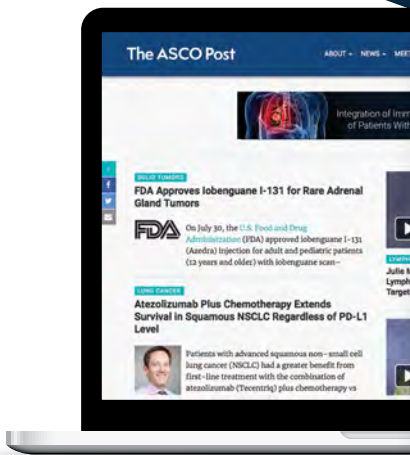


2019 RATE CARD

Effective January 2019

The ASCO® Post

News and views from the world of clinical oncology and hematology



VOLUME 9 | ISSUE 9 | MAY 25, 2019
James G. Aronoff, MD, FASCO
Editor in Chief

The ASCO® Post

NEWS AND VIEWS FROM THE WORLD OF CLINICAL ONCOLOGY AND HEMATOLOGY

Special Focus on CAR T-Cell Therapy
pp. 10, 26, 30, 44-52, 53, 104-107

Managing Immune-Related Adverse Events
pp. 23, 50-63

Adolescent and Young Adult Oncology
pp. 84-95

ASCO ANNUAL MEETING

For Adjuvant Trastuzumab, 6 Months Is Noninferior to 12 Months

by CAROLINE HELWICK

THE NONINFERIORITY phase III Persephone trial could shake up the standard of care for adjuvant trastuzumab (Herceptin), showing that patients with early-stage HER2-positive breast cancer derived as much benefit from 6 months of trastuzumab as 12 months, according to research from the United Kingdom to be reported at the 2019 ASCO Annual Meeting.

"The first results of Persephone demonstrate that 6 months of adjuvant trastuzumab is noninferior to 12 months. Given the cardiac and other toxicities during months 7 to 12 of treatment, our results would support a reduction of standard trastuzumab duration to 6 months," said **Helen Margaret Earl, MBChB, PhD**, of the University of Cambridge and the National Institute for Health Research Cambridge Biomedical Research Centre in the United Kingdom.

Believed in the study was high during a press briefing in advance of the ASCO meeting. The press conference moderators maintained that longer follow-up and a closer look at the data are needed before oncologists change practice.

"Previously, I had the results quite compelling, and I think they will likely signal a shift in the U.S. oncology community toward shorter duration of therapy," said **Richard L. Schickel, MD, FACS, FASCO**, Chief Medical Officer for MD Anderson Cancer Center, especially to identify women who would benefit most from 6 months of trastuzumab.

My Presidential year has also granted me with the chance to advocate for ASCO's governance for the year.

Serving as ASCO President Is One of the Best Jobs in the World
by BRUCE E. JOHNSON, MD, FASCO

THE OPPORTUNITY to serve as ASCO President is the greatest honor of my professional career. It has been a pleasure and a highly rewarding experience to interact with our members and members of ASCO's Board, executive leadership, and professional staff during my tenure. The year has allowed me to work on advancing the benefit of precision medicine for our patients, which is consistent with the theme of my Presidential year, "Empowering, Empowering the Reach of Precision Medicine."

My Presidential year has also granted me with the chance to advocate for ASCO's governance for the year.

FEATURES AND CHALLENGES

ASCO's Incoming President Sets Her Goals for the Next Year
A Conversation With Monica M. Bertagnolli, MD, FACS, FASCO

by JO CAVALLIO

WITH ALL the advances in oncology care over the past decade, the most important contribution to high-quality care remains the personal connection between oncologist and patient, said **Monica M. Bertagnolli, MD, FACS, FASCO**, ASCO President Elect, who will take the reins as ASCO's 10th President during the ASCO Annual Meeting, June 1-5, 2019, in Chicago. An active ASCO member since 2005, she served on the ASCO Board of Directors, the Cancer Prevention Committee, and the Strategic Planning Committee. Dr. Bertagnolli will be the first ASCO President to serve a 4-year term on the ASCO Board, serving her first year as President Elect, second as President and Chair of the Board, third as Chair of the Board, and fourth as Past President. The extra time, she said, gives her a unique opportunity to see the goal of her

MORE IN THIS ISSUE

ONCOLOGY MEETING NEWS

- ASCO Annual Meeting 1, 3-5, 82
- Miami Breast Cancer Conference 6
- Society of Surgical Oncology 12
- NCCN Annual Conference 14-16, 22
- ASCO Annual Meeting 24, 25
- OBESITY AND CANCER** 28
- ASCO CLINICAL GUIDELINES 38, 101-108
- CAR T-CELL COOP AND VALUE 44-52
- PEDIATRIC CANCER** 60, 62
- THE RESEARCHER** 60, 62
- DIRECT FROM ASCO** 64-67
- LIVING A FULL LIFE** 66-67
- ASSOCIATES** 68-69
- TENNESSEE ONCOLOGY** 108

"Engineering T cells is a way to put the immune system on steroids and boost it to fight not just cancer but other chronic diseases as well."
—CARL JITTE, MD
pp. 46-48

