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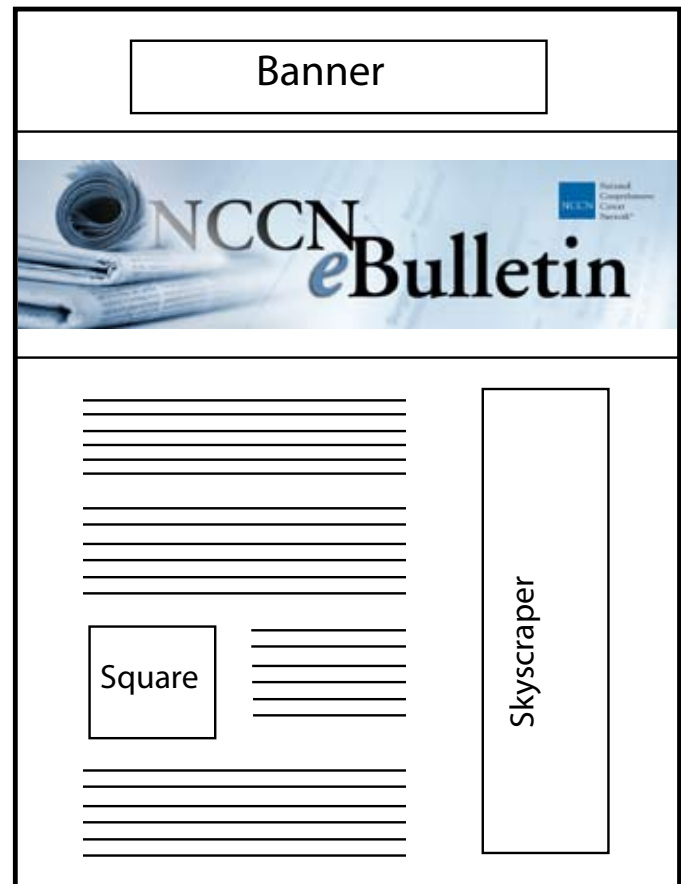


## Reserve Your Premier Advertising Space Now!

*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 50,000 [NCCN.org](http://NCCN.org) users, including a primary audience of nearly 30,000 physicians. The audience includes oncologists and other physicians, advanced practitioners, oncology nurses, hospital and practice administrators, and representatives from health plans.





