

*Reserve
Your Advertising
Space Today*

ADVERTISING OPPORTUNITIES



ADVERTISE IN THE EXHIBITOR GUIDE

NCCN 1ST ANNUAL FORUM:
**Innovative Diagnostics &
Therapeutics in Cancer Care™**

AND

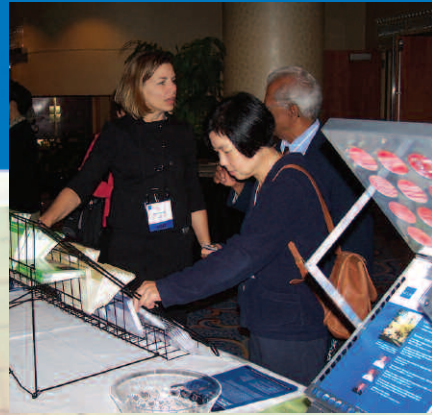
NCCN 3RD ANNUAL CONGRESS:
Hematologic Malignancies™



The NCCN 1st Annual Forum and NCCN 3rd Annual Congress will reach over 800 cancer care professionals and key opinion leaders in oncology. Advertising in the Exhibitor Guide will deliver uncommon exposure to influential oncology health care providers from across the U.S. and the globe, as well as pharmaceutical, medical device, and biotechnology companies; health care publishers; patient advocacy organizations; and managed care companies.

The Exhibitor Guide will be inserted into all attendee bags. Additional copies will also be available throughout the exhibit area and meeting center.

www.nccn.org



NCCN 1ST Annual Forum:

Innovative Diagnostics & Therapeutics in Cancer Care™

Program Overview

This is an exciting time in the treatment of cancer as a result of the tremendous volume of research being conducted worldwide. Our evolving understanding of the genomic and proteomic signaling responsible for aberrant cell growth has led to substantial improvement in our diagnostic and prognostic capability. Advances in imaging technology integrated with sophisticated software have enhanced both morphologic and biochemical visualization of tumors. New targets for therapeutic development are rapidly emerging in this post-genome era and the generation of new agents to be studied and applied in practice has accelerated. This program will provide attendees with the opportunity to participate in an interactive forum discussing novel technologies and therapies that look to impact future versions of the NCCN Guidelines.

NCCN 3RD Annual Congress:

Hematologic Malignancies™

Program Overview

Treatment of hematologic malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of new advances. In addition, targeted therapies and oral treatments bring new benefits to patients. This program will focus on the new approaches that have been incorporated into patient management, including the use of drugs, biologics, and diagnostics.

Attendees:

The NCCN 2nd Annual Congress: Hematologic Malignancies™, attracted more than 600 oncology medical professionals. NCCN anticipates attendance of the NCCN 1st Annual Forum and NCCN 3rd Annual Congress to surpass 800 oncology medical professionals.

NCCN 2nd Annual Congress: Hematologic Malignancies™

Physicians	208
Nurses	155
Industry	80
Pharmacists	60
Advocacy	4
Other (Administration, Managed Care, Financial Institutions and Other)	102
Total 2007 Attendees	609





Premium Position Rates

All prices are net to NCCN.

POSITION	EXHIBITOR	NON-EXHIBITOR
Half Page Horizontal - Run of Book	\$500.00	\$1,000.00
Full Page - Run of Book	\$1,500.00	\$2,000.00
Inside Front Cover	\$5,000.00	N/A
Inside Back Cover	\$5,000.00	N/A
Outside Back Cover	\$10,000.00	N/A
Insert	\$20,000.00	N/A

Ad Sizes

POSITION	BLEED <small>(include 1/8" bleed, allow 1/2" for live matter)</small>	NON-BLEED
Half Page Horizontal	N/A	7.5" x 3.625"
Full Page - Run of Book & Covers	8.25" x 10.25"	9.5" x 7.5"

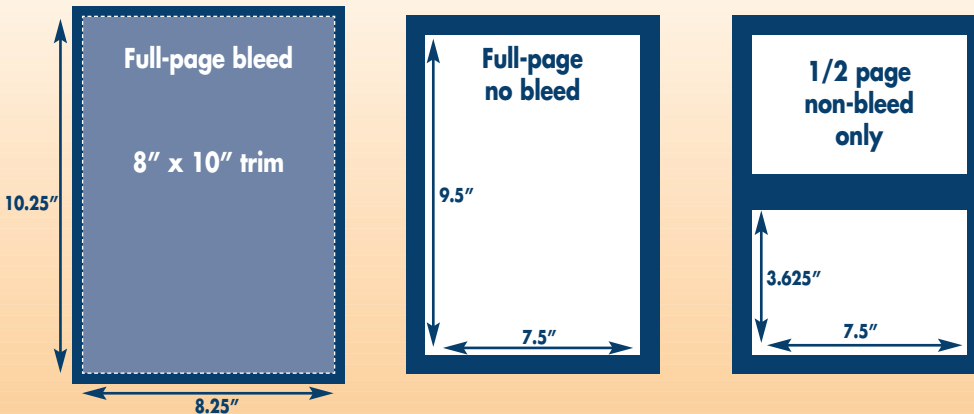
Reproduction Requirements:

- 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"
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

Mechanical Requirements



**Insertion Order Deadline:
Friday, July 25, 2008**

Ad Space Reservation Form

NCCN 1ST ANNUAL FORUM:

Innovative Diagnostics & Therapeutics in Cancer Care™

NCCN 3RD ANNUAL CONGRESS:

Hematologic Malignancies™

INSERTION ORDER DUE

Friday, July 25, 2008

INSERT MATERIALS DUE

Friday, July 25, 2008

ARTWORK DUE

Friday, August 1, 2008

AD INSTRUCTIONS

Fax ad space reservation and send artwork to:

Jennifer Tredwell

Advertising Manager

NCCN

275 Commerce Drive

Suite 300

Ft. Washington, PA 19034

Phone – 215.690.0274

Fax – 215.690.0280

tredwell@nccn.org

Send insert materials to:

Jeremy Noto

Production Manager

Colorlith Corporation

11 East Stow Road

Marlton, NJ 08083

Phone – 856.985.8080

Fax – 856.985.7742

jeremyn@colorlith.net

NCCN

National
Comprehensive
Cancer
Network®

275 Commerce Drive

Suite 300

Fort Washington, PA 19034

www.nccn.org

ADVERTISER INFORMATION (please type or print clearly)

Fax this form to the attention of Jennifer Tredwell at 215.690.0280.

Organization _____

Contact Name _____

Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail (required) _____

SPACE RESERVATION

- \$500.00 Half Page Ad Exhibitor
 \$1000.00 Half Page Ad Non-Exhibitor
 \$1,500.00 Full Page Exhibitor
 \$2,000.00 Full Page Non-Exhibitor
 \$5,000.00 Inside Front Cover
 \$10,000.00 Outside Back Cover
 \$20,000.00 Insert

_____ **TOTAL ADVERTISING FEE**

PAYMENT METHOD:

- Check (Please make checks payable to: **National Comprehensive Cancer Network** and mail to: NCCN, 275 Commerce Drive, Ft. Washington, PA 19034, Attn: Janice Tucker)

Credit Card MasterCard Visa AmericanExpress Discover

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 _____

Reserve Your Advertising Space Today!