



# eBulletin for NCCN Member Institutions



## Advertising Space Now Available! in the *NCCN eBulletin: Member Institution Edition*

### ***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 23 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 15,000 NCCN Member Institution readers, including a primary audience of more than 5,000 physicians. The total readership includes oncologists, pharmacists, nurses, advanced practitioners, case managers, hospital administrators, and other health care professionals.

Banner  
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News and Updates from the National Comprehensive Cancer Network®
October 2013 | Volume 1 • Issue

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**Welcome to the First NCCN eBulletin:  
Member Institution Edition**

Dear Colleagues,

The National Comprehensive Cancer Network® (NCCN®) and the NCCN Board of Directors recently developed a strategic plan to establish a clear future direction for the organization over the coming years. One of the most important elements of our strategic plan is to strengthen and broaden relationships between NCCN and NCCN Member Institutions. We endeavor to engage faculty and staff at our Member Institutions and keep you informed about our programs and initiatives in order to enhance your involvement with NCCN.

I am pleased to announce the first issue of a new newsletter specifically for NCCN Member Institutions. Starting in 2014, this publication will be published on a regular basis featuring information pertinent to NCCN Member Institutions, including the benefits and services you receive through your center's institutional membership in NCCN. Please note that this will not be a duplicate of the bi-weekly NCCN newsletter, *NCCN eBulletin*.

We hope you enjoy reading this edition and we welcome your feedback. If you have any ideas or suggestions for featured content in this newsletter, or if you would like to add a colleague to our mailing list, please send a message to [MRRelations@nccn.org](mailto:MRRelations@nccn.org).

On behalf of NCCN, we thank you and your colleagues for your significant contributions to the continued success of NCCN. Please do not hesitate to contact us should we be able to assist you in better serving those with cancer.

Sincerely yours,

Bob

Robert W. Carlson, MD  
NCCN Chief Executive Officer

Skyscraper  
160 x 600

UPDATE FROM THE NCCN ONCOLOGY RESEARCH PROGRAM

**Investigator-Initiated Research Opportunities Available through the NCCN Oncology Research Program**

The NCCN Oncology Research Program (ORP) strives to support oncology preclinical, translational, and clinical research at NCCN Member Institutions in order to improve the quality of life for patients and reduce cancer-related deaths by advancing cancer therapies through research. The NCCN ORP develops and maintains strong alliances with industry and actively facilitates collaborations between NCCN Member Institutions and industry drug developers making important scientific strides in the field of oncology.

[more>](#)

UPDATES: NCCN GUIDELINES® AND NCCN COMPENDIUM®

**NCCN Flash Updates™: NCCN Guidelines® and NCCN Compendium® Updated**

NCCN Flash Updates™ is a service from NCCN that provides timely access to updated and new information that appears in the published NCCN Guideline, NCCN Compendium®, and NCCN Templates®. In 2012, more than 60 update notifications were delivered straight to subscribers' inboxes in an improved and comprehensive format, referencing the most recent key changes to NCCN publications. NCCN Flash Updates™ are also distributed to licensees of NCCN Content.



# eBulletin for NCCN Member Institutions



## Reach More Than 15,000 Readers from NCCN Member Institutions

### Schedule

VOLUME • ISSUE	DROP DATE
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 1	January 16, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 2	February 13, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 3	March 20, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 4	April 10, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 5	May 8, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 6	June 12, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 7	July 17, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 8	August 14, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 9	September 11, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 10	October 9, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 11	November 6, 2014
<i>NCCN eBulletin: Member Institution</i> Volume 2 • Issue 12	December 11, 2014

Ad Unit	Pixel Size	Cost
• Banner	468 x 60 px	\$2,200
• 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.

### NCCN eBulletin: Member Institution – Editorial Team

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### Readers

### Count\*

Allied Health	261
Caregiver or Family Member	63
Case Manager (Non-Nurse)	18
Case Manager (Nurse)	39
Clinical Nurse Specialist	187
Government Employee	64
Health Educator	241
Industry Employee	159
Managed Care Organization Employee	90
Nurse Practitioner	772
Nurse/Oncology Nurse	1,234
Other	4,836
Patient Advocacy Organization Employee	16
Patient or Cancer Survivor	38
Pharmacist	1,522
Physician Assistant	261
Physician/Surgeon/Oncologist	5,285
Practice or Hospital Administrator/Manager	337
Tumor Registrar	24

**Total** ..... 15,447

\*As of Oct. 7, 2013

## Reserve Your Space Today!

### NCCN eBulletin: Member Institution – Advertising

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# eBulletin for NCCN Member Institutions



## *NCCN eBulletin: Member Institution Edition* Insertion Order Form

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 \_\_\_\_\_  
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 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail (required) \_\_\_\_\_

