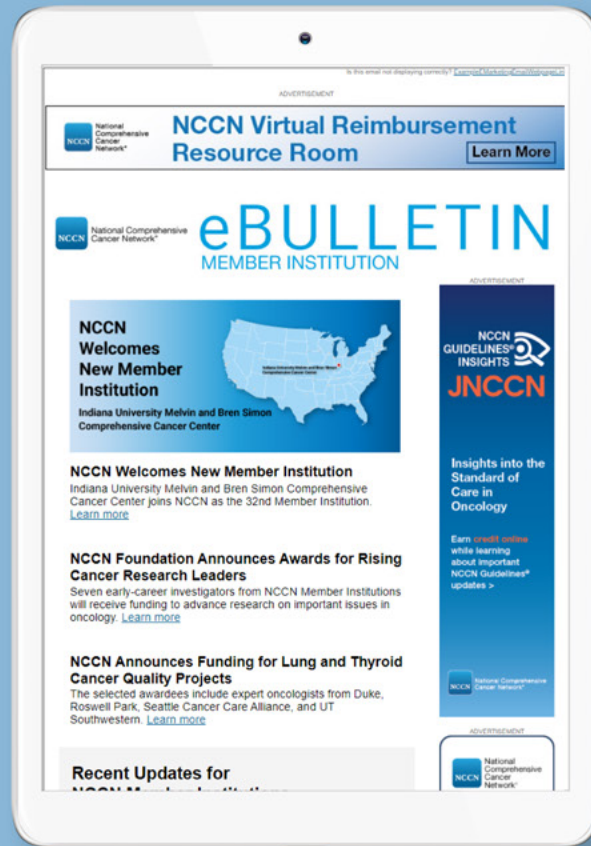


MEMBER INSTITUTION EDITION 2023

# NCCN eBulletin

# RATE CARD



# 2023



National Comprehensive  
Cancer Network®

NCCN.org/advertising

# Reserve your premier 2023 advertising space now!

## OVERVIEW

**NCCN eBulletin: Member Institution Edition** is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—[NCCN.org](https://www.nccn.org)—who are from the 32 NCCN Member Institutions.

This exclusive publication features content of specific interest to the NCCN Member Institution readers and includes executive messages, NCCN committee reports, updates from the NCCN Oncology Research Program (ORP), journal contributions, subscription and benefit notices, program participation announcements, NCCN Foundation® messages, and other NCCN Member Institution news.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 18,000 NCCN Member Institution readers, including a primary audience of more than 5,400 physicians. The total readership includes oncologists, pharmacists, nurses, advanced practitioners, case managers, hospital administrators, and other health care professionals — all from the NCCN member centers.



## 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 18,000 U.S.-based readers from the 32 NCCN Member Institutions.**

## EDITORIAL TEAM

**Jennifer Tredwell, MBA, Editor-in-Chief**  
*Vice President, Marketing and Communications*  
[tredwell@nccn.org](mailto:tredwell@nccn.org)

**Jill Mullen, MPA**  
*Director, Member Relations*  
[mullen@nccn.org](mailto:mullen@nccn.org)

**Erin Frantz**  
*Senior Marketing Manager*  
[frantz@nccn.org](mailto:frantz@nccn.org)

**Carley Mirakian**  
*Corporate Communications Specialist*  
[mirakian@nccn.org](mailto:mirakian@nccn.org)

# Reach More Than 18,000 Readers

## SCHEDULE - Volume 10

Issue #	Issue Date	Ad Material Due
1	1/12/2023	1/5/2023
2	2/9/2023	2/2/2023
3	3/9/2023	3/2/2022
4	4/13/2023	4/6/2023
5	5/11/2023	5/4/2023
6	6/15/2023	6/8/2023
7	7/13/2023	7/6/2023
8	8/10/2023	8/3/2023
9	9/14/2023	9/7/2023
10	10/12/2023	10/5/2023
11	11/9/2023	11/2/2023
12	12/14/2023	12/7/2023

## READERS

Count \*

Allied Health	422
Case Manager (Non-Nurse)	109
Case Manager (Nurse)	290
Clinical Nurse Specialist	190
Health Educator	367
Managed Care Organization Employee	104
Nurse Practitioner	1,497
Nurse/Oncology Nurse	2,601
Other	3,960
Pharmacist	1,993
Physician Assistant	481
Physician/Surgeon/Oncologist	5,452
Practice or Hospital Administrator/Manager	541
Tumor Registrar	31
Social Worker	40
<b>Total</b>	<b>18,078</b>

\* As of June 2022

## ADVERTISING CONTACT

Jennifer Tredwell, MBA

Vice President, Marketing and Communications

[tredwell@nccn.org](mailto:tredwell@nccn.org) • 215.690.0274

# Reserve Your Space Today!

## AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$2,000
Skyscraper	160 x 600 px	\$1,200

## 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 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 = 4.7%

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

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

The screenshot displays a newsletter layout with the following elements:

