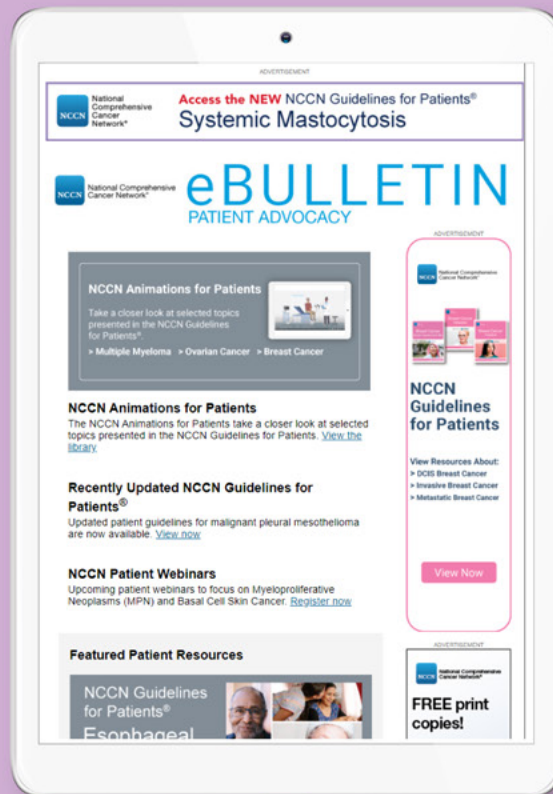


PATIENT ADVOCACY EDITION 2023

NCCN eBulletin

RATE CARD



2023



National Comprehensive
Cancer Network®

NCCN.org/advertising

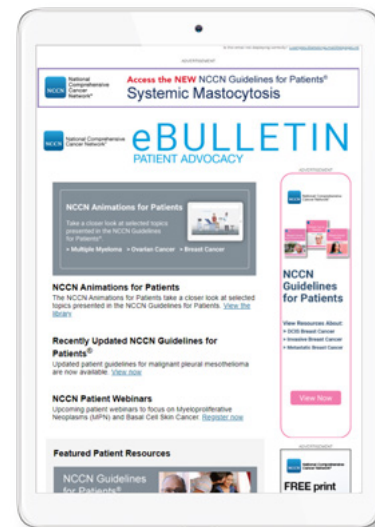
Reserve your premier 2023 advertising space now!

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, social workers, 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 23,300 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, equitable, and accessible cancer care so that patients can live better lives.
- > Include your ad with messages that go to **more than 23,300 patients, caregivers, patient advocates, and health educators.**

Reach More Than 23,300 Readers

SCHEDULE - Volume 5

| Issue # | Issue Date | Ad Material Due |
|---------|------------|-----------------|
| 1 | 1/19/2023 | 1/12/2023 |
| 2 | 2/16/2023 | 2/9/2023 |
| 3 | 3/16/2023 | 3/9/2023 |
| 4 | 4/20/2023 | 4/13/2023 |
| 5 | 5/18/2023 | 5/11/2023 |
| 6 | 6/22/2023 | 6/15/2023 |
| 7 | 7/20/2023 | 7/13/2023 |
| 8 | 8/17/2023 | 8/10/2023 |
| 9 | 9/21/2023 | 9/14/2023 |
| 10 | 10/19/2023 | 10/12/2023 |
| 11 | 11/16/2023 | 11/9/2023 |
| 12 | 12/21/2023 | 12/14/2023 |

READERS

| | Count * |
|--|---------------|
| Caregiver or Family Member | 2,401 |
| Health Educator | 13,936 |
| Patient Advocacy Organization Employee | 1,182 |
| Patient or Cancer Survivor | 3,890 |
| Social Worker | 1,845 |
| Total | 23,254 |

* As of June 2022

EDITORIAL TEAM

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

Erin Frantz
Senior Marketing Manager
frantz@nccn.org

Carley Mirakian
Corporate Communications Specialist
mirakian@nccn.org

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 = 22%

Click-Through Rate = 5.21%

** 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

Leaderboard
728 x 90

Skyscraper
160 x 600

NCCN Animations for Patients
Take a closer look at selected topics presented in the NCCN Guidelines for Patients®.
> Multiple Myeloma > Ovarian Cancer > Breast Cancer

NCCN Animations for Patients
The NCCN Animations for Patients take a closer look at selected topics presented in the NCCN Guidelines for Patients. [View the library.](#)

Recently Updated NCCN Guidelines for Patients®
Updated patient guidelines for malignant pleural mesothelioma are now available. [View now](#)

