Reserve your premier 2022 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](http://NCCN.org)—who are from the 31 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 18,700 NCCN Member Institution readers, including a primary audience of more than 5,700 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, efficient, and accessible cancer care so that patients can live better lives.

> Include your ad with messages that go to more than 18,700 U.S.-based readers from the 31 NCCN Member Institutions.

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Reach More Than 18,700 Readers

**READERS**

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<thead>
<tr>
<th>Count</th>
<th>Reader Type</th>
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<tbody>
<tr>
<td>438</td>
<td>Allied Health</td>
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<tr>
<td>116</td>
<td>Case Manager (Non-Nurse)</td>
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<tr>
<td>289</td>
<td>Case Manager (Nurse)</td>
</tr>
<tr>
<td>205</td>
<td>Clinical Nurse Specialist</td>
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<tr>
<td>381</td>
<td>Health Educator</td>
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<td>110</td>
<td>Managed Care Organization Employee</td>
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<tr>
<td>1,556</td>
<td>Nurse Practitioner</td>
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<tr>
<td>2,675</td>
<td>Nurse/Oncology Nurse</td>
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<td>4,118</td>
<td>Other</td>
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<td>2,066</td>
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<td>Physician Assistant</td>
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<td>5,723</td>
<td>Physician/Surgeon/Oncologist</td>
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<td>544</td>
<td>Practice or Hospital Administrator/Manager</td>
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<td>35</td>
<td>Tumor Registrar</td>
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<td>34</td>
<td>Social Worker</td>
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* As of June 2021

**SCHEDULE - Volume 9**

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<td>12/8/2022</td>
<td>12/1/2022</td>
</tr>
</tbody>
</table>

**ADVERTISING CONTACT**

Jennifer Tredwell, MBA  
*Vice President, Marketing and Communications*  
tredwell@nccn.org • 215.690.0274
Reserve Your Space Today!

**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 = 5.63%

** 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
NCCN eBulletin: Member Institution Edition 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) ___________________________________________________________________

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)

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

National Comprehensive Cancer Network®
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