

2014 Advertising Opportunities

Advertise During the NCCN 8th Annual Congress: Hematologic Malignancies™

September 19 – 20, 2014

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

DOOR DROPS AND NCCN EXHIBITION GUIDE ADS AVAILABLE!

NCCN 9th Annual Congress: Hematologic Malignancies™ will reach more than 650 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.

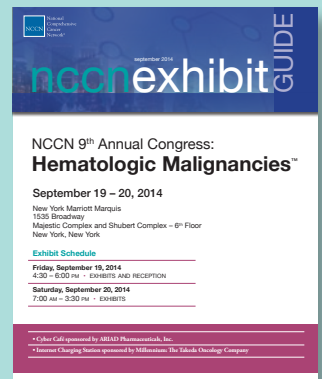
The *NCCN Exhibition Guide* will be inserted into all attendee bags. Additional copies will be available throughout the exhibit and entry areas.

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.



Visit NCCN.org/hem to view more information.



Insertion order due
by Friday,
August 1, 2014.



CONGRESS 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.

Intended Audience

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

Moderator

Andrew D. Zelenetz, MD, PhD
Memorial Sloan-Kettering Cancer Center

NCCN 8th Annual Congress Attendees in 2013

Attendee	Number
Physicians	270
Nurses	118
Pharmacists	82
Health Care Professionals	52
Industry, Exhibitors, and Press	135
Total	657



NCCN Exhibition Guide

PREMIUM POSITION RATES

Position	Exhibitor	Non-Exhibitor
Half Page Horizontal - Run of Book	\$1,000	\$1,500
Full Page - Run of Book	\$1,500	\$2,000
Inside Front Cover	\$5,000	N/A
Inside Back Cover	\$5,000	N/A
Center Spread (2 pages)	\$5,000	N/A
Outside Back Cover	\$10,000	N/A
Insert (provided by advertiser)	\$10,000	N/A

All prices are net to NCCN.

AD SIZES

Ad Sizes (Bleed*)	Width	Height
Half Page Horizontal	10 ³ / ₄ "	7 ¹ / ₄ "
Full Page - Run of Book & Covers	10 ³ / ₄ "	14 ¹ / ₄ "
Center Spread (2 pages)	21 ¹ / ₄ "	14 ¹ / ₄ "

*Includes ¹/₈" bleed; allow ¹/₂" around all edges and gutter for live matter. All ads bleed.

REPRODUCTION REQUIREMENTS:

- High resolution, CMYK, PDF at PDFx1a setting
- Crop marks at 12 pts away from corners
- All ads four-color process, no spot colors
- All ads bleed

SUPPLIED INSERTS BIND IN:

- Tabloid Trim Size: 10¹/₂" wide x 14" tall
- Maximum Insert Size: 8¹/₂" wide x 11" tall
- 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 8¹/₂" x 11"
- Distribution quantities will be provided

Advertising and Door Drop Insertion Order

NCCN 9th Annual Congress: Hematologic Malignancies™

NCCN Exhibition Guide Advertising

Advertising in the *NCCN Exhibition Guide* provides uncommon exposure to influential oncologists, nurses, pharmacists, and other health care professionals. The *NCCN Exhibition Guide* will be inserted in the Congress bag and distributed to all Congress attendees. Additional copies are displayed at each entrance to the exhibit area.

NCCN Door Drops

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 delivered directly to the rooms of NCCN Congress attendees.

Advertiser Information (please type or print clearly)

Organization: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail (required): _____



NCCN Exhibition Guide Ads

- \$1,000 Half Page Horizontal Ad Exhibitor
- \$1,500 Half Page Horizontal 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
- \$10,000 Insert (provided by advertiser)

Door Drop

- Sponsor provided printed piece will be delivered to all NCCN room block attendees
- \$5,000 Door Drop - Thursday evening

TOTAL: \$ _____

Payment Information

- 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: _____

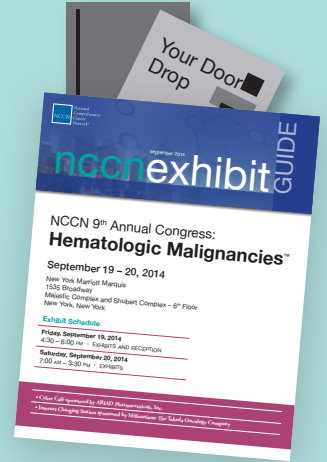
City: _____ State: _____ Zip: _____

Card Number: _____

Expiration Date: _____ Verification Number: _____

Signature: _____

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



INSERTION ORDERS DUE
Friday, August 1, 2014

ARTWORK DUE
Friday, August 8, 2014

NCCN EXHIBITION GUIDE
INSERT MATERIALS DUE
Friday, August 8, 2014

DOOR DROP MATERIALS
DUE
Friday, August 15, 2014

Send completed application
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/HEM