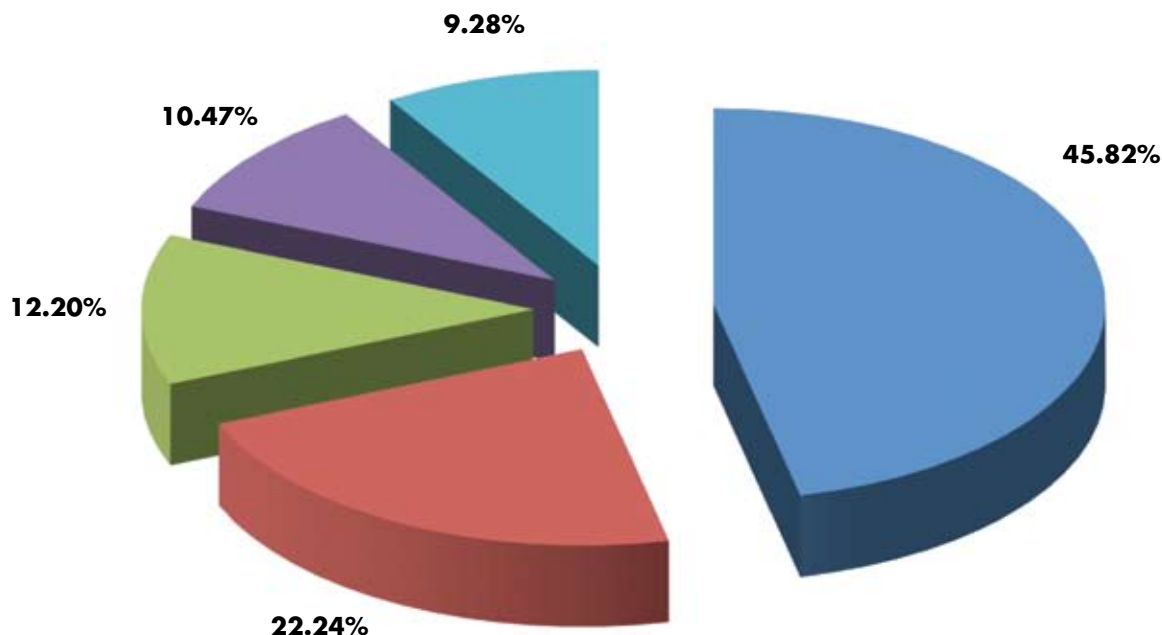
# NCCN eBulletin

NCCN National  
Comprehensive  
Cancer  
Network®

## REACH MORE THAN 50,000 READERS

Specialty	Count	% of Total
Oncology Physicians (Medical Oncology, Radiation Oncology, Surgical Oncology, Hematology, Pediatric Oncology, Gynecologic Oncology)	23,003	45.82%
Other Clinicians (Nursing and Oncology Nursing, Pharmacy, Nurse Practitioner, Physician Assistant, Physical Therapist)	11,167	22.24%
Other Physicians (Primary Care, General Surgery, Supportive Care, Urology, Pathology, Internal Medicine, Gastroenterology)	6,123	12.20%
Other Health Care Professionals (Health Educators, Hospital Administrators, Patient Advocacy Organizations, Case Managers)	5,256	10.47%
Industry	4,657	9.28%
<b>TOTAL</b>	<b>50,206</b>	<b>100%</b>

This is the e-mail distribution as of April 1, 2010. Counts are subject to change.



# NCCN eBulletin

Ad Unit	Pixel Dimensions	Cost
Banner	468 x 60	\$2,500
Skyscraper	160 x 600	\$1,500
Square (includes 75 -100 words of text with links to designated page)	90 x 90	\$1,000

*Discounts provided based on frequency.*

## 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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## Schedule

ISSUE	DROP DATE
NCCN eBulletin - January 11, 2010	1/11/2010
NCCN eBulletin - January 25, 2010	1/25/2010
NCCN eBulletin - February 8, 2010	2/8/2010
NCCN eBulletin - February 22, 2010	2/22/2010
NCCN eBulletin - March 8, 2010	3/8/2010
NCCN eBulletin - March 22, 2010	3/22/2010
NCCN eBulletin - April 5, 2010	4/5/2010
NCCN eBulletin - April 19, 2010	4/19/2010
NCCN eBulletin - May 3, 2010	5/3/2010
NCCN eBulletin - May 17, 2010	5/17/2010
NCCN eBulletin - June 1, 2010	6/1/2010
NCCN eBulletin - June 14, 2010	6/14/2010
NCCN eBulletin - June 28, 2010	6/28/2010
NCCN eBulletin - July 12, 2010	7/12/2010
NCCN eBulletin - July 26, 2010	7/26/2010
NCCN eBulletin - August 9, 2010	8/9/2010
NCCN eBulletin - August 23, 2010	8/23/2010
NCCN eBulletin - September 7, 2010	9/7/2010
NCCN eBulletin - September 20, 2010	9/20/2010
NCCN eBulletin - October 4, 2010	10/4/2010
NCCN eBulletin - October 18, 2010	10/18/2010
NCCN eBulletin - November 1, 2010	11/1/2010
NCCN eBulletin - November 15, 2010	11/15/2010
NCCN eBulletin - November 29, 2010	11/29/2010
NCCN eBulletin - December 13, 2010	12/13/2010
NCCN eBulletin - December 29, 2010	12/29/2010
NCCN eBulletin - January 10, 2011	1/10/2011

