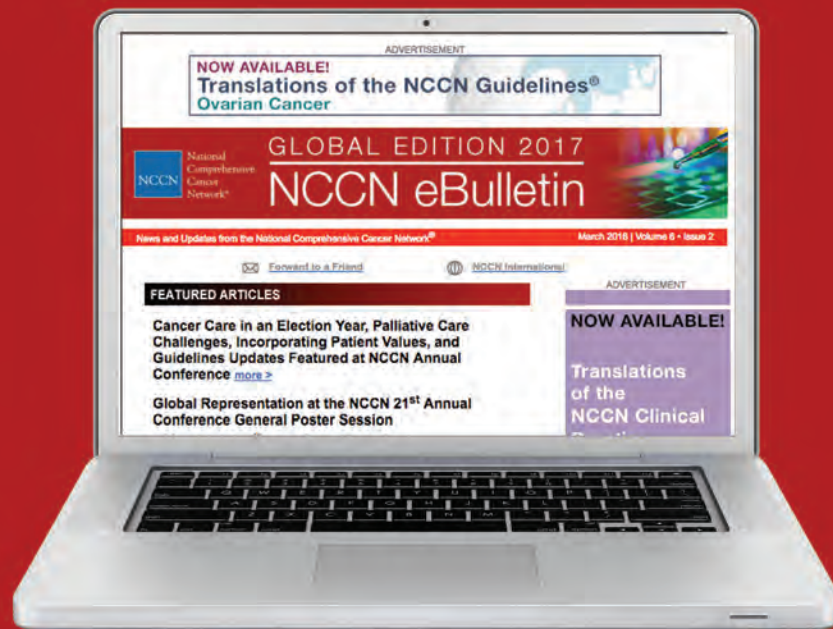


GLOBAL EDITION 2017

NCCN eBulletin

RATE CARD



2017

Reserve your premier 2017 advertising space now!

OVERVIEW

NCCN eBulletin: Global 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 180,000 foreign oncology professionals from approximately 192 countries who are eager to learn from NCCN.

NCCN eBulletin: Global 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 including:

- Live congresses
- New translations and regional adaptations of NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)
- Notification of recent updates to the treatment recommendations of the NCCN Guidelines®
- NCCN Framework for Resource Stratification of NCCN Guidelines (NCCN Framework™)
- Notable advances and breakthroughs in treatment and research made at the NCCN Member Institutions
- NCCN Member Institution international engagements
- Participation of NCCN and NCCN faculty in ex-U.S. symposia
- Collaborations with ex-U.S. physician groups to help advance the NCCN mission

NCCN eBulletin: Global 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 130,000 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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Reach More Than 180,000 Readers

SCHEDULE - Volume 5

| Issue # | Issue Date | Ad Material Due |
|---------|------------|-----------------|
| 1 | 01/12/17 | 01/05/17 |
| 2 | 02/09/17 | 02/02/17 |
| 3 | 03/09/17 | 03/02/17 |
| 4 | 04/06/17 | 03/30/17 |
| 5 | 05/11/17 | 05/04/17 |
| 6 | 06/08/17 | 06/01/17 |
| 7 | 07/06/17 | 06/29/17 |
| 8 | 08/10/17 | 08/03/17 |
| 9 | 09/07/17 | 08/31/17 |
| 10 | 10/12/17 | 10/05/17 |
| 11 | 11/16/17 | 11/09/17 |
| 12 | 12/07/17 | 11/30/17 |

READERS

Count *

| | |
|--|----------------|
| Allied Health | 3,495 |
| Case Manager (Non-Nurse) | 1,792 |
| Case Manager (Nurse) | 772 |
| Clinical Nurse Specialist | 1,271 |
| Government Employee | 1,121 |
| Health Educator | 4,937 |
| Industry Employee | 9,933 |
| Managed Care Organization Employee | 571 |
| Nurse Practitioner | 874 |
| Nurse/Oncology Nurse | 4,057 |
| Other | 14,189 |
| Patient Advocacy Organization Employee | 209 |
| Pharmacist | 15,544 |
| Physician Assistant | 4,651 |
| Physician/Surgeon/Oncologist | 131,628 |
| Practice or Hospital Administrator/Manager | 1,228 |
| Tumor Registrar | 1,052 |
| Total | 181,300 |

* As of June 3, 2016

BENEFITS

> Advertise with NCCN, a not-for-profit **alliance of 27 of the world's leading cancer centers** devoted to patient care, research, and education, dedicated to improving the quality, effectiveness, and efficiency of cancer care so that patients can live better lives.

