GLOBAL EDITION 2022
NCCN eBulletin
RATE CARD

FEATURED ARTICLES

Patient Engagement
Driving Access to Quality Cancer Care Globally
Recordings available now

NEW Prostate Cancer Resources for Latin America
NEW NCCN Resources for Prostate Cancer in Latin America

MONTHLY ONCOLOGY TUMOR BOARDS
A Multidisciplinary Approach to Individualized Patient Care

LIVE WEBINARS
View the Recorded Webinars from the Global Online Webinar Series: Patient Engagement Driving Access to Quality Cancer Care Globally

2022

NCCN Guidelines®
Breast Cancer Translations Available

NCCN.org/advertising

National Comprehensive Cancer Network®
Reserve your premier 2022 advertising space now!

OVERVIEW

NCCN eBulletin: Global Edition is an electronic newsletter delivered to all ex-U.S. registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org. A growing number of registered NCCN.org users come from nations other than the United States. This amounts to an audience of more than 335,000 oncology professionals from approximately 197 countries who are eager to learn from NCCN.

NCCN eBulletin: Global Edition features content addressing a variety of timely and substantial considerations in the oncology environment. Topics may include clinical and operational trends in the delivery of cancer care and the oncology health policy environment; detailed information on burgeoning NCCN Global Initiatives including:

- Live congresses
- New translations and regional adaptations of NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)
- Notification of recent updates to the treatment recommendations of the NCCN Guidelines®
- NCCN Harmonized Guidelines™
- Notable advances and breakthroughs in treatment and research made at NCCN Member Institutions
- NCCN Member Institution international engagements
- Participation of NCCN and NCCN faculty in global symposia
- Collaborations with physician groups around the world to help advance the NCCN mission

NCCN eBulletin: Global Edition is a unique, large-reach electronic vehicle in which advertisers have the exclusive opportunity to position their messages in conjunction with distinctive, sought-after NCCN Content. Readers include more than 196,000 physicians practicing outside the United States; other key recipients include oncology nurses, hospital and health care administrators, and additional professionals with an interest in oncology.

EDITORIAL TEAM

Jennifer Tredwell, MBA  
Vice President, Marketing and Communications  
tredwell@nccn.org

Erin Frantz  
Marketing Manager  
frantz@nccn.org

Caitlin McAuley  
Project Manager, Global Business Development  
mcauley@nccn.org • 215.690.0557

Jessica Wilbur  
Senior Digital Communications Specialist  
wilbur@nccn.org

Carley Mirakian  
Corporate Communications Specialist  
mirakian@nccn.org
Reach More Than 335,000 Readers

<table>
<thead>
<tr>
<th>SCHEDULE - Volume 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue #</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>12</td>
</tr>
</tbody>
</table>

**READERS**

<table>
<thead>
<tr>
<th>READERS</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Health</td>
<td>8,786</td>
</tr>
<tr>
<td>Case Manager (Non-Nurse)</td>
<td>5,394</td>
</tr>
<tr>
<td>Case Manager (Nurse)</td>
<td>2,274</td>
</tr>
<tr>
<td>Clinical Nurse Specialist</td>
<td>1,941</td>
</tr>
<tr>
<td>Government Employee</td>
<td>2,033</td>
</tr>
<tr>
<td>Health Educator</td>
<td>9,996</td>
</tr>
<tr>
<td>Industry Employee</td>
<td>16,672</td>
</tr>
<tr>
<td>Managed Care Organization Employee</td>
<td>882</td>
</tr>
<tr>
<td>Nurse Practitioner</td>
<td>1,471</td>
</tr>
<tr>
<td>Nurse/Oncology Nurse</td>
<td>6,637</td>
</tr>
<tr>
<td>Other</td>
<td>41,211</td>
</tr>
<tr>
<td>Patient Advocacy Organization Employee</td>
<td>371</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>25,226</td>
</tr>
<tr>
<td>Physician Assistant</td>
<td>10,351</td>
</tr>
<tr>
<td>Physician/Surgeon/Oncologist</td>
<td>196,857</td>
</tr>
<tr>
<td>Practice or Hospital Administrator/Manager</td>
<td>2,036</td>
</tr>
<tr>
<td>Tumor Registrar</td>
<td>2,338</td>
</tr>
<tr>
<td>Social Worker</td>
<td>1,269</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>335,745</strong></td>
</tr>
</tbody>
</table>

* As of June 2021

**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 335,000 readers from outside of the U.S.

**ADVERTISING CONTACTS**

Jennifer Tredwell, MBA  
Vice President, Marketing and Communications  
tredwell@nccn.org • 215.690.0274

Caitlin McAuley  
Project Manager, Global Business Development  
mcauley@nccn.org • 215.690.0557
Reserve Your Space Today!