**RESERVE YOUR SPACE TODAY!**

## NCCN eBulletin – Advertising

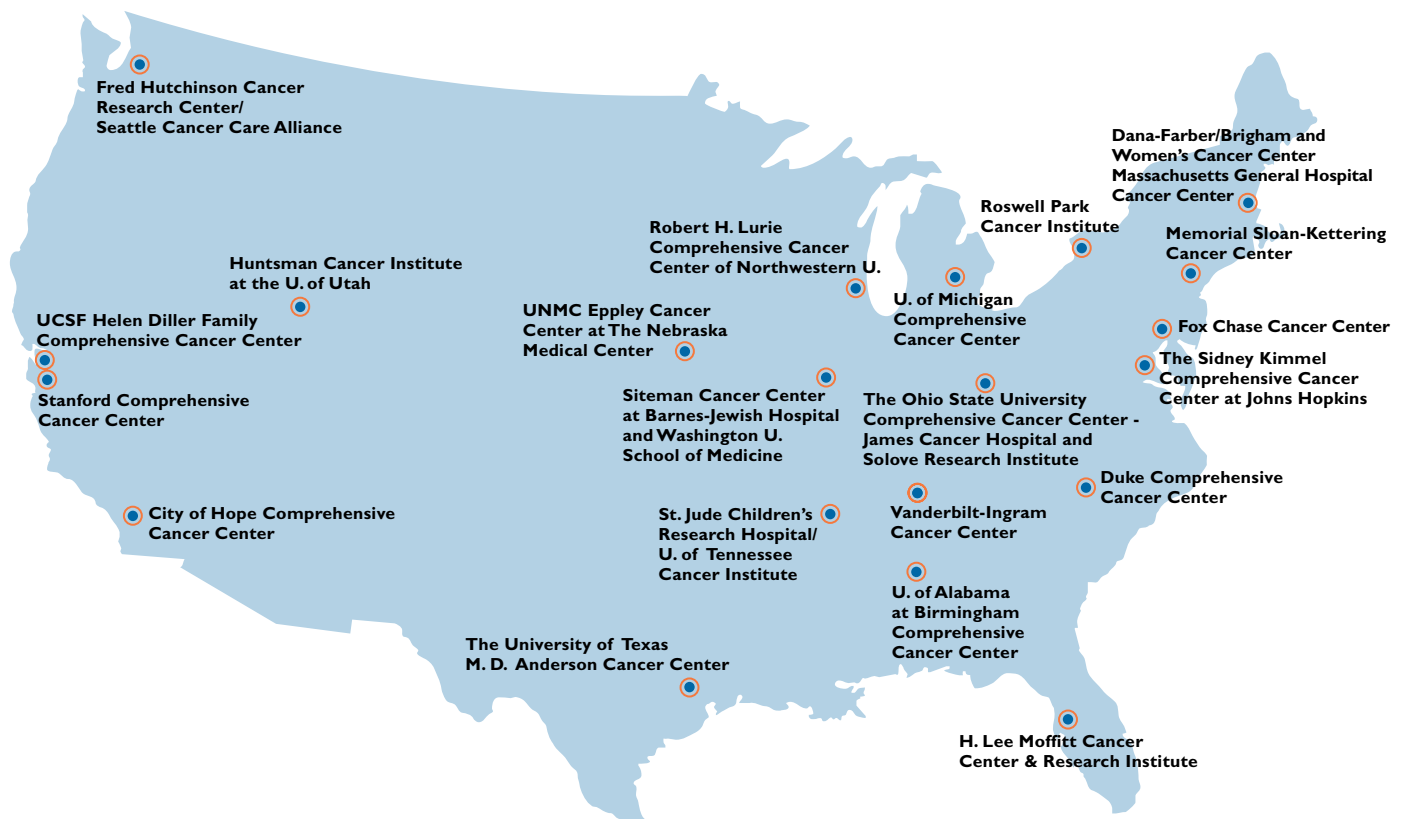
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# NCCN eBulletin

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.

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