

Advertising Opportunities



Advertise in the NCCN Exhibit Guide

NCCN 5th Annual Congress:

Hematologic Malignancies™

October 8 – 9, 2010

New York Marriott® Marquis
1535 Broadway • New York, New York

NCCN 5th Annual Congress: Hematologic Malignancies™ will reach more than 600 cancer care professionals and key opinion leaders in oncology. Advertising in the NCCN Exhibit Guide will deliver uncommon exposure to influential oncology health care professionals from across the U.S., as well as pharmaceutical, medical device, and biotechnology companies; health care publishers; patient advocacy organizations; and managed care companies.

The NCCN Exhibit Guide will be inserted into all attendee bags. Additional copies will also be available throughout the exhibit and entry areas.



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 National
Comprehensive
Cancer
Network®

PROGRAM OVERVIEW

Treatment of hematological malignancies is increasingly complex. Issues relating to pathology, transplantation, and various new therapies require oncologists and hematologists to stay abreast of breakthrough advances. In addition, targeted therapies and oral treatments bring the latest benefits to patients. This Congress will focus on the new approaches that have been incorporated into patient management, including the use of drugs, biologics, and diagnostics. The agenda will address Chronic Myelogenous Leukemia (CML) Lymphomas, Plasma Cell Neoplasms, and supportive care and practice issues in hematologic malignancies.

ATTENDEES:

The NCCN 4th Annual Congress: Hematologic Malignancies™ attracted more than 600 oncology medical professionals.

Attendee	Number
Physicians and Health Care Professionals	289
Nurses	188
Pharmacists	76
Industry	65
Exhibitors, Press and others	49
	667



Premium Position Rates

All prices are net to NCCN.

POSITION	EXHIBITOR	NON-EXHIBITOR
Half Page Horizontal - Run of Book	\$500	\$1,000
Full Page - Run of Book	\$1,500	\$2,000
Inside Front Cover	\$5,000	N/A
Inside Back Cover	\$5,000	N/A
Outside Back Cover	\$10,000	N/A
Insert	\$20,000	N/A

Ad Sizes

POSITION	BLEED	NON-BLEED
	(includes 1/8" bleed, allow 1/2" for live matter)	
Half Page Horizontal	N/A	7" x 4.25"
Full Page - Run of Book & Covers	8.25" x 10.25"	7" x 9"

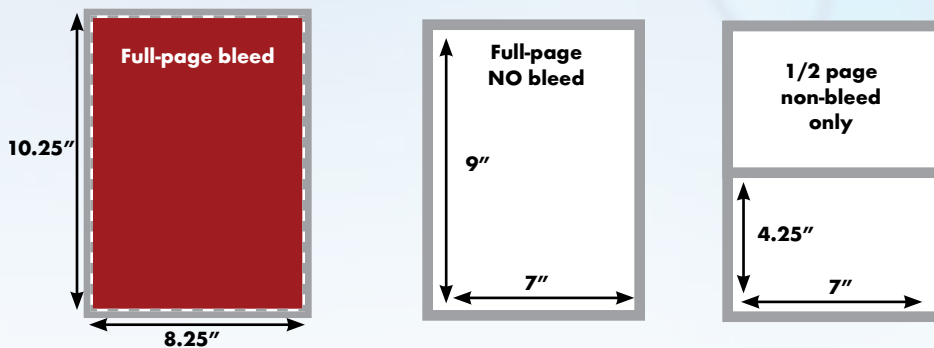
Reproduction Requirements:

- 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

Mechanical Requirements:



NCCN Exhibit Guide Ad Space Reservation Form

NCCN 5th Annual Congress: Hematologic Malignancies™



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 Half Page Ad Exhibitor
- \$1000 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
- \$10,000 Outside Back Cover
- \$20,000 Insert

_____ **TOTAL ADVERTISING FEE**

PAYMENT INFORMATION:

- Visa/MasterCard/American Express
- Check enclosed
(Please make checks payable to NCCN)

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City: _____ State: _____ Zip Code: _____

Card Number: _____

Expiration Date: _____ Verification Number: _____

NCCN may charge the credit card indicated above.

Signature: _____

**INSERTION ORDER DUE
Friday, August 27, 2010**

**INSERT MATERIALS DUE
Friday, September 10, 2010**

**ARTWORK DUE
Friday, September 3, 2010**

AD INSTRUCTIONS

Fax or e-mail ad space reservation and send artwork to:

Jennifer Tredwell

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& Communications
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