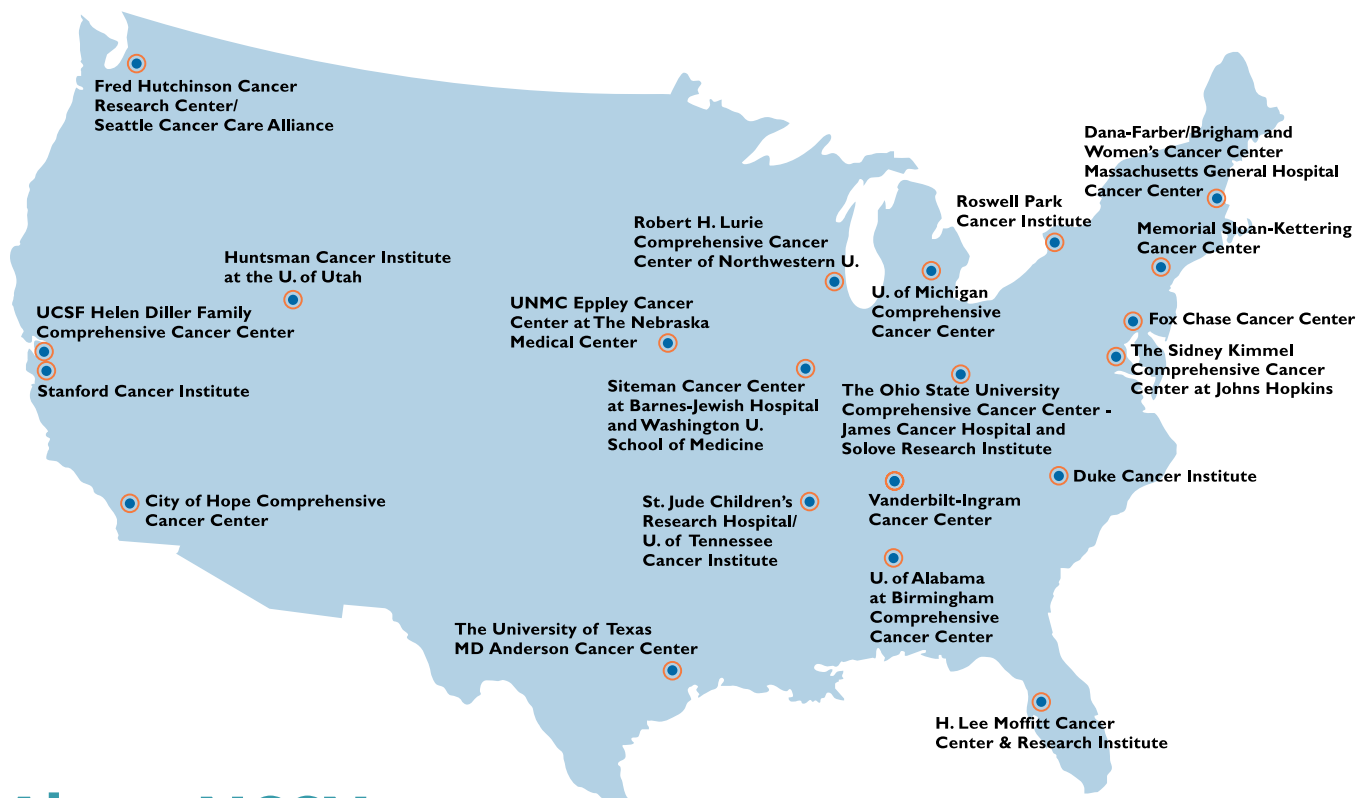
### Jennifer Tredwell

Director, Marketing  
215.690.0274  
tredwell@nccn.org

## Support Opportunities

### Marisa Getzewich

Manager, Business Development  
215.690.0563  
getzewich@nccn.org



## About NCCN

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 proactive 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.



National  
Comprehensive  
Cancer  
Network®

275 Commerce Drive, Suite 300  
Fort Washington, PA 19034  
215.690.0300  
Fax: 215.690.0280