ASCO AMERICAN SOCIETY OF CLINICAL ONCOLOGY

IARBORSIDE The nexus of knowledge

Send your comments to editor@ASCOPost.com



TABLE OF CONTENTS

Print Advertising Opportunities	2-3
Print Advertising Rates	4-7
Print Specifications and Closing Dates.....	7-8
Meetings Coverage/Bonus Distribution	9
Digital Advertising Opportunities	
ASCOPost.com.....	10
<i>The ASCO Post Evening News</i>	11
E-TOC – <i>The ASCO Post</i>	12
<i>The ASCO Post</i> Almanacs and Meeting Highlights	13
Digital Specifications.....	14
Additional Terms and Conditions.....	15
Contact Us	16

Print Advertising Opportunities

General Information – Editorial

Established – 2010

Mission Statement

The ASCO Post, in partnership with the American Society of Clinical Oncology (ASCO), communicates news of evidence-based multidisciplinary cancer care to a broad audience of oncology professionals and ASCO members.

About

The ASCO Post is a newspaper available in print and digitally. Each issue of *The ASCO Post* features highly validated coverage of clinical cancer research, policy news, patient care, clinical practice issues, and thoughtful commentary by leaders in the field of clinical oncology.

Editorial

The ASCO Post delivers timely and unbiased reports on major oncology meetings worldwide, including ASCO's Annual Meeting, and regional and thematic symposia. Additionally, *The ASCO Post* provides readers with important summaries of evidence-based research from peer-reviewed clinical journals (fully sourced with links to original reports); notable research, data, and literature with application in the clinic, including cost considerations/implications; and perspective pieces from ASCO's membership, with viewpoints on developments in oncology, advances in immunotherapy, value in cancer care, and expert opinion on the state and economics of cancer care.

The ASCO Post publishes news from the National Institutes of Health, the National Cancer Institute, and the U.S. Food and Drug Administration. Further, the publication covers developments in health-care reform and the impact on oncology practice; news from the pharmaceutical and manufacturing industries; information from cancer.gov on clinical trials; issues pertinent to community oncology practice, careers in oncology, and oncology trends; meetings calendar; and ASCO member milestones (relocations, new appointments, announcements, etc).

About ASCO

History, Mission, and Vision:

- Founded **1964**
- Approximately **45,000** members in more than 150 countries
- Largest clinical oncology scientific meeting in the world; **~40,000 attendees** annually
- **Mission:** Conquering cancer through research, education, and promotion of the highest-quality patient care
- **Vision:** A world where cancer is prevented or cured, and every survivor is healthy

Frequency

Twenty-four issues including one annual special issue. Regular issues will be 2x/month for all months February-December with issue dates on the 10th and 25th of the month. Only one issue in January dated January 25th. The Narratives in Oncology Special Issue, dated June 3, 2019 will be mailed independently and also will be distributed at the ASCO Annual Meeting.

24 issue dates:

January 25 • February 10 • February 25 • March 10
 March 25 • April 10 • April 25 • May 10 • May 25
 June 3* • June 10 • June 25 • July 10 • July 25
 August 10 • August 25 • September 10 • September 25
 October 10 • October 25 • November 10 • November 25
 December 10 • December 25

*Special Issue: Narratives in Oncology

Effective Date and Discounts

Rates effective as of January 2019. Rate changes will be issued with 90-day written notice. Fifteen percent (15%) agency discount of gross billings on space, color, cover, and preferred position charges. Payment terms are net 30 days of invoice date. Pre-payment discounts are available, contact publisher for more information.

Earned Rates: Earned rates are given to advertisers (parent companies and their subsidiaries) based on the total number of pages placed within a 12-month period.

A spread counts as two pages regardless of its size (king or A-size pages).


Advertising Policies

Placement of Advertising: Interspersed within articles. Placement location is at the discretion of Harborside.

Circulation — 28,068

A subscription to *The ASCO Post* is sent to US-based ASCO members, including oncologists, hematologists, hematologists/oncologists, surgical oncologists, gynecologic oncologists, pediatric oncologists, radiation oncologists, as well as all other domestic nonmember medical oncologists, hematologists, hematologists/oncologists.

Additionally, a subscription is also available as a benefit of membership to all US-based ASCO and Advanced Practitioner Society of Hematology and Oncology (APSHO) nurse practitioners, physician assistants and oncology pharmacists.

 Circulation audited annually by BPA Worldwide

Breakdown by Specialty

Medical Oncology (AMA & ASCO)	4,365
Hematology/Oncology (AMA & ASCO)	10,479
Hematology (AMA & ASCO)	1,661
Onc & Hem/Onc (other ASCO member)	1,124
Internal Medicine (ASCO)	1,680
Nurse Practitioners + Physician Assistants (ASCO & APSHO)	1,323
Surgical Oncology & Surgery (ASCO)	729
Radiation Oncology	735
Pediatric Hem/Onc (ASCO)	628
Gynecologic Oncology (ASCO)	399
Pathology (ASCO)	185
Oncology Pharmacy (ASCO)	481
Urology (ASCO requesters)	212
Other ASCO Members*	4,067
Total	28,068

*Includes dermatologists, musculoskeletal oncologists, lab personnel, biostatisticians, allied health care professionals, and other field-related personnel.

