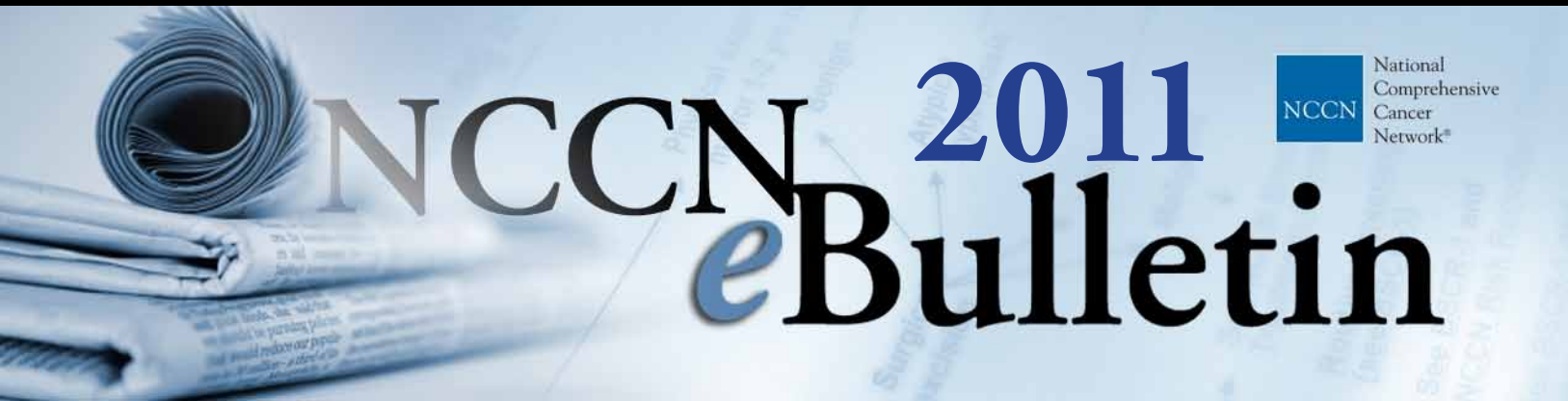


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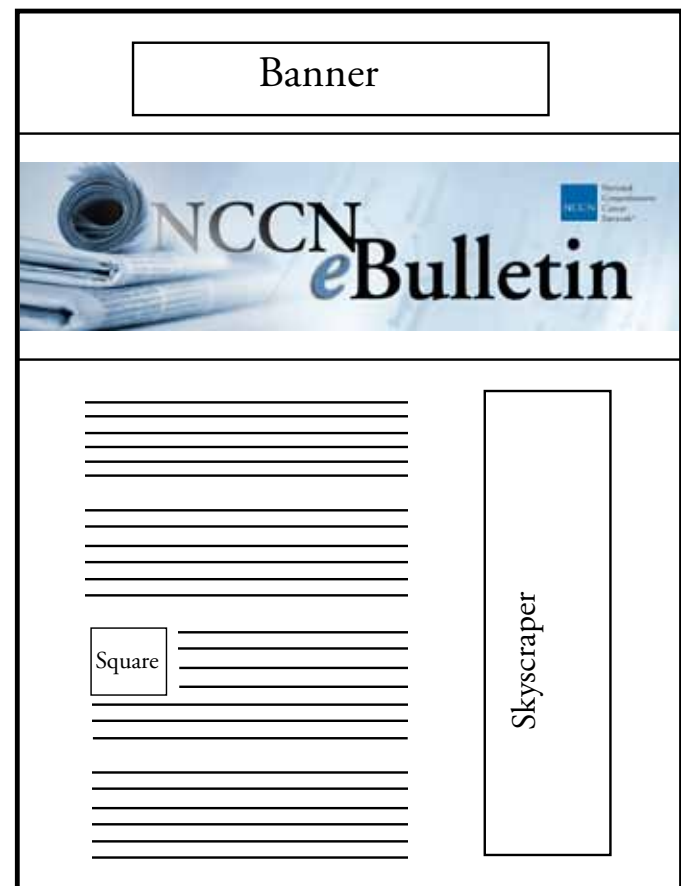


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NCCN eBulletin content features articles on topics including clinical and operational trends in the delivery of cancer care and the oncology health policy environment, notification of recent updates to the NCCN Clinical Practice Guidelines in Oncology (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.

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Schedule

VOLUME, ISSUE	DROP DATE
NCCN eBulletin Volume 3 • Issue 1	January 10, 2011
NCCN eBulletin Volume 3 • Issue 2	January 24, 2011
NCCN eBulletin Volume 3 • Issue 3	February 7, 2011
NCCN eBulletin Volume 3 • Issue 4	February 21, 2011
NCCN eBulletin Volume 3 • Issue 5	March 7, 2011
NCCN eBulletin Volume 3 • Issue 6	March 21, 2011
NCCN eBulletin Volume 3 • Issue 7	April 4, 2011
NCCN eBulletin Volume 3 • Issue 8	April 18, 2011
NCCN eBulletin Volume 3 • Issue 9	May 2, 2011
NCCN eBulletin Volume 3 • Issue 10	May 16, 2011
NCCN eBulletin Volume 3 • Issue 11	May 31, 2011
NCCN eBulletin Volume 3 • Issue 12	June 13, 2011
NCCN eBulletin Volume 3 • Issue 13	June 27, 2011
NCCN eBulletin Volume 3 • Issue 14	July 11, 2011
NCCN eBulletin Volume 3 • Issue 15	July 25, 2011
NCCN eBulletin Volume 3 • Issue 16	August 8, 2011
NCCN eBulletin Volume 3 • Issue 17	August 22, 2011
NCCN eBulletin Volume 3 • Issue 18	September 6, 2011
NCCN eBulletin Volume 3 • Issue 19	September 19, 2011
NCCN eBulletin Volume 3 • Issue 20	October 3, 2011
NCCN eBulletin Volume 3 • Issue 21	October 17, 2011
NCCN eBulletin Volume 3 • Issue 22	October 31, 2011
NCCN eBulletin Volume 3 • Issue 23	November 14, 2011
NCCN eBulletin Volume 3 • Issue 24	November 28, 2011
NCCN eBulletin Volume 3 • Issue 25	December 12, 2011

