

eBulletin



Reserve your premier 2015 advertising space now!

NCCN eBulletin is an electronic newsletter delivered bi-weekly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who live in the United States.

NCCN eBulletin content features articles on topics spanning the global oncology environment and bridging clinical, policy, and operational perspectives. *NCCN eBulletin* also provides purview into NCCN initiatives and meetings, as well as updates to the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) and other NCCN Content.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 150,000 NCCN.org users, including a primary audience of more than 48,000 physicians. The total audience includes oncologists and other physicians, pharmacists, advanced practitioners, oncology nurses, hospital and practice administrators, and representatives from health plans.

Frequency Discounts

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

Leaderboard
728 x 90

eBulletin

News and Updates from the National Comprehensive Cancer Network®

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FEATURED ARTICLE

New Participants Included in NCCN Virtual Reimbursement Resource Room

The National Comprehensive Cancer Network® (NCCN®) has published updates to the NCCN Virtual Reimbursement Resource Room. These updates include new participants with patient assistance programs covering additional cancer types.

[more >](#)

New Additions Published to the NCCN Informed Consent Language Database

NCCN has published updates to the NCCN Informed Consent Language (ICL) Database. The ICL Database is an initiative of the NCCN Oncology Research Program's (ORP) Institutional Review Board (IRB) Directors Forum, which is dedicated to improving clinical research processes. The latest updates to the Database include definitions of General Risk Language, Procedures, and Procedure Risk Language.

[more >](#)

LEARN MORE ABOUT NCCN

> [About NCCN](#) > [NCCN Guidelines®](#) > [NCCN Compendium®](#)
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 Marisa Getzewich, Manager, Business Development

> [NCCN eBulletin Advertising Information](#)
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Banner
468 x 60

Approach to Individualized Patient Care – Chronic Myelogenous Leukemia

Join Guillermo Garcia-Manero, MD, and Elias Jabbour, MD, of The University of Texas MD Anderson Cancer Center, as they present their multidisciplinary expertise on a range of cases pertaining to Chronic Myelogenous Leukemia.

Square
90 x 90

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2013 NCCN Oncology Case Manager Program™

This educational webinar series is designed to help case managers and medical directors to manage patients with cancer based on evidence and according to the recommendations in the NCCN Guidelines®.

[View dates and topics](#)

Skyscraper
160 x 600

Skyscraper
160 x 600

Reach More Than 150,000 Readers

Schedule

VOLUME • ISSUE	DROP DATE
NCCN eBulletin Volume 7 • Issue 1	January 12, 2015
NCCN eBulletin Volume 7 • Issue 2	January 26, 2015
NCCN eBulletin Volume 7 • Issue 3	February 9, 2015
NCCN eBulletin Volume 7 • Issue 4	February 23, 2015
NCCN eBulletin Volume 7 • Issue 5	March 9, 2015
NCCN eBulletin Volume 7 • Issue 6	March 23, 2015
NCCN eBulletin Volume 7 • Issue 7	April 6, 2015
NCCN eBulletin Volume 7 • Issue 8	April 20, 2015
NCCN eBulletin Volume 7 • Issue 9	May 4, 2015
NCCN eBulletin Volume 7 • Issue 10	May 18, 2015
NCCN eBulletin Volume 7 • Issue 11	June 1, 2015
NCCN eBulletin Volume 7 • Issue 12	June 15, 2015
NCCN eBulletin Volume 7 • Issue 13	June 29, 2015
NCCN eBulletin Volume 7 • Issue 14	July 13, 2015
NCCN eBulletin Volume 7 • Issue 15	July 27, 2015
NCCN eBulletin Volume 7 • Issue 16	August 10, 2015
NCCN eBulletin Volume 7 • Issue 17	August 24, 2015
NCCN eBulletin Volume 7 • Issue 18	September 8, 2015
NCCN eBulletin Volume 7 • Issue 19	September 21, 2015
NCCN eBulletin Volume 7 • Issue 20	October 5, 2015
NCCN eBulletin Volume 7 • Issue 21	October 19, 2015
NCCN eBulletin Volume 7 • Issue 22	November 2, 2015
NCCN eBulletin Volume 7 • Issue 23	November 16, 2015
NCCN eBulletin Volume 7 • Issue 24	November 30, 2015
NCCN eBulletin Volume 7 • Issue 25	December 14, 2015

Readers

Count*

Allied Health	4,637
Case Manager (Non-Nurse)	662
Case Manager (Nurse)	2,663
Clinical Nurse Specialist	1,902
Government Employee	831
Health Educator	3,064
Industry Employee	11,963
Managed Care Organization Employee	1,395
Nurse Practitioner	8,195
Nurse/Oncology Nurse	21,211
Other	23,956
Patient Advocacy Organization Employee	770
Pharmacist	15,830
Physician Assistant	2,643
Physician/Surgeon/Oncologist	48,385
Practice of Hospital Administrator/Manager	2,654
Tumor Registrar	567
Total	151,328

*As of April 23, 2015.