### *NCCN eBulletin: Member Institution Edition* Digital Reservations

Drop Date: _____	Drop Date: _____
<input type="radio"/> \$2,200 Banner (468 x 60 px)	<input type="radio"/> \$2,200 Banner (468 x 60 px)
<input type="radio"/> \$1,200 Skyscraper (160 x 600 px)	<input type="radio"/> \$1,200 Skyscraper (160 x 600 px)
Drop Date: _____	<b>SUBTOTAL \$</b> _____
<input type="radio"/> \$2,200 Banner (468 x 60 px)	Apply 15% discount
<input type="radio"/> \$1,200 Skyscraper (160 x 600 px)	(if reserving 3 ads) _____
	<b>TOTAL: \$</b> _____

### 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:

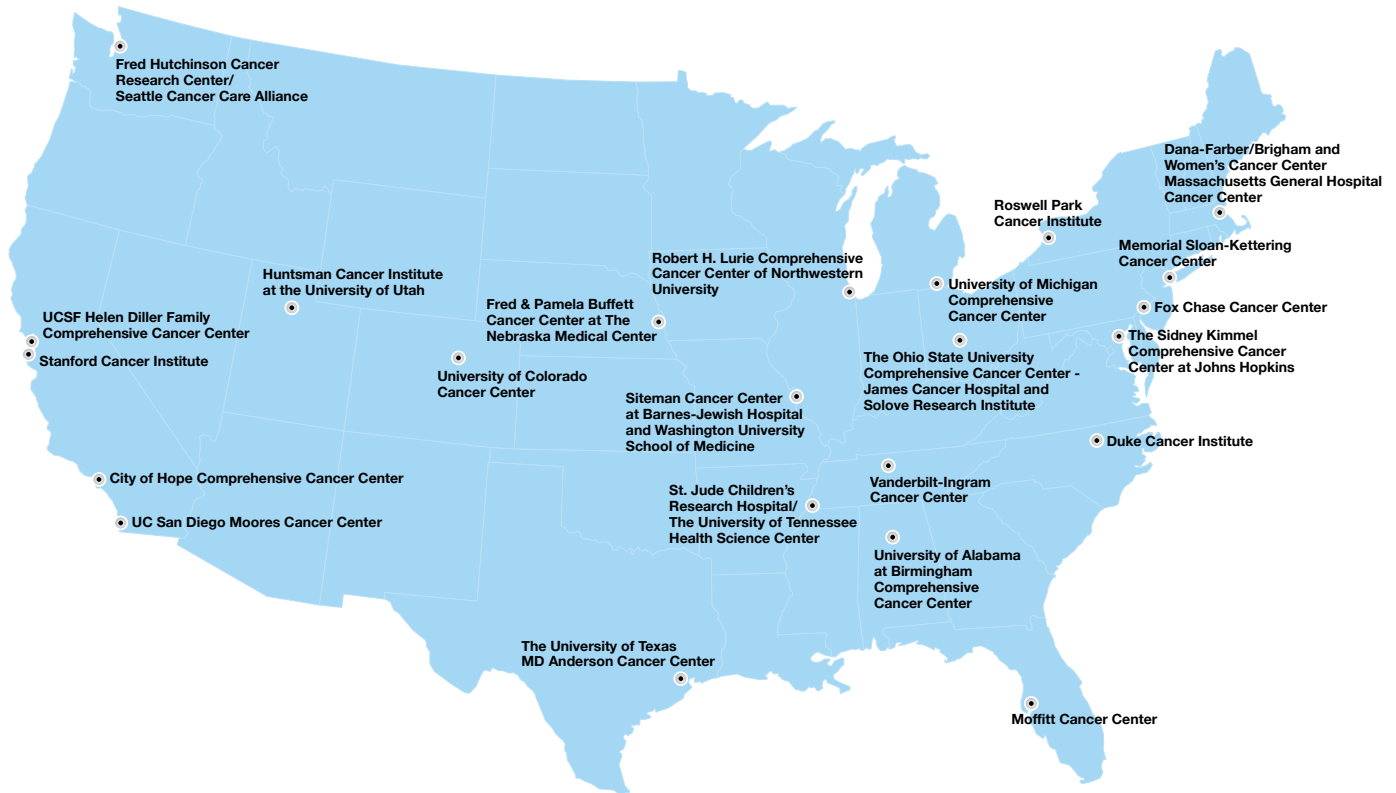
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## NCCN Member Institutions



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 23 of the world's leading cancer centers, is dedicated to improving the quality, effectiveness, and efficiency 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) – For Clinicians | [NCCN.org/patients](http://NCCN.org/patients) – For Patients