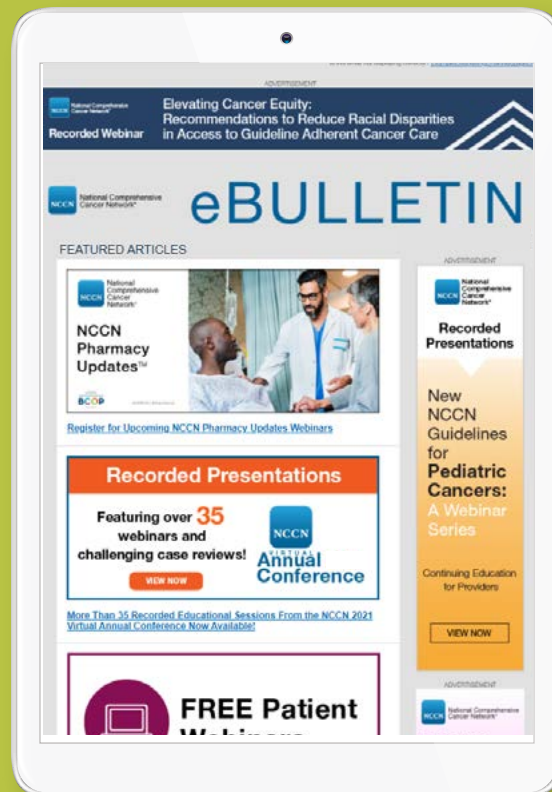


eBulletin

RATE CARD

U.S. EDITION 2022



2022



National Comprehensive
Cancer Network®

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

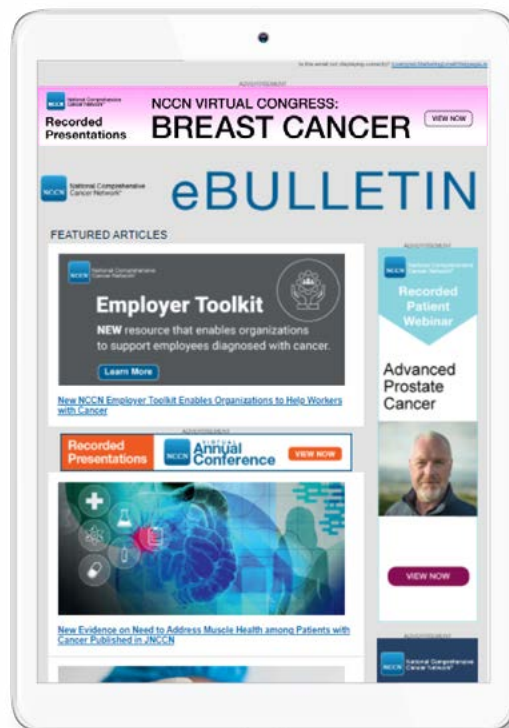
Reserve your premier 2022 advertising space now!

OVERVIEW

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 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 198,000 U.S.-based NCCN.org registered users, including a primary audience of more than 47,500 physicians. The total audience includes oncologists and other physicians, pharmacists, advanced practitioners, oncology nurses, hospital and practice administrators, and representatives from health plans.



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 198,000 U.S.-based readers.**

EDITORIAL TEAM

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Reach More Than 198,000 Readers

SCHEDULE - Volume 14

Issue #	Issue Date	Ad Material Due		Issue #	Issue Date	Ad Material Due
1	1/3/2022	12/27/2021		26	6/27/2022	6/20/2022
2	1/10/2022	1/3/2022		27	7/5/2022	6/28/2022
3	1/18/2022	1/10/2022		28	7/11/2022	7/5/2022
4	1/24/2022	1/18/2022		29	7/18/2022	7/11/2022
5	1/31/2022	1/24/2022		30	7/25/2022	7/18/2022
6	2/7/2022	1/31/2022		31	8/1/2022	7/25/2022
7	2/14/2022	2/8/2022		32	8/8/2022	8/1/2022
8	2/22/2022	2/15/2022		33	8/15/2022	8/8/2022
9	2/28/2022	2/21/2022		34	8/22/2022	8/15/2022
10	3/7/2022	2/28/2022		35	8/29/2022	8/22/2022
11	3/14/2022	3/7/2022		36	9/6/2022	8/30/2022
12	3/21/2022	3/14/2022		37	9/12/2022	9/6/2022
13	3/28/2022	3/21/2022		38	9/19/2022	9/12/2022
14	4/4/2022	3/28/2022		39	9/26/2022	9/19/2022
15	4/11/2022	4/4/2022		40	10/3/2022	9/26/2022
16	4/18/2022	4/11/2022		41	10/10/2022	10/3/2022
17	4/25/2022	4/18/2022		42	10/17/2022	10/10/2022
18	5/2/2022	4/25/2022		43	10/24/2022	10/17/2022
19	5/9/2022	5/2/2022		44	10/31/2022	10/24/2022
20	5/16/2022	5/9/2022		45	11/7/2022	10/31/2022
21	5/23/2022	5/16/2022		46	11/14/2022	11/7/2022
22	5/31/2022	5/24/2022		47	11/21/2022	11/14/2022
23	6/6/2022	5/31/2022		48	11/28/2022	11/21/2022
24	6/13/2022	6/6/2022		49	12/5/2022	11/28/2022
25	6/20/2022	6/13/2022		50	12/12/2022	12/5/2022