> Include your ad with messages that go to **more than 180,000 readers from outside of the U.S.**

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Senior Director, Marketing

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Caitlin Donnelly

Business Insights Specialist

donnely@nccn.org • 215.690.0557

Reserve Your Space Today!

AD SIZES

| Ad Unit | Pixel Size | Cost |
|------------|--------------|---------|
| Banner | 468 x 60 px | \$2,000 |
| Skyscraper | 160 x 600 px | \$1,400 |
| Square | 90 x 90 px | \$1,000 |

(includes up to 75 words of text with links to advertiser pages)

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.

FREQUENCY DISCOUNTS

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

READERSHIP REPORTS**

Open Rate = 16%

Click-Through Rate = .34%

** Based on total average statistics from January 1 – June 3, 2016

Readership Reports are generated through NCCN's e-mail marketing management platform, Cvent, Inc. The reports are provided to advertisers 5 business days after issue date and include data on:

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

ADVERTISEMENT
Banner
 468 x 60



News and Updates from the National Comprehensive Cancer Network® March 2016 | Volume 6 • Issue 2

Forward to a Friend NCCN International

FEATURED ARTICLES

Cancer Care in an Election Year, Palliative Care Challenges, Incorporating Patient Values, and Guidelines Updates Featured at NCCN Annual Conference [more >](#)

Global Representation at the NCCN 21st Annual Conference General Poster Session
 NCCN will hold its 4th annual General Poster Session during the NCCN 21st Annual Conference: Advancing the Standard of Cancer Care™, in Hollywood, Florida on 31 March – 1 April, 2016. NCCN accepted 72 original abstracts for presentation, authored by investigators from academic institutions, teaching and community hospitals, and industry. [more >](#)

 **NCCN International Programs – Latin America**
 NCCN aims to define and improve high-quality, high-value cancer care in Latin America. [more >](#)

 **Now Available! New and Updated NCCN Framework™ for Non-Small Cell Lung (Preliminary), Gastric, Hepatobiliary, and Prostate Cancers** [more >](#)

 **New and Updated Translations of NCCN Guidelines for Ovarian Cancer Now Available** [more >](#)

 **NCCN Publishes New Patient Education Resources for Patients with Chronic Lymphocytic Leukemia and Hodgkin Lymphoma—a Rare, Yet Curable, Cancer** [more >](#)

 **NCCN Publishes New Clinical Practice Guidelines for Vulvar Cancer** [more >](#)

 **Now Available! NCCN 2015 Annual Report**
 The NCCN 2015 Annual Report, Twenty Years of Improving Cancer Care Together, highlights the many milestones and incredible impact of NCCN over the past 20 years. [Visit NCCN.org/annualreport >](#)

World Cancer Day 2016
 On February 4, 2016, the NCCN joined the celebration of World Cancer Day 2016. [more >](#)

ADVERTISEMENT

Skyscraper
 160 x 600

Skyscraper
 160 x 600

Square
 90 x 90

Dem rem velit apiet quia quam dTem et prero venis vel lur aborunt re latia volorerum enda cum et fuga. Rio in et et odi od eatur? Quia accaeritatum rae rerrovid quiatur? Et et es et estissin pos duntia cusam, coraerf erupta turioresto.

NCCN eBulletin: Global Edition

Insertion Order Form

2017 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 five ads, use a separate form.

