Reserve your premier 2022 advertising space now!

OVERVIEW

NCCN eBulletin: Patient Advocacy Edition is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who are patients, caregivers, patient advocates, social workers, and health educators.

This newsletter features articles on topics including patient and caregiver resources, oncology health policy and research, news and events, NCCN Foundation® announcements and recent updates to the NCCN Guidelines for Patients®.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 23,700 NCCN.org registered users.

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 23,700 patients, caregivers, patient advocates, and health educators.

Reach More Than 23,700 Readers

<table>
<thead>
<tr>
<th>SCHEDULE - Volume 4</th>
<th>READERS</th>
<th>Count *</th>
</tr>
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<tr>
<td>Issue #</td>
<td>Issue Date</td>
<td>Ad Material Due</td>
</tr>
<tr>
<td>1</td>
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<td>1/13/2022</td>
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<td>2/17/2022</td>
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Reserve Your Space Today!

AD SIZES

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixel Size</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$2,000</td>
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<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

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 = 14%
Click-Through Rate = 5.77%  
** Based on total average statistics from January – June 2021

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
Insertion Order Form

2022 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) _______________________________________________________________________

Issue Date: _____________________
☐ $2,000 Leaderboard (728 x 90 px)
☐ $1,200 Skyscraper (160 x 600 px)
Issue Date: _____________________
☐ $2,000 Leaderboard (728 x 90 px)
☐ $1,200 Skyscraper (160 x 600 px)

SUBTOTAL: $ _______________________
Apply 15% discount
(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.
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 – For Clinicians | NCCN.org/patients – For Patients