

MEMBER INSTITUTION EDITION 2021

NCCN eBulletin

RATE CARD



2021



National Comprehensive
Cancer Network®

[NCCN.org/advertising](https://www.nccn.org/advertising)

Reserve your premier 2021 advertising space now!

OVERVIEW

NCCN eBulletin: Member Institution Edition is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who are from the 30 NCCN Member Institutions.

This exclusive publication features content of specific interest to the NCCN Member Institution readers and includes executive messages, NCCN committee reports, updates from the NCCN Oncology Research Program (ORP), journal contributions, subscription and benefit notices, program participation announcements, NCCN Foundation® messages, and other NCCN Member Institution news.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 17,700 NCCN Member Institution readers, including a primary audience of more than 5,600 physicians. The total readership includes oncologists, pharmacists, nurses, advanced practitioners, case managers, hospital administrators, and other health care professionals — all from the NCCN member centers.



BENEFITS

- > Advertise with NCCN, a not-for-profit **alliance of leading cancer centers** devoted to patient care, research, and education, dedicated to improving and facilitating quality, effective, efficient, and accessible cancer care so that patients can live better lives.
- > Include your ad with messages that go to **more than 17,700 U.S.-based readers from the 30 NCCN member institutions.**

EDITORIAL TEAM

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Reach More Than 17,700 Readers

SCHEDULE - Volume 8

Issue #	Issue Date	Ad Material Due
1	1/14/2021	1/7/2021
2	2/11/2021	2/4/2021
3	3/11/2021	3/4/2021
4	4/15/2021	4/8/2021
5	5/13/2021	5/6/2021
6	6/10/2021	6/3/2021
7	7/15/2021	7/8/2021
8	8/12/2021	8/5/2021
9	9/16/2021	9/9/2021
10	10/14/2021	10/7/2021
11	11/11/2021	11/4/2021
12	12/16/2021	12/9/2021

READERS

Count *

Allied Health	431
Case Manager (Non-Nurse)	106
Case Manager (Nurse)	231
Clinical Nurse Specialist	202
Health Educator	336
Managed Care Organization Employee	93
Nurse Practitioner	1,447
Nurse/Oncology Nurse	2,422
Other	3,891
Pharmacist	1,925
Physician Assistant	450
Physician/Surgeon/Oncologist	5,645
Practice or Hospital Administrator/Manager	529
Tumor Registrar	33
Social Worker	22
Total	17,763

* As of June 2020

ADVERTISING CONTACT

Jennifer Tredwell, MBA

Vice President, Marketing and Communications

tredwell@nccn.org • 215.690.0274

Reserve Your Space Today!

AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$2,000
Skyscraper	160 x 600 px	\$1,200

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 = 15.7%

Click-Through Rate = 7.29%

** Based on total average statistics from January – June 2020

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

News and Updates from the National Comprehensive Cancer Network®

Leaderboard
728 x 90

MEMBER INSTITUTION
eBULLETIN
Volume 7 • Issue 6

NCCN National Comprehensive Cancer Network®
Celebrating 25 Years

[Search past NCCN eBulletins](#) [ExampleEMarketingForwardLink](#)

FEATURED ARTICLES

Skyscraper
160 x 600

Young Investigator Awards

[NCCN Foundation Awards Leading Young Investigators from Stanford University, Vanderbilt University, University of Pennsylvania, City of Hope, and Johns Hopkins University](#)

NCCN 2020

NCCN eBulletin: Member Institution Edition Insertion Order Form

2021 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 off all ads purchased. 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: Member Institution Edition Digital Reservations

Issue Date: _____	Issue Date: _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)
<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)	<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)
Issue Date: _____	SUBTOTAL: \$ _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	Apply 15% discount
<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)	(if reserving 3 ads) _____
	TOTAL: \$ _____

Payment Information

Please send an invoice

Check Enclosed Payable to: **National Comprehensive Cancer Network**
 Mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462
 Attn: Accounting Department

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, MBA
 Vice President, Marketing
 and Communications
 NCCN
 3025 Chemical Road
 Suite 100
 Plymouth Meeting, PA 19462