Advertiser Information (please type or print clearly)

Contact Name _____
Title _____
Organization _____
Address _____
City _____ State _____ Zip Code _____
Phone _____
E-mail (required) _____

NCCN eBulletin: Global Edition Digital Reservations

| | |
|--|--|
| Issue Date: _____ <input type="radio"/> \$2,000 Banner (468 x 60 px) <input type="radio"/> \$1,400 Skyscraper (160 x 600 px) <input type="radio"/> \$1,000 Square - Text: 75 words (90 x 90 px) | Issue Date: _____ <input type="radio"/> \$2,000 Banner (468 x 60 px) <input type="radio"/> \$1,400 Skyscraper (160 x 600 px) <input type="radio"/> \$1,000 Square - Text: 75 words (90 x 90 px) |
| Issue Date: _____ <input type="radio"/> \$2,000 Banner (468 x 60 px) <input type="radio"/> \$1,400 Skyscraper (160 x 600 px) <input type="radio"/> \$1,000 Square - Text: 75 words (90 x 90 px) | Issue Date: _____ <input type="radio"/> \$2,000 Banner (468 x 60 px) <input type="radio"/> \$1,400 Skyscraper (160 x 600 px) <input type="radio"/> \$1,000 Square - Text: 75 words (90 x 90 px) |
| Issue Date: _____ <input type="radio"/> \$2,000 Banner (468 x 60 px) <input type="radio"/> \$1,400 Skyscraper (160 x 600 px) <input type="radio"/> \$1,000 Square - Text: 75 words (90 x 90 px) | SUBTOTAL: \$ _____ Apply 15% discount (if reserving 3 ads) _____ TOTAL: \$ _____ |

Payment Information

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: June Henry)
 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
Senior Director, Marketing
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org



