Advertise During the NCCN 17th Annual Conference

Door Drops and NCCN Exhibit Guide Placements Available!

The NCCN 17th Annual Conference will reach nearly 1,500 cancer care professionals and key opinion leaders in oncology.

NCCN Exhibit Guide
Advertising in the NCCN Exhibit Guide provides uncommon exposure to influential oncologists, nurses, and pharmacists, as well as health care publishers, health information technology companies, patient advocacy organizations, and managed care companies.

The NCCN Exhibit Guide will be inserted in the Conference bag and distributed to all conference attendees. Additional copies will be available throughout the exhibit hall and meeting areas.

NCCN Door Drop
Invite attendees to visit your booth, promote a service or build brand awareness through the use of a door drop. Have your custom printed piece or flyer delivered directly to the rooms of NCCN conference attendees. All NCCN conference attendees staying in the NCCN room block will receive your custom door drop.
Highlights include*:

**Clinical Practice Decisions Bringing Data and Practice Together!**

- Acute Lymphoblastic Leukemia – New Guideline!
- Adolescent and Young Adult Oncology – New Guideline!
- Advanced Renal Cell Carcinoma
- Breast Cancer
- CNS Metastases
- Colorectal Cancer
- Hodgkin’s Lymphoma
- Lung Cancer Screening – New Guideline!
- Melanoma
- Multiple Myeloma
- Non-Hodgkin’s Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Prostate Cancer

*This agenda is subject to change.

Speakers for the program are not yet confirmed. NCCN will recruit faculty from the NCCN Guidelines Panels. NCCN appreciates that supporting companies recognize NCCN’s need for autonomy in the selection of faculty.
**Premium Position Rates**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>EXHIBITOR</th>
<th>NON-EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Horizontal - Run of Book</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full Page - Run of Book</td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,000</td>
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<td>N/A</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$5,000</td>
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<tr>
<td>Outside Back Cover</td>
<td>$10,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Insert</td>
<td>$20,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

All prices are net to NCCN

**Ad Sizes**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>BLEED*</th>
<th>NON-BLEED</th>
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<tbody>
<tr>
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<td>7” x 4.25”</td>
</tr>
<tr>
<td>Full Page - Run of Book and Covers</td>
<td>8.25” x 10.25”</td>
<td>7” x 9”</td>
</tr>
<tr>
<td>Center Spread</td>
<td>16.25” x 10.25”</td>
<td>15.25” x 9”</td>
</tr>
</tbody>
</table>

*includes 1/8” bleed, allow 1/2” for live matter

**Reproduction Requirements**
- High resolution, CMYK, PDF at PDFx 1a setting
- Crop marks at 12pts away from corners
- All ads four-color process, no spot colors

**Supplied Inserts Bind In**
- Publication Trim Size: 8” x 10”
- Maximum Insert Size: 7” x 9”
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

**Door Drop Specifications**
- Proof must be submitted for review and approval by NCCN
- Final size of piece to be no larger than 9” x 12”
- Distribution quantities will be provided

**Mechanical Requirements**

**FULL-PAGE BLEED**
- 8” x 10” trim (live area 7” x 9”)

**FULL-PAGE**
- no bleed
- 9”

**1/2 PAGE**
- non-bleed only
- 4.25”

**INSERTION ORDER DEADLINE**
- FRI, JAN 20, 2012

NCCN.org/AC2012
Advertiser Information
(please type or print clearly)

Organization: ________________________________________________________________

Contact Name: ________________________________________________________________

Title: ________________________________________________________________

Address: ________________________________________________________________

City: __________________________ State: ________ Zip Code: ________________________

Phone: __________________________ Fax: __________________________

E-mail (required): ________________________________________________________________

NCCN EXHIBIT GUIDE RESERVATION

☐ $500 Half Page Ad Exhibitor
☐ $1,000 Half Page Ad Non-Exhibitor
☐ $1,500 Full Page Exhibitor
☐ $2,000 Full Page Non-Exhibitor
☐ $5,000 Inside Front Cover
☐ $5,000 Inside Back Cover
☐ $5,000 Two Page Full Bleed Center Spread
☐ $10,000 Outside Back Cover
☐ $20,000 Insert (provided by advertiser)

DOOR DROP

☐ $10,000 Door Drop
(Sponsor provided printed piece will be delivered to all NCCN room block attendees)

$____________________
TOTAL ADVERTISING FEE

PAYMENT METHOD

☐ Please send an invoice

☐ Check Enclosed

(Please make checks payable to: National Comprehensive Cancer Network and mail to:
NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Janice Tucker)

☐ Credit Card: ☐ AmericanExpress ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder’s name: _____________________________________________________________________

Billing Address: _____________________________________________________________________

City: __________________________ State: ________ Zip: ________________________

Card Number: __________________________

Expiration Date: ____________ Verification Number: __________________________

NCCN may charge the credit card for the amount as indicated above.

Signature: _____________________________________________________________________
The National Comprehensive Cancer Network (NCCN), a not-for-profit alliance of 21 of the world’s leading cancer centers, is dedicated to improving the quality and effectiveness of care provided to patients with cancer. 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. As the arbiter of high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical proactive guidelines appropriate for use by patients, clinicians, and other health care decision-makers. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives.