

MEMBER INSTITUTION EDITION 2018

NCCN eBulletin

RATE CARD



2018

Reserve your premier 2018 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 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 17,000 NCCN Member Institution readers, including a primary audience of more than 6,300 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 27 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 17,000 U.S.-based readers from the 27 NCCN member centers.**

EDITORIAL TEAM

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Reach More Than 17,000 Readers

SCHEDULE - Volume 5

Issue #	Issue Date	Ad Material Due
1	01/16/18	01/11/18
2	02/13/18	02/06/18
3	03/13/18	03/06/18
4	04/10/18	04/03/18
5	05/08/18	05/01/18
6	06/12/18	06/05/18
7	07/17/18	07/10/18
8	08/14/18	08/07/18
9	09/11/18	09/04/18
10	10/09/18	10/02/18
11	11/13/18	11/06/18
12	12/18/18	12/11/18

READERS

Count *

Allied Health	449
Caregiver or Family Member	40
Case Manager (Non-Nurse)	89
Case Manager (Nurse)	160
Clinical Nurse Specialist	216
Government Employee	85
Health Educator	330
Industry Employee	210
Managed Care Organization Employee	72
Nurse Practitioner	1,254
Nurse/Oncology Nurse	1,969
Other	3,338
Patient Advocacy Organization Employee	31
Patient or Cancer Survivor	36
Pharmacist	1,753
Physician Assistant	386
Physician/Surgeon/Oncologist	6,344
Practice or Hospital Administrator/Manager	449
Tumor Registrar	28
Total	17,000

* As of May 8, 2017

ADVERTISING CONTACTS

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Reserve Your Space Today!

AD SIZES

Ad Unit	Pixel Size	Cost
Banner	468 x 60 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%

Click-Through Rate = .84%

** Based on total average statistics from January 1 – May 8, 2017

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

The image shows a screenshot of the NCCN eBulletin email layout. At the top, there is a grey box labeled "Leaderboard 728 X 90". Below this is the NCCN logo and the text "MEMBER INSTITUTION EDITION 2018 NCCN eBulletin". The main content area includes a search bar, a featured article titled "WHILE SUPPLIES LAST! Free NCCN Pocket Guidelines Available for Acute Lymphoblastic Leukemia & Antiemesis", and a "FEATURED ARTICLES" section with several articles including "NCCN Statement on FDA Leadership and Vision for the Future", "NCCN Presents Awards for Service to Patients and Contributions to the Alliance", "NCCN Foundation Awards Grants to Four Young Investigators from NCCN Member Institutions", "NCCN Annual Conference Sheds Light on Treatment Disparities, Significance of the Doctor-Patient Relationship, Supportive Care Issues, and the Latest Guidelines Updates", and "Panelists Urge Attendees to Break Down Silos and Address Biases in Cancer Care". On the right side, there is a vertical grey box labeled "Skyscraper 160 X 600". At the bottom, there is a grey box labeled "Banner 468 X 60" and another vertical grey box labeled "Skyscraper 160 X 600".

NCCN eBulletin: Member Institution Edition Insertion Order Form

2018 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: 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
Senior Director, Marketing
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275 Commerce Drive
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Fort Washington, PA 19034

Phone – 215.690.0274
Fax – 215.690.0280
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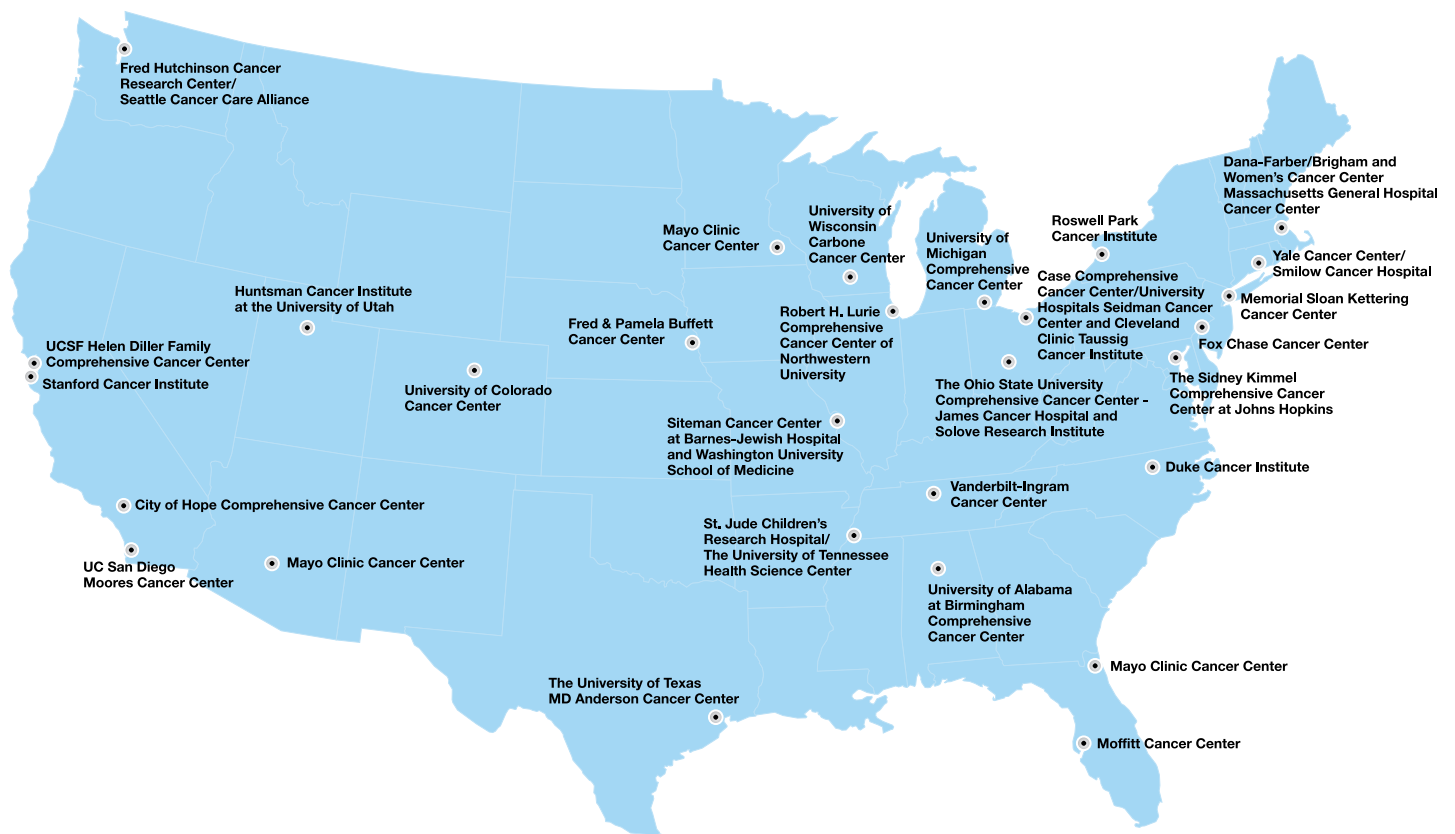


eBulletin

RATE CARD

U.S. EDITION 2018

NCCN MEMBER INSTITUTIONS



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