NCCN Patient Webinars
Upcoming patient webinars to focus on Myeloproliferative Neoplasms (MPN) and Basal Cell Skin Cancer. [Register now](#)

Featured Patient Resources
NCCN Guidelines for Patients®

NCCN eBulletin: Patient Advocacy 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: Patient Advocacy 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"/> \$1,200 Skyscraper (160 x 600 px) | <input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px) |
| Issue Date: _____ | SUBTOTAL: \$ _____ |
| <input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px) | Apply 15% discount |
| <input type="checkbox"/> \$1,200 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

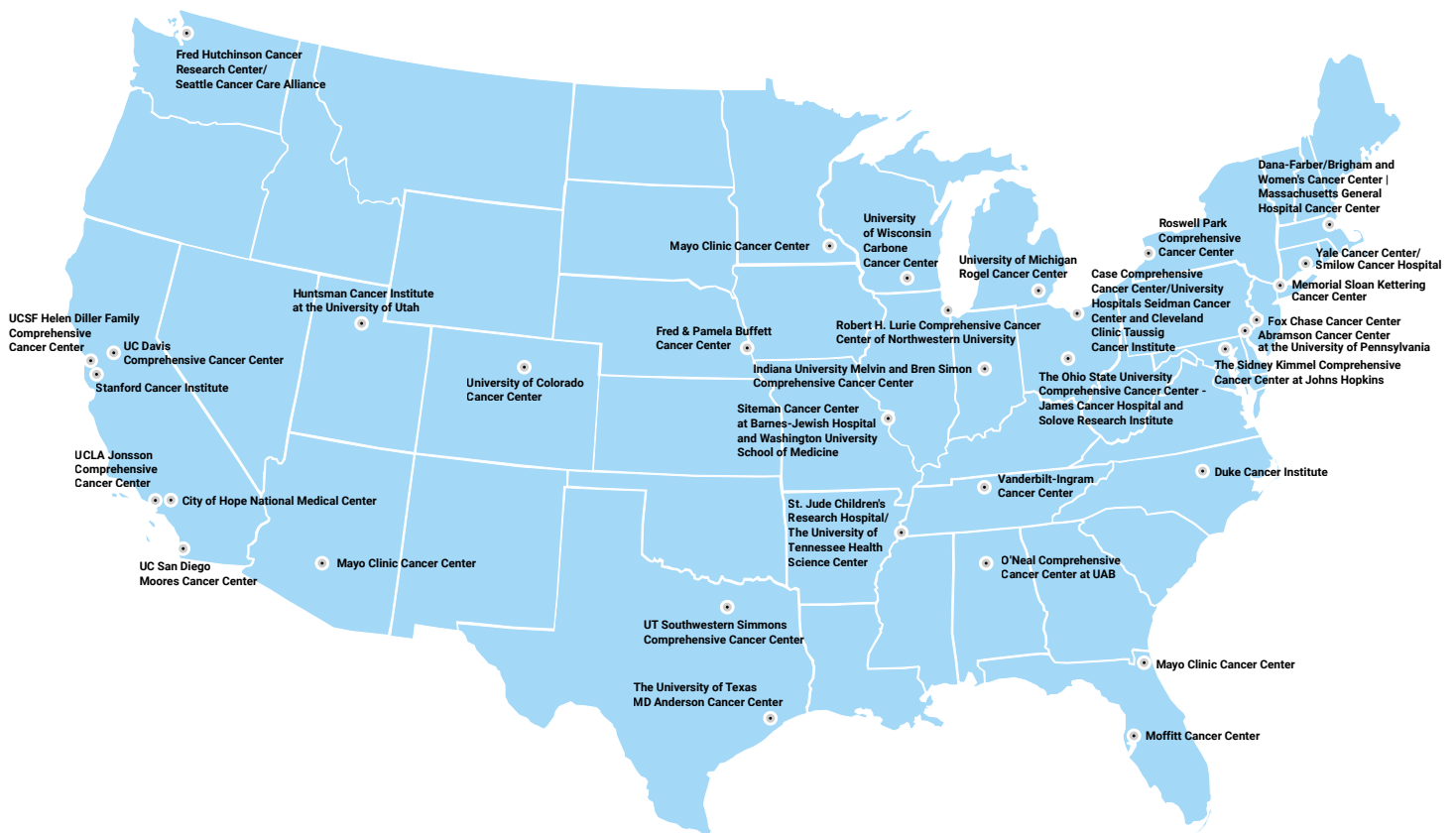
Phone – 215.690.0274
 Fax – 215.690.0280
tredwell@nccn.org



NCCN eBulletin

RATE CARD

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