

MEMBER INSTITUTION EDITION 2016

NCCN eBulletin

RATE CARD



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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 27 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 6,000 physicians. The total readership includes oncologists, pharmacists, nurses, advanced practitioners, case managers, hospital administrators, and other health care professionals — all from the NCCN member hospitals.



BENEFITS

- > Advertise with NCCN, a not-for-profit **alliance of 27 of the world's leading cancer centers** devoted to patient care, research, and education, dedicated to improving the quality, effectiveness, and efficiency of cancer care so that patients can live better lives.
- > Include your ad with messages that go to **more than 15,000 U.S.-based readers from the 26 NCCN member hospitals.**

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Reach More Than 15,000 Readers

SCHEDULE

Issue #	Issue Date	Ad Material Due
1	1/19/16	1/11/16
2	2/16/16	2/8/16
3	3/15/16	3/8/16
4	4/12/16	4/5/16
5	5/17/16	5/10/16
6	6/14/16	6/7/16
7	7/12/16	7/5/16
8	8/23/16	8/16/16
9	9/20/16	9/13/16
10	10/18/16	10/11/16
11	11/15/16	11/7/16
12	12/13/16	12/6/16

READERS

Count *

Allied Health	408
Case Manager (Non-Nurse)	54
Case Manager (Nurse)	99
Clinical Nurse Specialist	202
Government Employee	70
Health Educator	258
Industry Employee	186
Managed Care Organization Employee	66
Nurse Practitioner	987
Nurse/Oncology Nurse	1,500
Other	2,725
Patient Advocacy Organization Employee	25
Pharmacist	1,551
Physician Assistant	317
Physician/Surgeon/Oncologist	6,181
Practice or Hospital Administrator/Manager	391
Tumor Registrar	18
Total	15,038

* As of August 20, 2015

ADVERTISING CONTACTS

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Reserve Your Space Today!

AD SIZES

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.

FREQUENCY DISCOUNTS

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

READERSHIP REPORTS**

Open Rate = 15%

Click-Through Rate = .43%

** Based on total average statistics from January 1 – July 31, 2015

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

ADVERTISEMENT

Banner
468 X 60

eBulletin for NCCN Member Institutions

News and Updates from the National Comprehensive Cancer Network® July 2015 | Volume 2 Issue 7

Forward to a Friend

FEATURED ARTICLES

NCCN to Host Policy Summit Exploring Value, Access, and Cost of Cancer Care [more >](#)

New NCCN Quick Guide™ for Esophageal Cancer Now Available
NCCN has published the first NCCN Quick Guide™ for Esophageal Cancer. This resource summarizes key points of the NCCN Guidelines for Patients®: Esophageal Cancer, Version 2015, which was published in June. Key points include recommendations for treatment planning and treatment options for squamous cell carcinomas and adenocarcinomas. [more >](#)

NCCN TRENDS™ Highlights: Metastatic Castration-Resistant Prostate Cancer and Sequence of Therapy [more >](#)

UPCOMING NCCN LIVE EVENTS

NCCN Policy Summit: Value, Access, and Cost of Cancer Care
Friday, September 11, 2015 • Washington, DC • 9:00 AM – 3:00 PM ET

GAIN: ENgaging an Interdisciplinary Team for NSCLC Diagnosis, Personalized Assessment & Treatment
Friday, September 18, 2015 • Phoenix, AZ
Hosted in collaboration with Mayo Clinic Cancer Center

NCCN 10th Annual Congress: Hematologic Malignancies™
October 16 – 17, 2015 • San Francisco, CA
Staff from NCCN Member Institutions receive a 50% registration discount! Use code MI50 on the payment page. The registration fee for fellows is waived!
All NCCN Member Institutions receive Complimentary Exhibit and Ad Space – Reserve your placement now!

NCCN ANNIVERSARY REFLECTIONS FROM JNCCN

Each month throughout 2015, JNCCN – Journal of the National Comprehensive Cancer Network is featuring reflections on the creation and growth of NCCN from past and present leadership.

Reflections on NCCN's First 20 Years
By David C. Hohn, MD
Roswell Park Cancer Institute

HIGHLIGHTS FROM JNCCN

View JNCCN – Journal of the National Comprehensive Cancer Network contributions from the June 2015 edition. [more >](#)

NCCN MEMBER INSTITUTIONS IN THE NEWS

Peeking into the Genome of a Deadly Cancer Pinpoints Possible New Treatment (*Stanford Cancer Institute*)

Lung Cancer Patients Who Stop Smoking Live Longer (*Roswell Park Cancer Institute*)

LEARN MORE ABOUT NCCN

[> About NCCN](#) > [NCCN Guidelines](#) > [NCCN Compendium](#)
> [Educational Events](#) > [Publications](#) > [Online Catalog](#)

To suggest content for upcoming issues of NCCN eBulletin: Member Institution Edition, view archived editions, or explore advertising opportunities, please [click here](#) to contact the NCCN eBulletin editorial team.

