

GLOBAL EDITION 2023

NCCN eBulletin

RATE CARD



2023



National Comprehensive
Cancer Network®

NCCN.org/advertising

Reserve your premier 2023 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 as well as detailed information on burgeoning NCCN Global Initiatives including:

- Live events and webinars
- 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 Framework for Resource Stratification of NCCN Guidelines (NCCN Framework™)
- 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

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Reach More Than 335,000 Readers

SCHEDULE - Volume 11

| Issue # | Issue Date | Ad Material Due |
|---------|------------|-----------------|
| 1 | 1/5/2023 | 12/22/2022 |
| 2 | 2/2/2023 | 1/26/2023 |
| 3 | 3/2/2023 | 2/23/2023 |
| 4 | 4/6/2023 | 3/30/2023 |
| 5 | 5/4/2023 | 4/27/2023 |
| 6 | 6/8/2023 | 6/1/2023 |
| 7 | 7/6/2023 | 6/29/2023 |
| 8 | 8/3/2023 | 7/27/2023 |
| 9 | 9/7/2023 | 8/31/2023 |
| 10 | 10/5/2023 | 9/28/2023 |
| 11 | 11/2/2023 | 10/26/2023 |
| 12 | 12/7/2023 | 11/30/2023 |

READERS

Count *

| | |
|--|----------------|
| Allied Health | 9,121 |
| Case Manager (Non-Nurse) | 5,505 |
| Case Manager (Nurse) | 2,290 |
| Clinical Nurse Specialist | 1,919 |
| Government Employee | 2,018 |
| Health Educator | 9,875 |
| Industry Employee | 16,189 |
| Managed Care Organization Employee | 867 |
| Nurse Practitioner | 1,450 |
| Nurse/Oncology Nurse | 6,612 |
| Other | 41,364 |
| Patient Advocacy Organization Employee | 361 |
| Pharmacist | 25,249 |
| Physician Assistant | 10,455 |
| Physician/Surgeon/Oncologist | 196,355 |
| Practice or Hospital Administrator/Manager | 2,051 |
| Tumor Registrar | 2,336 |
| Social Worker | 1,047 |
| Total | 335,064 |

* As of June 2022

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, equitable, 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

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Caitlin McAuley
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Reserve Your Space Today!

AD SIZES

| Ad Unit | Pixel Size | Cost |
|-------------|--------------|---------|
| Leaderboard | 728 x 90 px | \$2,000 |
| Skyscraper | 160 x 600 px | \$1,400 |

AD SPECIFICATIONS

- Only one ad per newsletter, per sponsor
- Artwork to be submitted in GIF or JPEG format in size specified
- Maximum file size is 100 KB
- All ads are subject to NCCN review and approval

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 = 22%

Click-Through Rate = 2.9%

** Based on total average statistics from January – June 2022

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

ADVERTISMENT

Leaderboard
728 x 90

NCCN National Comprehensive Cancer Network

eBULLETIN
GLOBAL

ADVERTISMENT

Free Cancer Resources in Ukrainian:
Access with the NCCN Guides for Cancer App

ADVERTISMENT

Skyscraper
160 x 600

NCCN Joins the Global Plea for Peace in Ukraine
Translations of 15 NCCN Guidelines for Patients® are now available to help Ukrainians with cancer get the best possible care. [View now](#)

World Cancer Day
NCCN is joining organizations to draw attention to inequities in cancer care and close the care gap. [Learn more](#)

NCCN Guidelines for Patients Translations
Translations of NCCN Guidelines for Patients: Melanoma and Kidney Cancer are now available. [Access the translations](#)

ADVERTISMENT

Skyscraper
160 x 600

Annual Conference
REGISTER NOW

Live Events

NCCN eBulletin: Global Edition

Insertion Order Form

2023 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: _____ | Issue Date: _____ |
| <input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px) | <input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px) |
| <input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px) | <input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px) |
| Issue Date: _____ | Issue Date: _____ |
| <input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px) | <input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px) |
| <input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px) | <input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px) |
| Issue Date: _____ | SUBTOTAL: \$ _____ |
| <input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px) | Apply 15% discount |
| <input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px) | (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