- Leaderboard (728 x 90):** Located at the top, containing the NCCN logo and the text "National Comprehensive Cancer Network" and "eBULLETIN MEMBER INSTITUTION".
- Skyscraper (160 x 600):** A vertical ad on the right side, containing the text "NCCN Welcomes New Member Institution" and "Indiana University Melvin and Bren Simon Comprehensive Cancer Center".
- Main Content:** A central article titled "NCCN Welcomes New Member Institution" featuring a map of the United States with a red dot in Indiana. Below the map, it states: "Indiana University Melvin and Bren Simon Comprehensive Cancer Center joins NCCN as the 32nd Member Institution. [Learn more](#)".
- Other Articles:** Two more articles are visible: "NCCN Foundation Announces Awards for Rising Cancer Research Leaders" and "NCCN Announces Funding for Lung and Thyroid Cancer Quality Projects".
- Footer:** A section titled "Recent Updates for NCCN Member Institutions".

# NCCN eBulletin: Member Institution Edition Insertion Order Form

## 2023 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) \_\_\_\_\_

### NCCN eBulletin: Member Institution Edition Digital Reservations

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)

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.*

## 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](mailto:tredwell@nccn.org)

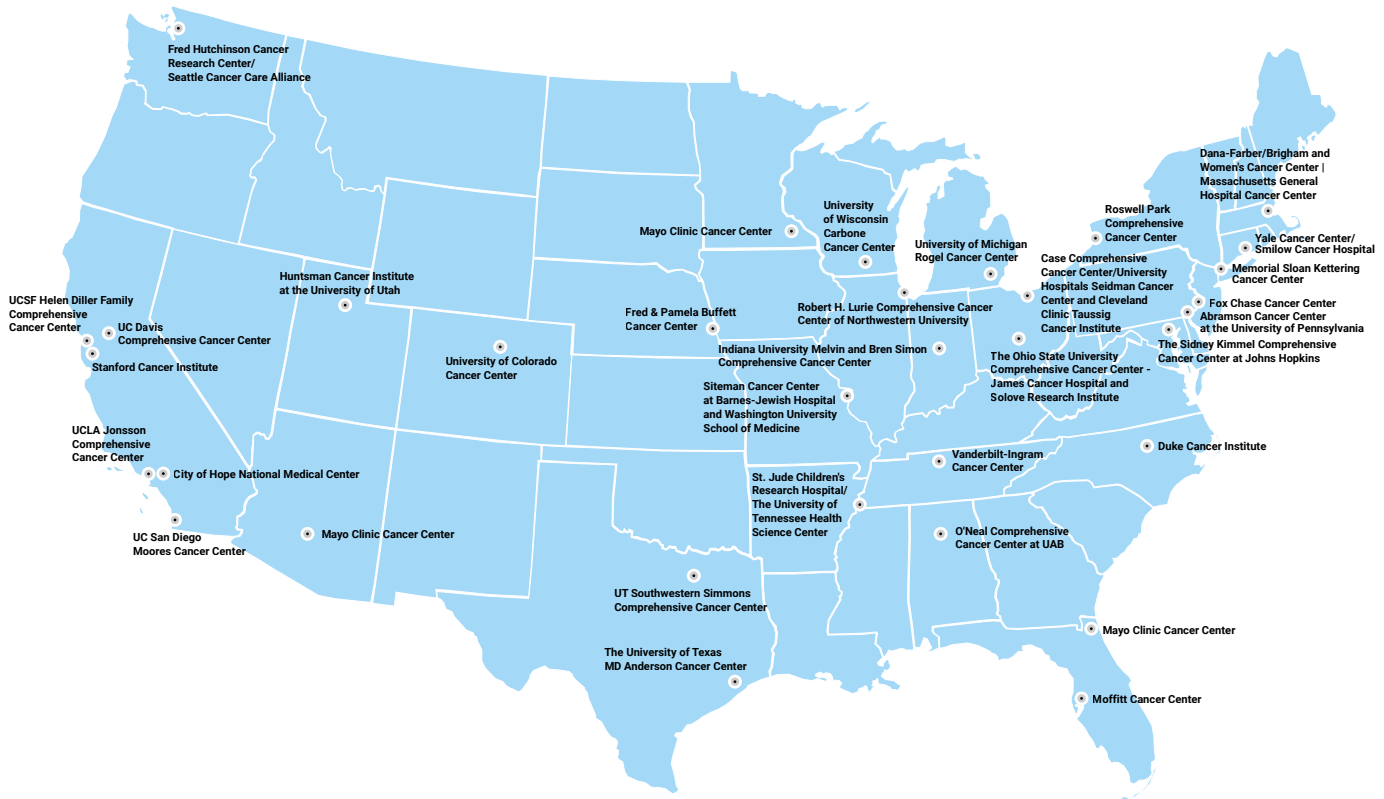


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## NCCN MEMBER INSTITUTIONS



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, 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