

eBulletin

NATIONAL COMPREHENSIVE CANCER NETWORK  
INTERNATIONAL

# Advertise with the 2015 *NCCN eBulletin: International Edition!*

## ***NCCN eBulletin: International Edition***

is an electronic newsletter delivered to all ex-U.S. registered users of the National Comprehensive Cancer Network® (NCCN®) website – NCCN.org. A growing number of registered NCCN.org users come from nations other than the United States. This amounts to an audience of more than 190,000 foreign oncology professionals from more than 180 countries who are eager to learn from NCCN.

***NCCN eBulletin: International Edition*** features content addressing a variety of timely and substantial considerations in the oncology environment. Topics may include clinical and operational trends in the delivery of cancer care and the oncology health policy environment; detailed information on burgeoning NCCN Global Initiatives:

- which include live congresses, as well as translated and adapted NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®): Local Editions
- notification of recent updates to the treatment recommendations of the NCCN Guidelines®
- the NCCN International Educational Activities Program (NCCN IEAP)
- resources to learn about notable advances and breakthroughs in treatment and research made at the NCCN Member Institutions; and NCCN Member Institutions' international engagements.

***NCCN eBulletin: International Edition*** is a unique, large-reach electronic vehicle in which advertisers have the exclusive opportunity to position their messages in conjunction with distinctive, sought-after NCCN content. Readers include more than 100,000 physicians practicing outside the United States; other key recipients include oncology nurses, hospital and health care administrators, and additional professionals with an interest in oncology.

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468 x 70

eBulletin

NATIONAL COMPREHENSIVE CANCER NETWORK  
INTERNATIONAL

News and Updates from the National Comprehensive Cancer Network®

ExampleEMarketingForwardLink
 NCCN Global

FEATURED ARTICLES

**NCCN Launches International Educational Recognition Program**

The National Comprehensive Cancer Network® (NCCN®) has launched the NCCN International Educational Activities Program (NCCN IEAP) to recognize ex-U.S. physicians who demonstrate an understanding of the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) with the successful completion of required NCCN Guidelines® educational content hours. [more](#).

NCCN IEAP

**Skyscraper**  
160 x 600

**New Adaptations of the NCCN Guidelines for Colon and Rectal Cancers Available**

NCCN recently posted Latin American Editions of the NCCN Guidelines for Colon and Rectal Cancers in both Latin American Spanish and Brazilian Portuguese. These adaptations are the result of NCCN's inaugural International Day held during the NCCN Annual Conference: Advancing the Standard of Cancer Care™ on 17 March 2013. [more >](#)

UPCOMING NCCN EVENTS

**NCCN 8<sup>th</sup> Annual Congress: Hematologic Malignancies™**

Moderated by Andrew D. Zelenetz, MD, PhD, Memorial Sloan-Kettering Cancer Center, this congress focuses on the new approaches that have been incorporated into patient management, including the use of drugs, biologics, and diagnostics.

[NCCN Quality Improvement in Breast Cancer: Practicing What We Preach™](#)

[NCCN 2013 Congress Series™: Utilizing Guidelines to Customize Patient Care in Breast Cancer](#)

[NCCN 2013 Congress Series™: Utilizing Guidelines to Customize Patient Care in Non-Small Cell Lung Cancer](#)

For a complete list of upcoming live meetings and webinars, please visit [NCCN.org/events](http://NCCN.org/events).

**Square**  
90 x 90

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# Reach More Than 190,000 Readers

Ad Unit	Pixel Sizes	Cost
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## 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
- Artwork and links to be submitted 5 days prior to drop date

\*\*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.

Readers	Count*
Allied Health .....	3,082
Case Manager (Non-Nurse) .....	1,147
Case Manager (Nurse) .....	554
Clinical Nurse Specialist .....	1,253
Government Employee.....	1,031
Health Educator .....	4,472
Industry Employee .....	9,947
Managed Care Organization Employee .....	587
Nurse Practitioner .....	874
Nurse/Oncology Nurse .....	3,868
Other .....	18,562
Patient Advocacy Organization Employee .....	251
Pharmacist .....	14,191
Physician Assistant .....	33,630
Physician/Surgeon/Oncologist .....	128,588
Practice or Hospital Administrator/Manager .....	1,141
Tumor Registrar .....	835
<b>Total .....</b>	<b>194,013</b>

\*As of August 23, 2015.