ADVERTISEMENT

Member Institution Staff Save 50%

ADVERTISEMENT

NCCN 10th Annual Congress: Hematologic Malignancies™

NCCN eBulletin: Member Institution Edition Insertion Order Form

2016 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="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)
Issue Date: _____	SUBTOTAL: \$ _____
<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) _____
	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: June Henry)

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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275 Commerce Drive
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Fort Washington, PA 19034

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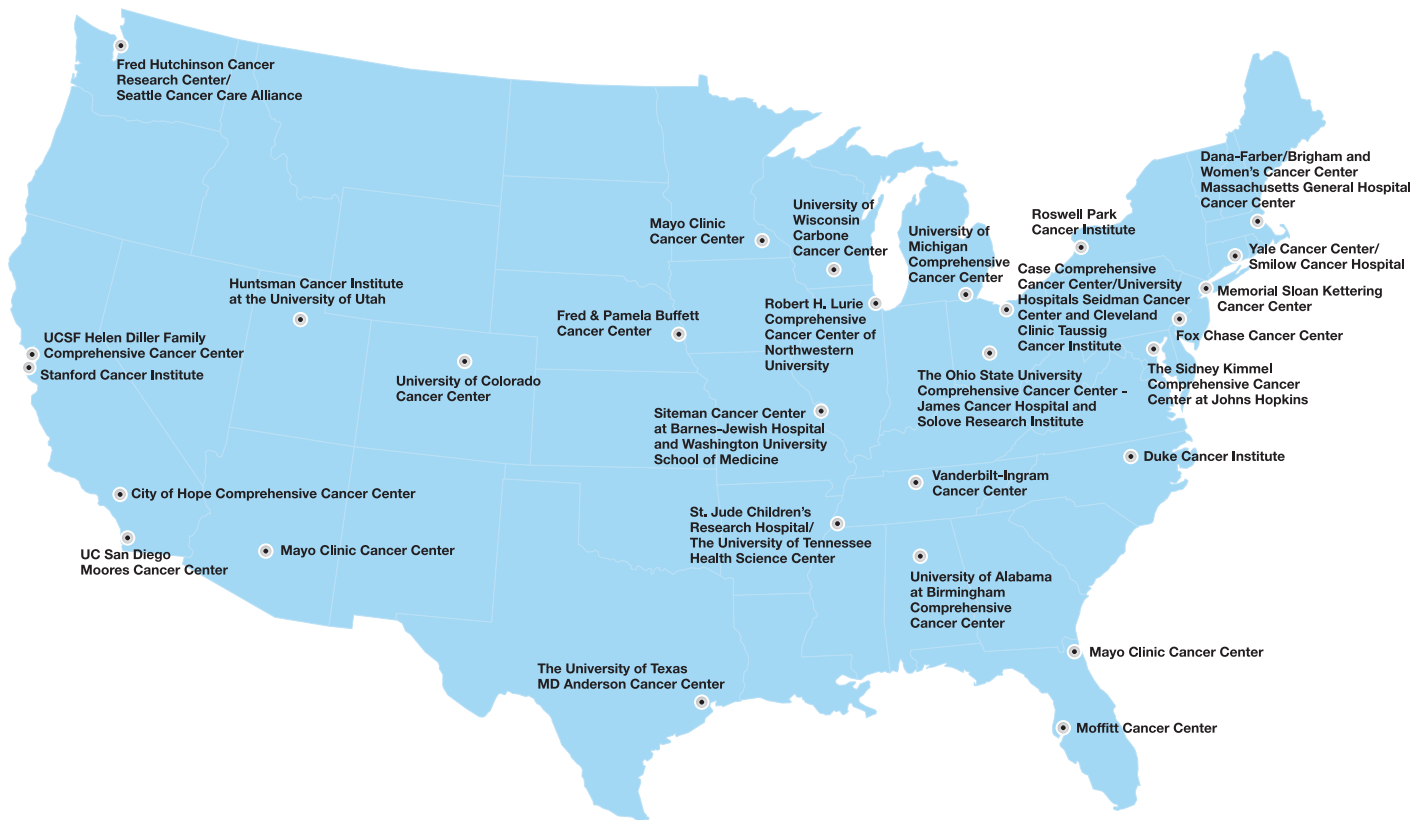


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NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®), a not-for-profit alliance of 27 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