Ad Unit

Pixel Size

Cost

• Leaderboard	728 x 90 px	\$2,800
• Banner	468 x 60 px	\$2,500
• Skyscraper	160 x 600 px	\$1,600
• Square	90 x 90 px	\$1,000

(includes up to 50 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.

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Reserve Your Space Today!

NCCN eBulletin – Advertising

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NCCN eBulletin Insertion Order Form

2015 Digital Advertising Space Reservation

Advertisers can use this form to reserve 1 to 3 ads. With purchase of a third ad, advertisers receive a 15% discount. If reserving more than three 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 Digital Reservations

Drop Date: _____

- \$2,800 Leaderboard (728 x 90 px)
- \$2,500 Banner (468 x 60 px)
- \$1,600 Skyscraper (160 x 600 px)
- \$1,000 Square - Text: 50 words (90 x 90 px)

Drop Date: _____

- \$2,800 Leaderboard (728 x 90 px)
- \$2,500 Banner (468 x 60 px)
- \$1,600 Skyscraper (160 x 600 px)
- \$1,000 Square - Text: 50 words (90 x 90 px)

Drop Date: _____

- \$2,800 Leaderboard (728 x 90 px)
- \$2,500 Banner (468 x 60 px)
- \$1,600 Skyscraper (160 x 600 px)
- \$1,000 Square - Text: 50 words (90 x 90 px)

SUBTOTAL: \$ _____

Apply 15% discount
(if reserving 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: Janice Tucker)

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

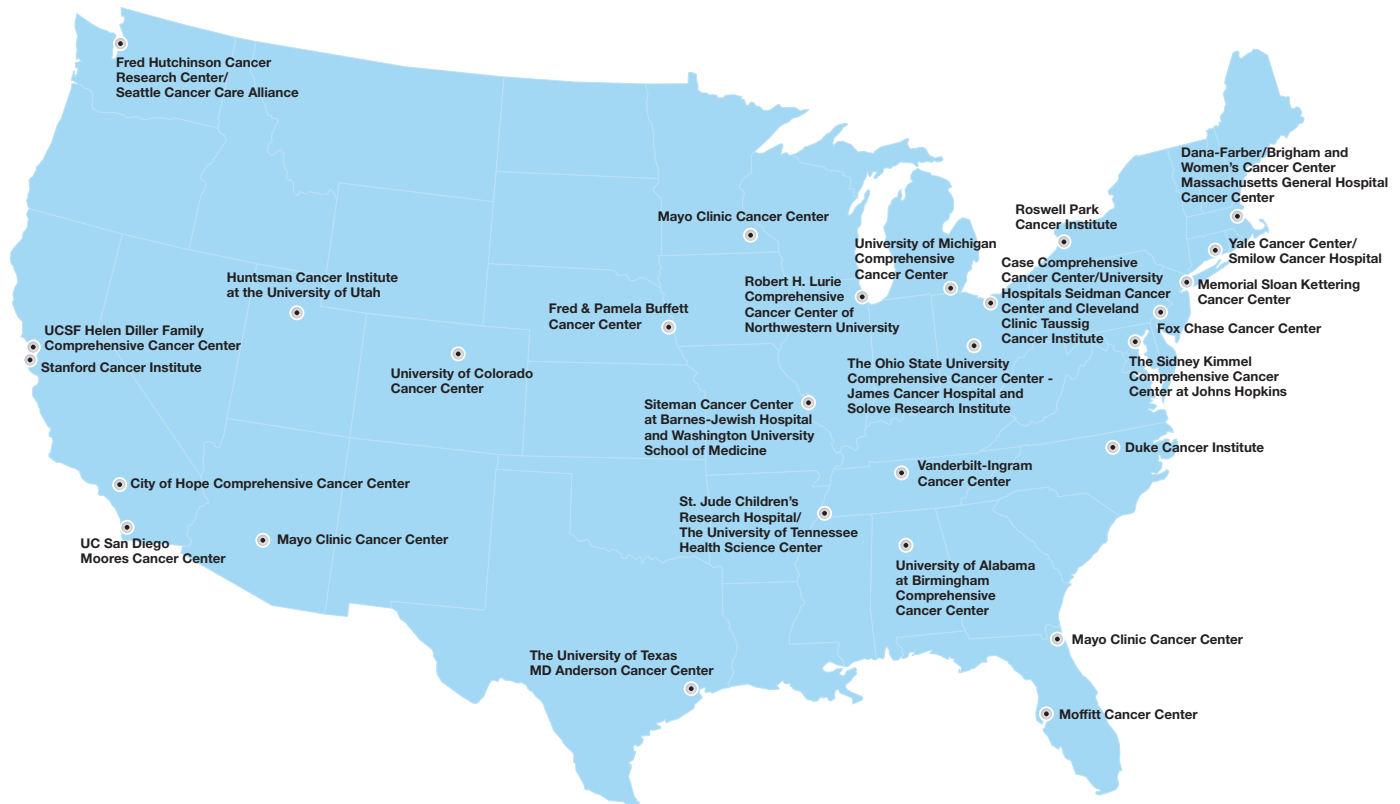
Phone – 215.690.0274

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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