READERS

Count *

Allied Health	4,475
Case Manager (Non-Nurse)	1,529
Case Manager (Nurse)	5,423
Clinical Nurse Specialist	1,625
Government Employee	1,048
Health Educator	4,326
Industry Employee	18,586
Managed Care Organization Employee	1,422
Nurse Practitioner	12,320
Nurse/Oncology Nurse	31,057
Other	37,791
Patient Advocacy Organization Employee	850
Pharmacist	22,074
Physician Assistant	4,111
Physician/Surgeon/Oncologist	47,949
Practice or Hospital Administrator/Manager	2,930
Tumor Registrar	719
Social Worker	414
Total	198,649

* As of June 2021

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	\$2,850
Banner	468 x 60 px	\$2,200
Skyscraper	160 x 600 px	\$1,800
Square	90 x 90 px	\$1,000

(includes up to 30 words of text with a small logo placement.)

AD SPECIFICATIONS

- Only one ad per newsletter, per sponsor
- Artwork to be submitted in GIF or JPEG format
- Animated GIF files are suitable†
- Maximum file size is 100 KB

EXCLUSIONS

- Only one URL or set of tags per ad
- Art and links or tags must be received at least 5 business days prior to each issue date.
- One proof supplied per newsletter issue for sponsor review, 48 hour turn-around is appreciated.
- Artwork should be named to include company name and brand.
- Rate card supplied as is, customized power points not provided.
- All prices net to NCCN
- NCCN does not provide list matching services.
- Targeted emails to disease-specific lists are not available.

†Since many digital 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 = 9.4%

** Based on total average statistics from January – June 2021


Readership Reports are generated through NCCN's e-mail marketing management platform, Cvent, Inc. Readership Reports supplied upon request by NCCN via e-mail. Report customization services not provided.

Readership Reports include:

- 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


Leaderboard
728 x 90



National Comprehensive
Cancer Network™

eBULLETIN

FEATURED ARTICLES



Employer Toolkit

NEW resource that enables organizations to support employees diagnosed with cancer.

[Learn More](#)


[New NCCN Employer Toolkit Enables Organizations to Help Workers with Cancer](#)

Skyscraper

160 x 600

Banner


468 x 60



[New Evidence on Need to Address Muscle Health among Patients with Cancer Published in JNCCN](#)

Skyscraper

160 x 600



[New NCCN Pharmacy Directors Forum White Paper on Challenges and Concerns Associated with Member Institution Access to Limited Distribution Medications](#)

Square

90 x 90

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NCCN eBulletin Insertion Order Form

2022 DIGITAL ADVERTISING SPACE RESERVATION

Advertisers can use this form to reserve 1 to 5 ads. With purchase of a third ad, advertisers receive a 15% discount off all ads purchased. If reserving more than 5 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

Issue Date: _____

- \$2,850 Leaderboard (728 x 90 px)
 \$2,200 Banner (468 x 60 px)
 \$1,800 Skyscraper (160 x 600 px)
 \$1,000 Square - Text: 50 words (90 x 90 px)

Issue Date: _____

- \$2,850 Leaderboard (728 x 90 px)
 \$2,200 Banner (468 x 60 px)
 \$1,800 Skyscraper (160 x 600 px)
 \$1,000 Square - Text: 50 words (90 x 90 px)

Issue Date: _____

- \$2,850 Leaderboard (728 x 90 px)
 \$2,200 Banner (468 x 60 px)
 \$1,800 Skyscraper (160 x 600 px)
 \$1,000 Square - Text: 50 words (90 x 90 px)

Issue Date: _____

- \$2,850 Leaderboard (728 x 90 px)
 \$2,200 Banner (468 x 60 px)
 \$1,800 Skyscraper (160 x 600 px)
 \$1,000 Square - Text: 50 words (90 x 90 px)

Issue Date: _____

- \$2,850 Leaderboard (728 x 90 px)
 \$2,200 Banner (468 x 60 px)
 \$1,800 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 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
 Phone – 215.690.0274
 Fax – 215.690.0280
tredwell@nccn.org



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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