Readers

Readers	Count
Allied Health	1,504
Caregiver or Family Member	2,383
Clinical Nurse Specialist	1,128
Government Employee	399
Health Educator	1,581
Industry Employee	5,905
Managed Care Organization Employee	783
Nurse Practitioner	3,244
Nurse/Oncology Nurse	8,578
Other	15,385
Patient Advocacy Organization Employee	366
Patient or Cancer Survivor	3,805
Pharmacist	9,479
Physician Assistant	1,158
Physician/Surgeon/Oncologist	30,452
Practice or Hospital Administrator/Manager	1,332
Total	87,482

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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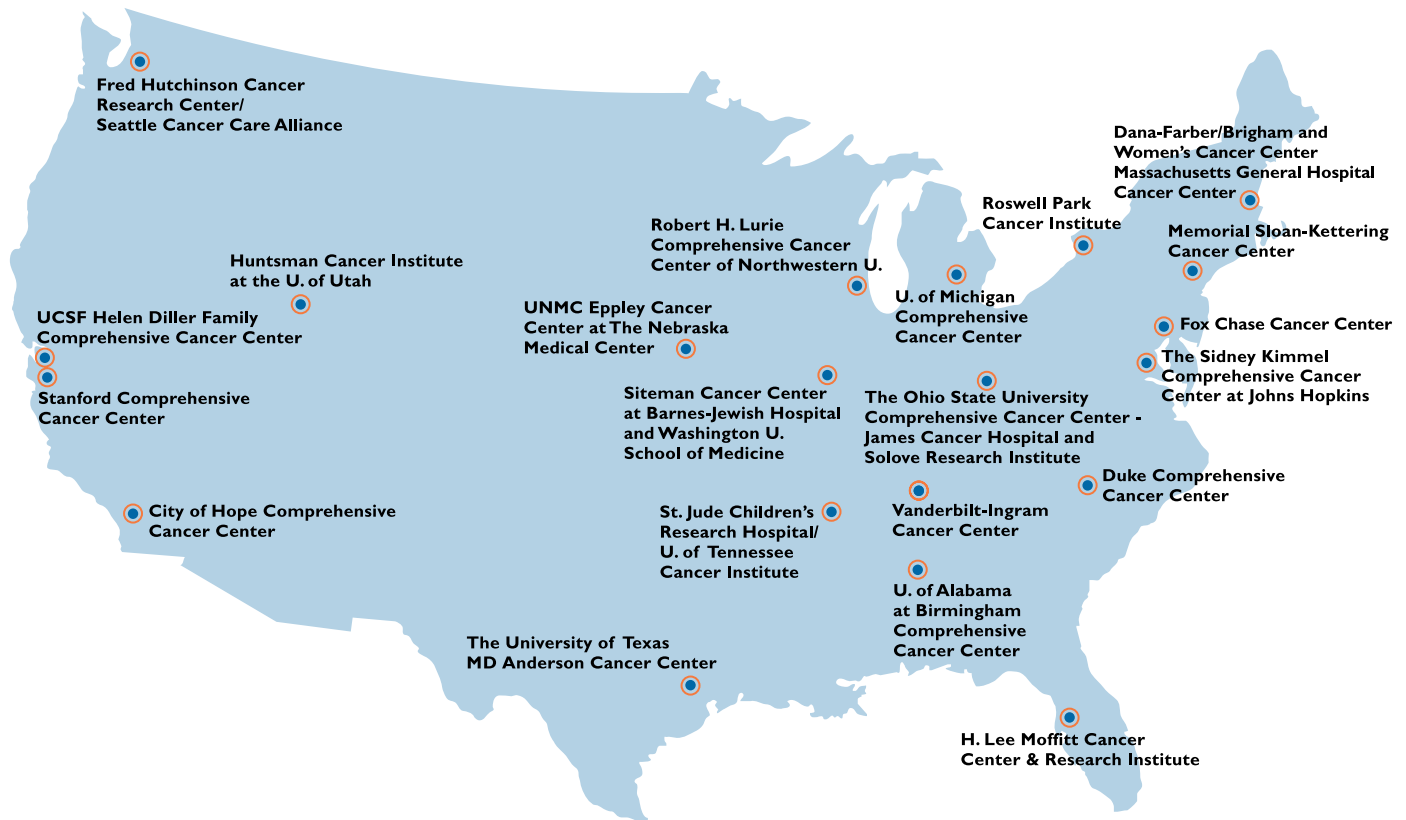
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NCCN Member Institutions



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 For Patients: NCCN.com