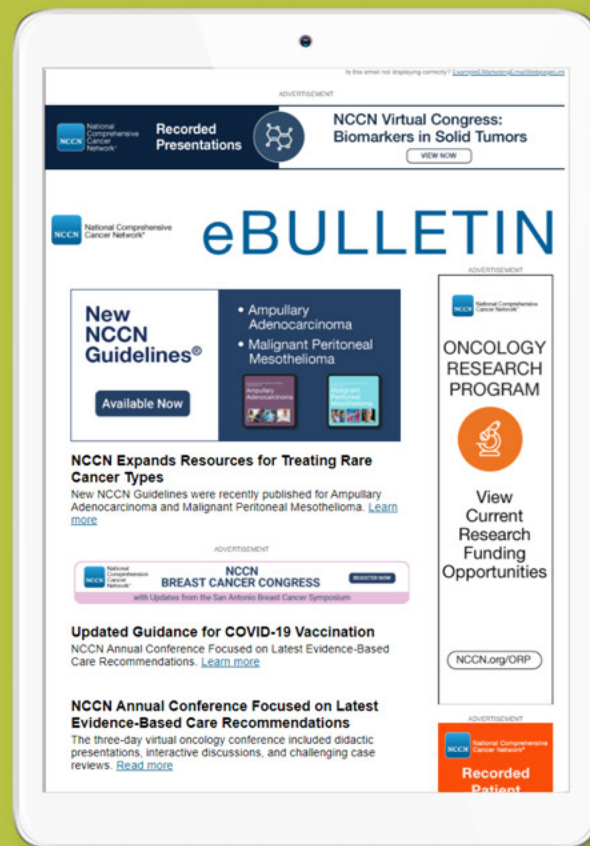


eBulletin RATE CARD

U.S. EDITION 2023



2023



National Comprehensive
Cancer Network®

NCCN.org/advertising

Reserve your premier 2023 advertising space now!

OVERVIEW

NCCN eBulletin is an electronic newsletter delivered weekly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who live in the United States.

NCCN eBulletin features articles on topics spanning the global oncology environment and bridging clinical, policy, and operational perspectives. **NCCN eBulletin** also provides purview into NCCN initiatives and meetings, as well as updates to the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) and other NCCN Content.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 187,000 U.S.-based NCCN.org registered users, including a primary audience of more than 45,000 physicians. The total audience includes oncologists and other physicians, pharmacists, advanced practitioners, oncology nurses, hospital and practice administrators, and representatives from health plans.



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 187,000 U.S.-based readers.**

EDITORIAL TEAM

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Reach More Than 187,000 Readers

SCHEDULE - Volume 15

Issue #	Issue Date	Ad Material Due	Issue #	Issue Date	Ad Material Due
1	1/3/2023	12/27/2022	27	7/3/2023	6/26/2023
2	1/9/2023	1/3/2023	28	7/10/2023	7/3/2023
3	1/17/2023	1/9/2023	29	7/17/2023	7/10/2023
4	1/23/2023	1/17/2023	30	7/24/2023	7/17/2023
5	1/30/2023	1/23/2023	31	7/31/2023	7/24/2023
6	2/6/2023	1/30/2023	32	8/7/2023	7/31/2023
7	2/13/2023	2/6/2023	33	8/14/2023	8/7/2023
8	2/21/2023	2/13/2023	34	8/21/2023	8/14/2023
9	2/27/2023	2/21/2023	35	8/28/2023	8/21/2023
10	3/6/2023	2/27/2023	36	9/5/2023	8/28/2023
11	3/13/2023	3/6/2023	37	9/11/2023	9/5/2023
12	3/20/2023	3/13/2023	38	9/18/2023	9/11/2023
13	3/27/2023	3/20/2023	39	9/25/2023	9/18/2023
14	4/3/2023	3/27/2023	40	10/2/2023	9/25/2023
15	4/10/2023	4/3/2023	41	10/9/2023	10/2/2023
16	4/17/2023	4/10/2023	42	10/16/2023	10/9/2023
17	4/24/2023	4/17/2023	43	10/23/2023	10/16/2023
18	5/1/2023	4/24/2023	44	10/30/2023	10/23/2023
19	5/8/2023	5/1/2023	45	11/6/2023	10/30/2023
20	5/15/2023	5/8/2023	46	11/13/2023	11/6/2023
21	5/22/2023	5/15/2023	47	11/20/2023	11/13/2023
22	5/30/2023	5/22/2023	48	11/27/2023	11/20/2023
23	6/5/2023	5/30/2023	49	12/4/2023	11/27/2023
24	6/12/2023	6/5/2023	50	12/11/2023	12/4/2023
25	6/20/2023	6/12/2023	51	12/18/2023	12/11/2023
26	6/26/2023	6/20/2023			

READERS

Count *

Allied Health	4,288
Case Manager (Non-Nurse)	1,439
Case Manager (Nurse)	4,877
Clinical Nurse Specialist	1,516
Government Employee	1,004
Health Educator	4,084
Industry Employee	17,710
Managed Care Organization Employee	1,242
Nurse Practitioner	12,131
Nurse/Oncology Nurse	29,293
Other	35,110
Patient Advocacy Organization Employee	814
Pharmacist	21,056
Physician Assistant	4,017
Physician/Surgeon/Oncologist	45,417
Practice or Hospital Administrator/Manager	2,789
Tumor Registrar	675
Social Worker	437
Total	187,899

* As of June 2022

ADVERTISING CONTACT

Jennifer Tredwell, MBA

Vice President, Marketing and Communications

tredwell@nccn.org • 215.690.0274

Reserve Your Space Today!

AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$3,300
Skyscraper	160 x 600 px	\$2,200
Banner	468 x 60 px	\$1,900

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.

FREQUENCY DISCOUNTS

Advertisers who purchase 3 or more ads will receive a 15% discount off all ads purchased.

READERSHIP REPORTS**

Open Rate = 27%

Click-Through Rate = 3.3%


** 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

ADVERTISEMENT
Leaderboard
728 x 90





eBULLETIN

New NCCN Guidelines®

Available Now

- Ampullary Adenocarcinoma
- Malignant Peritoneal Mesothelioma

NCCN Expands Resources for Treating Rare Cancer Types

New NCCN Guidelines were recently published for Ampullary Adenocarcinoma and Malignant Peritoneal Mesothelioma. [Learn more](#)


ADVERTISEMENT
Banner
468 x 60

Updated Guidance for COVID-19 Vaccination

NCCN Annual Conference Focused on Latest Evidence-Based Care Recommendations. [Learn more](#)

NCCN Annual Conference Focused on Latest Evidence-Based Care Recommendations

The three-day virtual oncology conference included didactic presentations, interactive discussions, and challenging case reviews. [Read more](#)



NCCN Pharmacy Updates™

Live Events

ADVERTISEMENT
Skyscraper
160 x 600

ADVERTISEMENT
Skyscraper
160 x 600

NCCN eBulletin 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 5 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 Digital Reservations

Issue Date: _____
 \$3,300 Leaderboard (728 x 90 px)
 \$2,200 Banner (468 x 60 px)
 \$1,900 Skyscraper (160 x 600 px)

Issue Date: _____
 \$3,300 Leaderboard (728 x 90 px)
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Issue Date: _____
 \$3,300 Leaderboard (728 x 90 px)
 \$2,200 Banner (468 x 60 px)
 \$1,900 Skyscraper (160 x 600 px)

SUBTOTAL: \$ _____

Apply 15% discount
 (if reserving 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



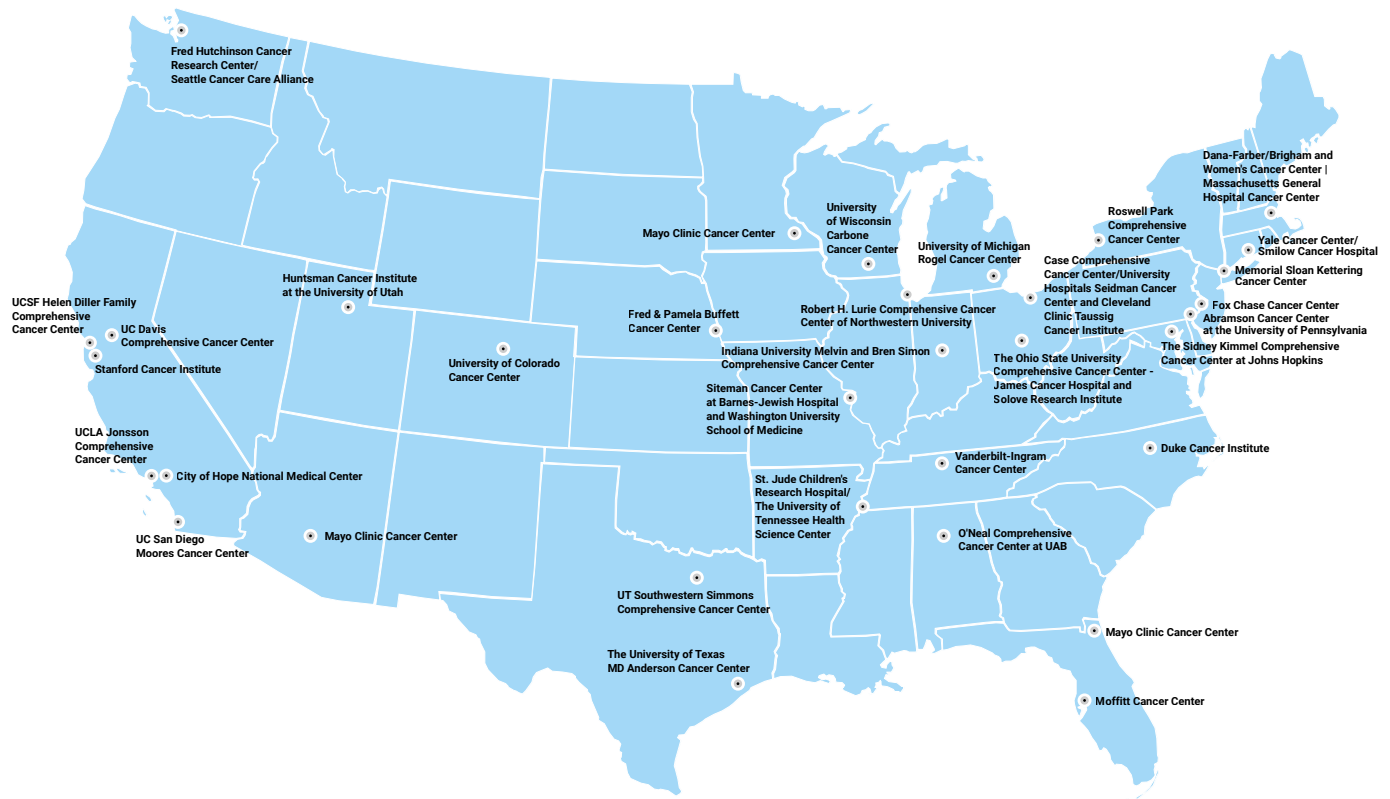
National Comprehensive Cancer Network®

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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