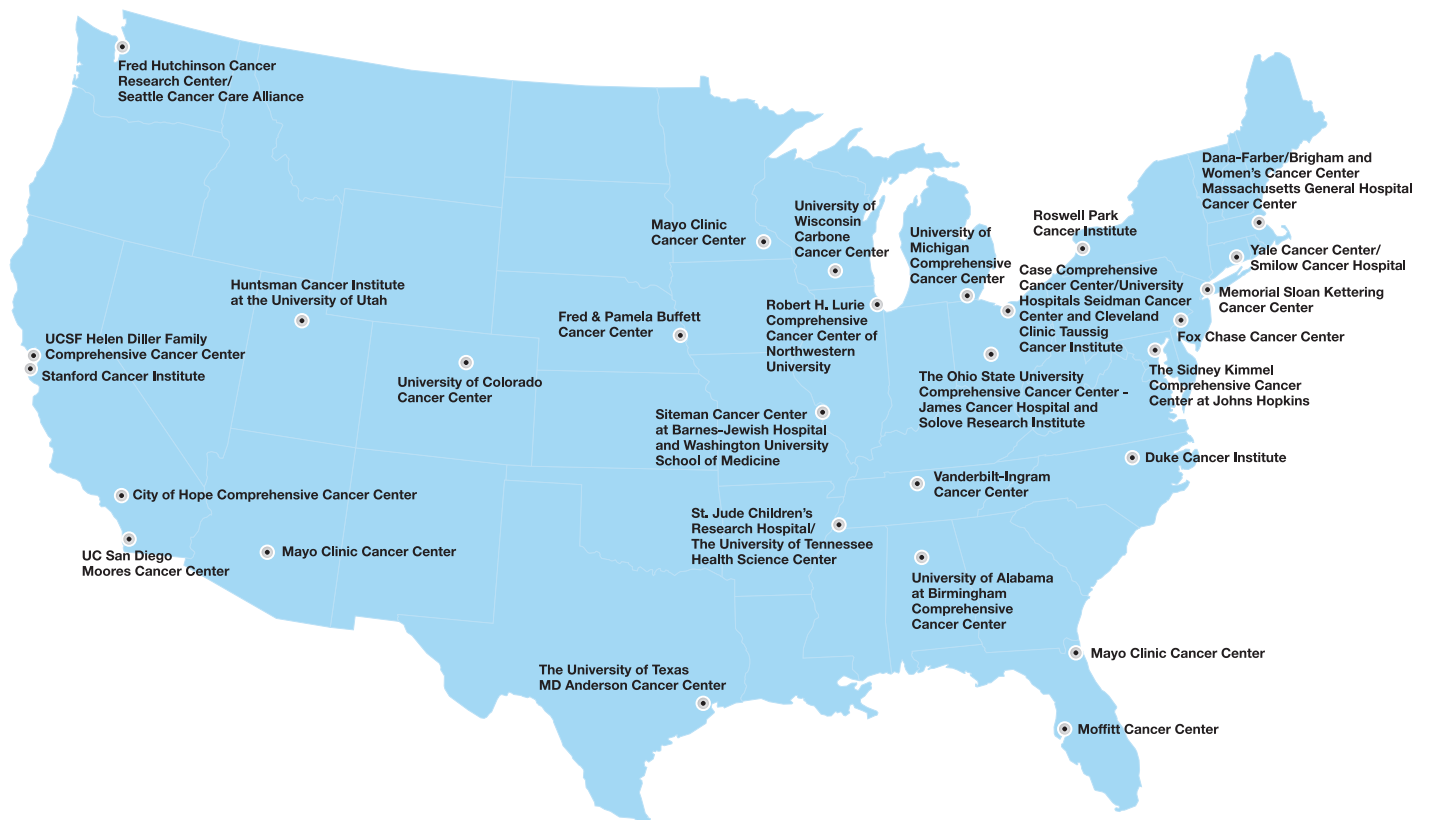
LIST OF COUNTRIES OF READER ORIGIN

| | | | |
|--------------------------------------|--------------------|-----------------------|----------------------------|
| Afghanistan | Czech Republic | Liberia | Saint Kitts and Nevis |
| Albania | Denmark | Libya | Saint Lucia |
| Algeria | Djibouti | Liechtenstein | Samoa |
| Andorra | Dominica | Lithuania | San Marino |
| Angola | Dominican Republic | Luxembourg | Saudi Arabia |
| Antigua and Barbuda | Ecuador | Macedonia | Senegal |
| Argentina | Egypt | Madagascar | Serbia |
| Armenia | El Salvador | Malawi | Seychelles |
| Aruba | Equatorial Guinea | Malaysia | Sierra Leone |
| Australia | Estonia | Maldives | Singapore |
| Austria | Ethiopia | Mali | Slovakia (Slovak Republic) |
| Azerbaijan | Fiji | Malta | Slovenia |
| Bahamas | Finland | Marshall Islands | Somalia |
| Bahrain | France | Mauritania | South Africa |
| Bangladesh | Gabon | Mauritius | South Korea |
| Barbados | Georgia | Mexico | Spain |
| Belarus | Germany | Micronesia, Federated | Sri Lanka |
| Belgium | Ghana | States of | Sudan |
| Belize | Gibraltar | Moldova | Suriname |
| Benin | Greece | Monaco | Swaziland |
| Bermuda | Grenada | Mongolia | Sweden |
| Bhutan | Guatemala | Montenegro | Switzerland |
| Bolivia | Guinea | Morocco | Syria |
| Bosnia and Herzegovina | Guyana | Mozambique | Taiwan |
| Botswana | Haiti | Myanmar (Burma) | Tajikistan |
| Brazil | Honduras | Namibia | Tanzania |
| BVI | Hong Kong | Nepal | Thailand |
| Brunei | Hungary | Netherlands | The Gambia |
| Bulgaria | Iceland | New Zealand | Timor-Leste |
| Burkina Faso | India | Nicaragua | Togo |
| Burundi | Indonesia | Niger | Trinidad and Tobago |
| Cambodia | Iran | Nigeria | Tunisia |
| Cameroon | Iraq | North Korea | Turkey |
| Canada | Ireland | Norway | Turkmenistan |
| Cape Verde | Israel | Oman | Tuvalu |
| Cayman Islands | Italy | Pakistan | Uganda |
| Chad | Jamaica | Palau | Ukraine |
| Chile | Japan | Panama | United Arab Emirates |
| China | Jordan | Papua New Guinea | United Kingdom |
| Colombia | Kazakhstan | Paraguay | Uruguay |
| Comoros | Kenya | Peru | Uzbekistan |
| Congo, Democratic Republic of the | Kiribati | Philippines | Vatican City |
| Costa Rica | Kosovo | Poland | Venezuela |
| Cote d'Ivoire | Kuwait | Portugal | Vietnam |
| Croatia (local Name: Hrvatska) | Kyrgyzstan | Puerto Rico | Yemen |
| Cuba | Laos | Qatar | Zambia |
| Cyprus | Latvia | Romania | Zimbabwe |
| | Lebanon | Russia | |
| | Lesotho | Rwanda | |

NCCN eBulletin

RATE CARD

NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 27 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