AD SIZES

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Pixel Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$2,000</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$1,400</td>
</tr>
<tr>
<td>Square</td>
<td>90 x 90 px</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

(includes up to 75 words of text with links to advertiser pages)

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 e-mails 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 = 13.56%
Click-Through Rate = 8.15%

** 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
NCCN eBulletin: Global Edition
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 five 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: Global Edition Digital Reservations
Issue Date: _____________________
☐ $2,000 Leaderboard (728 x 90 px)
☐ $1,400 Skyscraper (160 x 600 px)
☐ $1,000 Square - Text: 75 words (90 x 90 px)

Issue Date: _____________________
☐ $2,000 Leaderboard (728 x 90 px)
☐ $1,400 Skyscraper (160 x 600 px)
☐ $1,000 Square - Text: 75 words (90 x 90 px)

Issue Date: _____________________
☐ $2,000 Leaderboard (728 x 90 px)
☐ $1,400 Skyscraper (160 x 600 px)
☐ $1,000 Square - Text: 75 words (90 x 90 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.

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
LIST OF COUNTRIES OF READER ORIGIN

Afghanistan  Dominica  Luxembourg  Saudi Arabia
Albania  Dominican Republic  Macedonia  Senegal
Algeria  Ecuador  Madagascar  Serbia
Andorra  Egypt  Malawi  Seychelles
Angola  El Salvador  Malaysia  Sierra Leone
Antigua and Barbuda  Equatorial Guinea  Maldives  Singapore
Argentina  Eritrea  Mali  Slovakia (Slovak Republic)
Armenia  Estonia  Malta  Slovenia
Aruba  Ethiopia  Marshall Islands  Somalia
Australia  Fiji  Mauritania  South Africa
Austria  Finland  Mauritius  South Korea, Republic of Korea
Azerbaijan  France  Mexico  South Sudan
Bahamas  Gabon  Micronesia, Federated States of Moldova
Bahrain  Georgia  Monaco  Spain
Bangladesh  Germany  Mongolia  Sri Lanka
Barbados  Ghana  Montenegro  Suriname
Belarus  Gibraltar  Morocco  Swaziland
Belgium  Greece  Mozambique  Sweden
Belize  Grenada  Myanmar (Burma)  Switzerland
Benin  Guatemala  Namibia  Taiwan
Bermuda  Guinea  Nauru  Tonga
Bhutan  Guinea-Bissau  Nepal  Trinidad and Tobago
Bolivia  Guyana  Netherlands  Tunisia
Botswana  Haiti  New Zealand  Turkey
Brazil  Honduras  Nicaragua  Turkmenistan
British Virgin Islands  Hong Kong  Niger  Tuvalu
Brunei  Hungary  Nigeria  Uganda
Bulgaria  Iceland  Norway  Ukraine
Burkina Faso  India  Oman  United Arab Emirates
Burundi  Indonesia  Pakistan  United Kingdom
Cambodia  Iraq  Palau  Uruguay
Cameroon  Ireland  Panama  Uzbekistan
Canada  Israel  Papua New Guinea  Vanuatu
Cape Verde  Italy  Paraguay  Vatican City (Holy See)
Cayman Islands  Jamaica  Peru  Venezuela
Central African Republic  Japan  Philipppines  Vietnam
Chad  Jordan  Poland  Yemen
Chile  Kazakhstan  Portugal  Zimbabwe
China  Kenya  Puerto Rico  Colombia
Colombia  Kiribati  Qatar  Comoros
Comoros  Kosovo  Romania  Congo, Democratic Republic of the
Congo, Democratic Republic of the Congo, Republic of the
Costa Rica  Kuwait  Russia  Cote d'Ivoire
Croatia (local Name: Hrvatska)  Kyrgyzstan  Rwanda  Cyprus
Cyprus  Laos  Saharawi Arab Democratic Republic
Czech Republic  Latvia  Saint Kitts and Nevis  Denmark
Djibouti  Lebanon  Saint Lucia  Djibouti

Global Edition 2022
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