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 Fax – 215.690.0280
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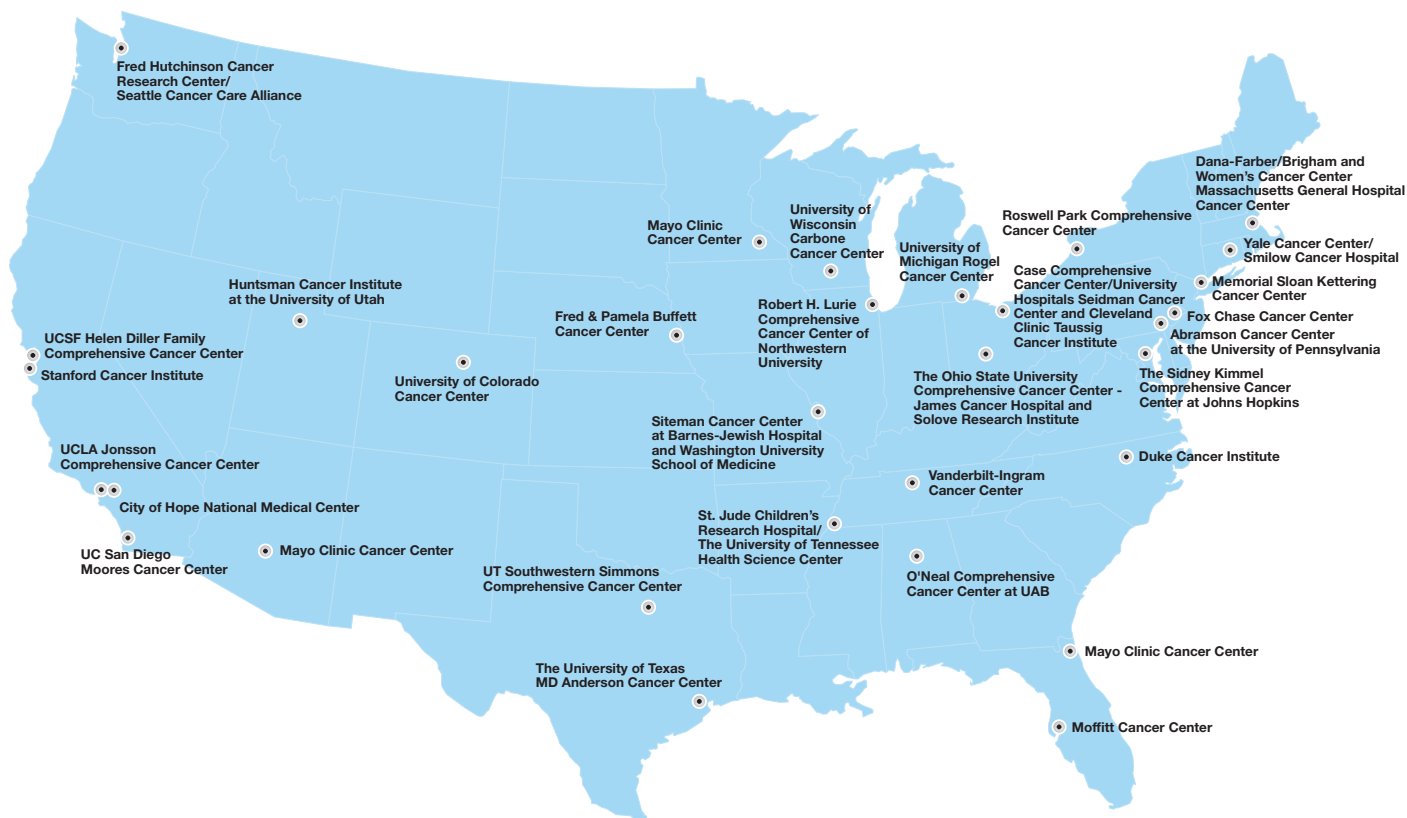


National
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NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, efficient, and accessible cancer care so patients can live better lives. 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. By defining and advancing 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 around the world.

[NCCN.org](https://www.nccn.org) – For Clinicians | [NCCN.org/patients](https://www.nccn.org/patients) – For Patients