Reserve your premier 2021 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, 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 21,000 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 21,000 patients, caregivers, patient advocates, and health educators.

Reach More Than 21,000 Readers

<table>
<thead>
<tr>
<th>Issue</th>
<th>Issue Date</th>
<th>Ad Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2/25/2021</td>
<td>2/18/2021</td>
</tr>
<tr>
<td>2</td>
<td>3/25/2021</td>
<td>3/18/2021</td>
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<tr>
<td>3</td>
<td>4/22/2021</td>
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<td>4</td>
<td>5/20/2021</td>
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<td>9/23/2021</td>
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<tr>
<td>11</td>
<td>12/16/2021</td>
<td>12/9/2021</td>
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**READERS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Count *</th>
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</thead>
<tbody>
<tr>
<td>Caregiver or Family Member</td>
<td>2,627</td>
</tr>
<tr>
<td>Health Educator</td>
<td>13,168</td>
</tr>
<tr>
<td>Patient Advocacy Organization Employee</td>
<td>1,177</td>
</tr>
<tr>
<td>Patient or Cancer Survivor</td>
<td>4,276</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>21,248</strong></td>
</tr>
</tbody>
</table>

* As of June 2020

**EDITORIAL and ADVERTISING TEAM**

Jennifer Tredwell, MBA, Editor-in-Chief  
Vice President, Marketing and Communications  
tredwell@nccn.org

Erin Frantz  
Marketing Manager  
frantz@nccn.org
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>$1,200</td>
</tr>
</tbody>
</table>

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 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 = 15.4%
Click-Through Rate = 7.08%

** Based on total average statistics from January – June 2020

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

2021 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 ________________________________________________________________________________

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
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