



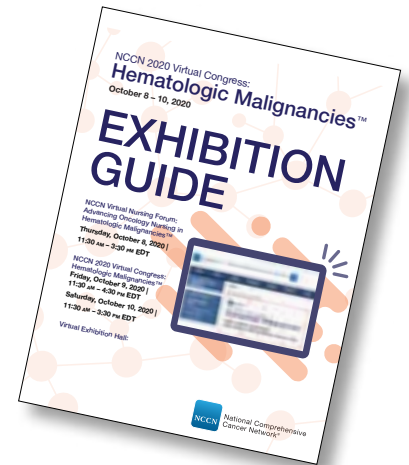
National Comprehensive Cancer Network®

# NCCN 2020 Virtual Congress: Hematologic Malignancies™

October 8 – 10, 2020

2020 ADVERTISING RATE CARD

[NCCN.org/hem](http://NCCN.org/hem)



> Insertion order due: **Friday, September 18, 2020**

## ***NCCN Exhibition Guide Ads Available!***

NCCN 2020 Virtual Congress: Hematologic Malignancies™ will reach hundreds of cancer care professionals and key opinion leaders in oncology. Advertising in the *NCCN Exhibition Guide* will deliver uncommon exposure to influential oncology health care professionals from across the U.S., including hematologists, physicians, nurses, pharmacists, and managed care companies.

## **New This Year!**

This Guide will provide months of exposure to attendees. It will reside on the left margin of the Congress homepage from October 2020 - August 2021.

Visit [NCCN.org/hem](http://NCCN.org/hem) for more information.



National Comprehensive  
Cancer Network®

# NCCN 2020 Virtual Congress: Hematologic Malignancies™

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## Congress Overview

### Intended Audience

This educational program is designed to meet the educational needs of oncologists, hematologists, nurse practitioners, nurses, pharmacists, physician assistants, and other health care professionals who manage patients with hematologic malignancies.

### Overview

World-renowned experts in the management of Hematologic Malignancies present the latest treatment advances, updates to the standard of care as recommended in the NCCN Guidelines®, and unique and challenging patient cases.

Co-chaired by Ranjana H. Advani, MD, Stanford Cancer Institute, and Andrew D. Zelenetz, MD, PhD, Memorial Sloan Kettering Cancer Center, this virtual program features presentations and interactive discussions highlighting the treatment options and supportive care for a variety of hematological malignancies.

### Co-Chairs



**Ranjana H. Advani, MD**  
*Stanford Cancer Institute*



**Andrew D. Zelenetz, MD, PhD**  
*Memorial Sloan Kettering Cancer Institute*

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## NCCN Exhibition Guide Ads

### Premium Position Rates

Position	Exhibitor	Non-Exhibitor
Half Page Horizontal - Run of Book	\$1,000/ad	\$1,500/ad
Full Page - Run of Book	\$1,500/ad	\$2,000/ad
Page 2- 5 Forward Placement	\$5,000/page	N/A

All prices are net to NCCN.

### Ad Sizes

Ad Sizes	Width	Height
Half Page Horizontal	8"	5"
Full Page - Run of Book & Covers	8.5"	11"

### Reproduction Requirements:

- The following digital file types are accepted: JPG, PNG  
Vector artwork should be saved in an .EPS format with fonts save as outlines and images embedded.  
We will substitute with similar fonts if originals are not submitted.
- The following digital file types are NOT accepted formats: Powerpoint, Word, Publisher, Excel, Freehand, Corel Draw, Paint,



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2020 ADVERTISING RATE CARD

NCCN.org/hem

## Advertising Insertion Order

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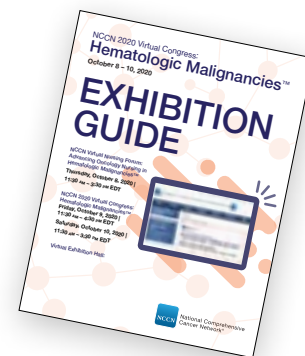
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### NCCN Exhibition Guide Ads

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- Please send an invoice
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- Credit Card:  American Express  Discover Card  MasterCard  Visa

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> **Insertion order due:**  
**Friday,**  
**September 18, 2020**

> **Artwork due:**  
**Friday,**  
**September 18, 2020**

> **Send completed application to:**

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