## Schedule

VOLUME • ISSUE	DROP DATE
<i>NCCN eBulletin: International</i> Volume 3 • Issue 1.....	January 22, 2015
<i>NCCN eBulletin: International</i> Volume 3 • Issue 2.....	March 26, 2015
<i>NCCN eBulletin: International</i> Volume 3 • Issue 3.....	June 8, 2015
<i>NCCN eBulletin: International</i> Volume 3 • Issue 4.....	July 23, 2015
<i>NCCN eBulletin: International</i> Volume 3 • Issue 5.....	September 24, 2015
<i>NCCN eBulletin: International</i> Volume 3 • Issue 6.....	November 19, 2015

## Editorial Team

Briana O'Donnell  
Marketing Manager  
[odonnell@nccn.org](mailto:odonnell@nccn.org)

Katie Kiley Brown  
Communications Manager  
[brown@nccn.org](mailto:brown@nccn.org)

Christine MacCracken, MSHEd, BSN  
Senior Director, Business Insights, Editor-in-Chief  
[maccracken@nccn.org](mailto:maccracken@nccn.org)

C. Lyn Fitzgerald, MJ  
Vice President, U.S. & Global Development, Editor  
[fitzgerald@nccn.org](mailto:fitzgerald@nccn.org)

Jorge Bacigalupo  
Global Business Development Specialist  
[bacigalupo@nccn.org](mailto:bacigalupo@nccn.org)

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### *NCCN eBulletin: International Edition* – Advertising

Jennifer Tredwell, MBA  
Senior Director, Marketing  
[tredwell@nccn.org](mailto:tredwell@nccn.org) • 215.690.0274

Marisa Getzewich  
Senior Manager, Business Development  
[getzewich@nccn.org](mailto:getzewich@nccn.org) • 215.690.0563

## International Readers

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# NCCN eBulletin: International Edition Insertion Order

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### Payment Information

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

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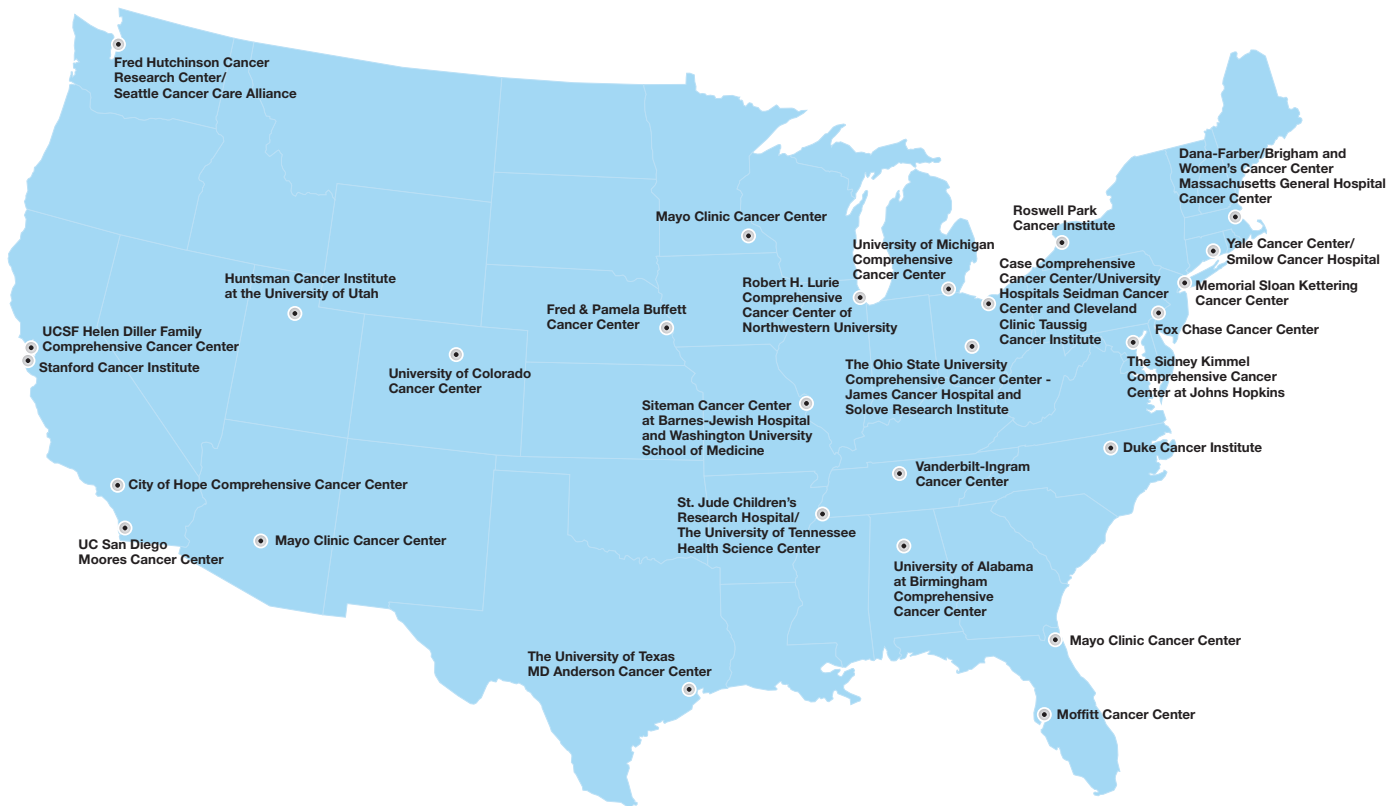
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#### Jennifer Tredwell

Senior 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)



## NCCN Member Institutions



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 26 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.

NCCN.org – For Clinicians | NCCN.org/patients – For Patients

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