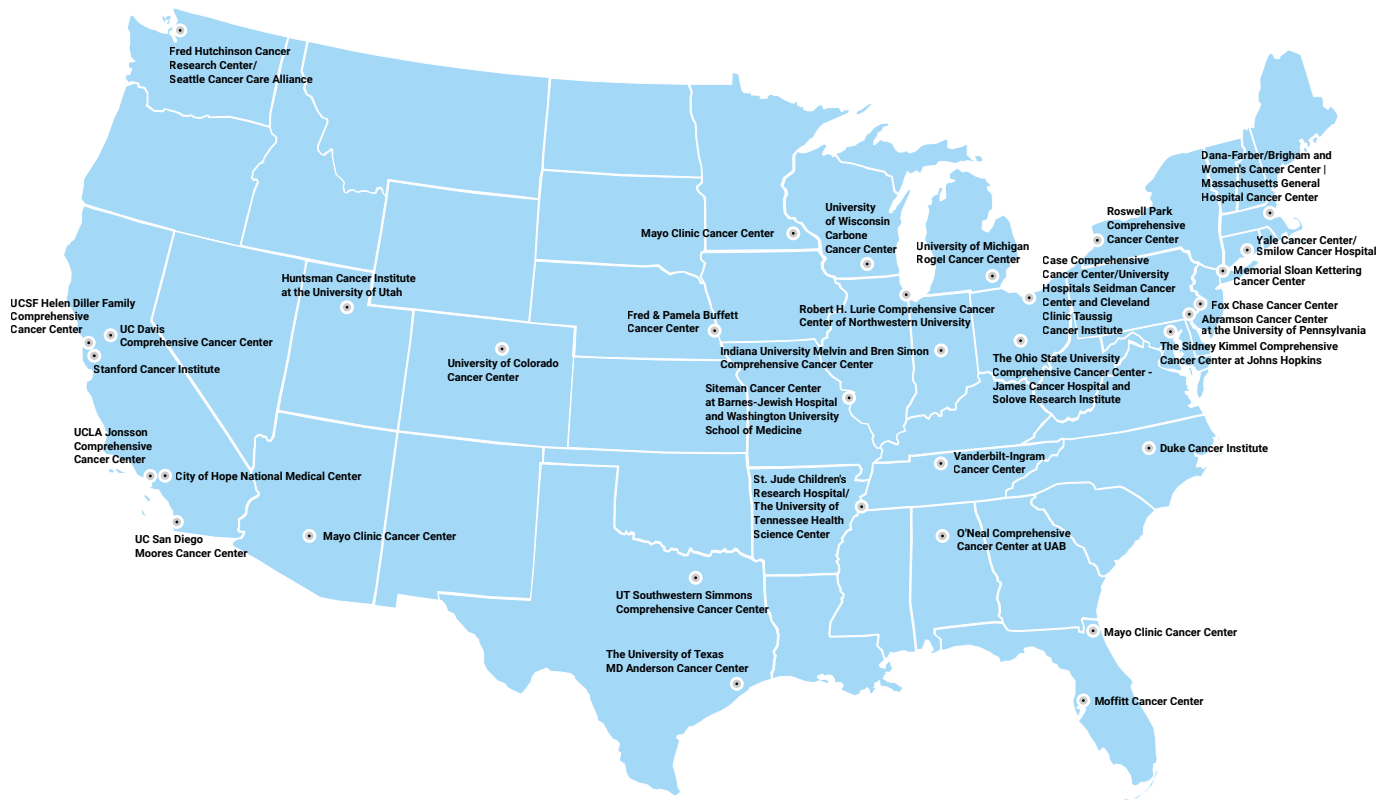
| | | | |
|--|--------------------|--|-----------------------------------|
| Afghanistan | Dominica | Macedonia | Senegal |
| Albania | Dominican Republic | Madagascar | Serbia |
| Algeria | Ecuador | Malawi | Seychelles |
| Andorra | Egypt | Malaysia | Sierra Leone |
| Angola | El Salvador | Maldives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

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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, equitable, 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