Advertise During the
NCCN 18th Annual Conference

Reserve an NCCN Exhibit Guide Ad or Door Drop Today!

The NCCN 18th 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 foyers.

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 blocks will receive your custom door drop.
**Agenda highlights include***:

- Acute Myeloid Leukemia
- Breast Cancer
- Cancer Survivorship – *New Guideline!*
- Chronic Myelogenous Leukemia
- Colorectal Cancer
- Communicating with Patients
- Distress Management
- Kidney Cancer
- Melanoma
- Multiple Myeloma
- Non-Hodgkin’s Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Pain Management
- Penile Cancer – *New Guideline!*
- Prostate Cancer
- Senior Adult Oncology
- Thyroid Cancer

*This agenda is subject to change.

**General Poster Session - New in 2013!**

NCCN will have an inaugural poster session in the NCCN Exhibit Hall.

Abstract Submission Deadline: Tuesday, November 20, 2012
Advertising Opportunities

**NCCN 18th ANNUAL CONFERENCE:**
Advancing the Standard of Cancer Care™

**The Westin Diplomat • Hollywood, Florida**
Conference Dates: March 13 – 17, 2013
Exhibit Dates: March 13 – 15, 2013

### Premium Position Rates

<table>
<thead>
<tr>
<th>POSITION</th>
<th>EXHIBITOR</th>
<th>NON-EXHIBITOR</th>
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</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>
<td>N/A</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$5,000</td>
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<tr>
<td>Outside Back Cover</td>
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<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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</thead>
<tbody>
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<td>7&quot; x 4.25&quot;</td>
</tr>
<tr>
<td>Full Page - Run of Book and Covers</td>
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<td>7&quot; x 9&quot;</td>
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<tr>
<td>Center Spread</td>
<td>16.25&quot; x 10.25&quot;</td>
<td>15.25&quot; x 9&quot;</td>
</tr>
</tbody>
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*includes 1/8" bleed, allow 1/2" for live matter*

### Reproduction Requirements

- High resolution, CMYK, PDF at PDFx1a 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

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**INSERTION ORDER DEADLINE FRI, JAN 18, 2013**

NCCN.org/AC2013
NCCN Exhibit Guide Ads and Door Drops Available!

NCCN Exhibit Guide Advertising
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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: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa
Cardholder's Name: ____________________________
Billing Address: __________________________________________________________
City: ____________________________ State: ________ Zip: ____________________________
Card Number: ____________________________
Expiration Date: ____________________________
Verification Number: ____________________________
Signature: ____________________________

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

DEADLINES
Insertion Orders Due
FRI, JAN 18, 2013
Artwork Due
FRI, JAN 25, 2013
NCCN Exhibit Guide
Insert Materials Due
FRI, JAN 25, 2013
Door Drop
Materials Due
FRI, FEB 22, 2013

Instructions
Send advertising insertion orders and artwork to: Jennifer Tredwell
Director, Marketing
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org

NCCN.org/AC2013
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 practice 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.

Your Best Resource in the Fight Against Cancer®

NCCN.org - For Clinicians  •  NCCN.com - For Patients