

Advertising Opportunities

Advertise During the NCCN 7th Annual Congress: **Hematologic Malignancies™**

September 14 – 15, 2012

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

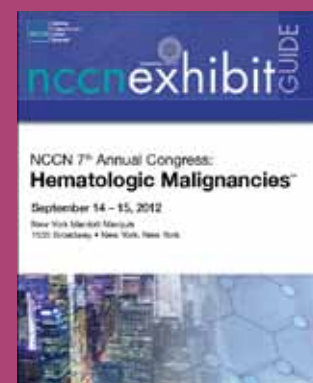
DOOR DROPS AND NCCN EXHIBIT GUIDE ADS AVAILABLE!

NCCN 7th Annual Congress: Hematologic Malignancies™ will reach nearly 700 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., including physicians, nurses, pharmacists, and managed care companies.

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

NCCN DOOR DROP

Invite attendees to visit your exhibit, 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 congress attendees. All NCCN congress attendees staying in the NCCN room block will receive your custom door drop.



**Reserve Your
Advertising Space
by July 30, 2012.**

Visit NCCN.org/hem to view more information.



PROGRAM OVERVIEW

The 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 the latest benefits to patients.

This 2-day congress will focus on the most up-to-date treatment recommendations, important issues, controversies, recent scientific findings, and future directions for hematologic malignancies. The agenda includes presentations on myelodysplastic syndromes, multiple myeloma, chronic myelogenous leukemia, acute lymphoblastic leukemia, lymphomas, transplantation, and supportive care topics including management of anemia, treatment of venous thromboembolic disease, and management of idiopathic thrombocytopenic purpura.

ATTENDEES:

The NCCN 6th Annual Congress: Hematologic Malignancies™ attracted nearly 800 oncology medical professionals.

Attendee	Number
Physicians and Health Care Professionals	366
Nurses	166
Pharmacists	134
Exhibitors, Press, and others	75
Industry	57
Total	798





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 (advertiser supplied)	\$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"

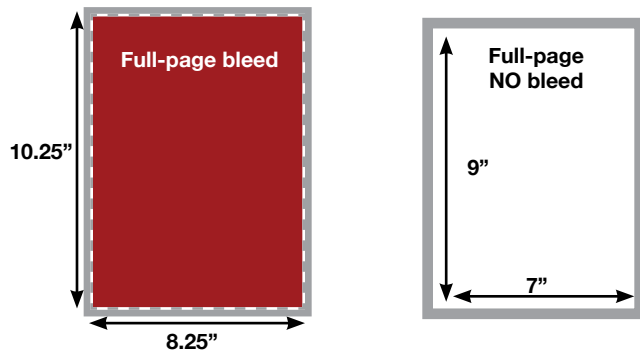
REPRODUCTION REQUIREMENTS:

- 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"
- Live Area on Bleed Ad: 7" x 9"
- Maximum Insert Size: 7" x 9"
- Jogging Methods: All inserts jog to the foot
- Binding Method: Saddle-Stitched

MECHANICAL REQUIREMENTS:



NCCN Exhibit Guide Advertising Space Reservation Form

NCCN 7th Annual Congress: Hematologic Malignancies™

ADVERTISER INFORMATION

(please type or print clearly)

Organization: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail (required) _____

SPACE RESERVATION

- \$1,500 Full Page Exhibitor
- \$2,000 Full Page Non-Exhibitor
- \$5,000 Inside Front Cover
- \$5,000 Inside Back Cover
- \$5,000 Center Spread
- \$10,000 Outside Back Cover
- \$20,000 Insert (Advertiser Supplied)

DOOR DROP

- \$5,000 Door Drop
(Advertiser provided printed piece will be delivered to all NCCN room block attendees)

_____ **TOTAL ADVERTISING FEE**

PAYMENT INFORMATION:

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

Cardholder's Name: _____

Cardholder's E-mail Address: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Card Number: _____

Expiration Date: _____ Verification Number: _____

NCCN may charge the credit card indicated above.

Signature: _____

INSERTION ORDER DUE
Monday, July 30, 2012

INSERT MATERIALS DUE
Friday, August 10, 2012

ARTWORK DUE
Friday, August 10, 2012

AD INSTRUCTIONS

Fax or e-mail ad space reservation and send 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