ASCO Member Profile:

Board Certification of US-based ASCO Members

Medical Oncology	7,766
Internal Medicine	8,128
Hematology	5,711
Radiation Oncology	909
Surgery (incl. Surgical Oncology)	721
Other	2,639
Pediatrics (incl. Pediatric Oncology)	792
Gynecologic Oncology	329
Oncology Pharmacy	486
Oncology Nursing	313
Pathology	217
Urology	143
Neurology	131

Members may choose more than one category and not all give a response—updated June 2018. Does not include 3,980 Fellowship specialties (including 1,482 Med/Onc and Hem/Onc and 927 in Internal Medicine).

Print Advertising Rates

Advertising Rates – Run of Book

Black and White

FREQUENCY	KING-PG	3/4-PG	ISLAND 1/2-PG	1/4-PG
1×	\$5,945	\$5,515	\$4,615	\$3,215
6×	\$5,885	\$5,480	\$4,570	\$3,195
12×	\$5,835	\$5,435	\$4,535	\$3,165
24×	\$5,770	\$5,390	\$4,490	\$3,150
36×	\$5,715	\$5,355	\$4,445	\$3,135
48×	\$5,655	\$5,315	\$4,405	\$3,120
60×	\$5,620	\$5,275	\$4,375	\$3,090
72×	\$5,575	\$5,230	\$4,330	\$3,070
96×	\$5,550	\$5,190	\$4,280	\$3,055
120×	\$5,510	\$5,150	\$4,250	\$3,025
144×	\$5,475	\$5,105	\$4,200	\$3,010
170×	\$5,425	\$5,070	\$4,155	\$2,990
194×	\$5,385	\$5,030	\$4,125	\$2,965
216×	\$5,350	\$4,980	\$4,090	\$2,950
242×	\$5,300	\$4,945	\$4,040	\$2,935
268×	\$5,270	\$4,910	\$4,005	\$2,910
304×	\$5,220	\$4,860	\$3,960	\$2,890
340×	\$5,145	\$4,785	\$3,880	\$2,840
376×	\$5,095	\$4,735	\$3,845	\$2,805

Four Color

FREQUENCY	KING-PG	3/4-PG	ISLAND 1/2-PG	1/4-PG
1×	\$8,335	\$7,905	\$7,005	\$5,605
6×	\$8,275	\$7,870	\$6,960	\$5,585
12×	\$8,225	\$7,825	\$6,925	\$5,555
24×	\$8,160	\$7,780	\$6,880	\$5,540
36×	\$8,105	\$7,745	\$6,835	\$5,525
48×	\$8,045	\$7,705	\$6,795	\$5,510
60×	\$8,010	\$7,665	\$6,765	\$5,480
72×	\$7,965	\$7,620	\$6,720	\$5,460
96×	\$7,940	\$7,580	\$6,670	\$5,445
120×	\$7,900	\$7,540	\$6,640	\$5,415
144×	\$7,865	\$7,495	\$6,590	\$5,400
170×	\$7,815	\$7,460	\$6,545	\$5,380
194×	\$7,775	\$7,420	\$6,515	\$5,355
216×	\$7,740	\$7,370	\$6,480	\$5,340
242×	\$7,690	\$7,335	\$6,430	\$5,325
268×	\$7,660	\$7,300	\$6,395	\$5,300
304×	\$7,610	\$7,250	\$6,350	\$5,280
340×	\$7,535	\$7,175	\$6,270	\$5,230
376×	\$7,485	\$7,125	\$6,235	\$5,195

Insert Rates

Island Size Insert

FREQUENCY	2-PG	4-PG	6-PG	8-PG
1×	\$9,955	\$19,310	\$28,720	\$38,005
6×	\$9,865	\$19,130	\$28,450	\$37,645
12×	\$9,795	\$18,990	\$28,240	\$37,365
24×	\$9,705	\$18,810	\$27,970	\$37,005
36×	\$9,615	\$18,630	\$27,700	\$36,645
48×	\$9,535	\$18,470	\$27,460	\$36,325
60×	\$9,475	\$18,350	\$27,280	\$36,085
72×	\$9,385	\$18,170	\$27,010	\$35,725
96×	\$9,285	\$17,970	\$26,710	\$35,325
120×	\$9,225	\$17,850	\$26,530	\$35,085
144×	\$9,125	\$17,650	\$26,230	\$34,685
170×	\$9,035	\$17,470	\$25,960	\$34,325
194×	\$8,975	\$17,350	\$25,780	\$34,085
216×	\$8,905	\$17,210	\$25,570	\$33,805
242×	\$8,805	\$17,010	\$25,270	\$33,405
268×	\$8,735	\$16,870	\$25,060	\$33,125
304×	\$8,645	\$16,690	\$24,790	\$32,765
340×	\$8,485	\$16,370	\$24,310	\$32,125
376×	\$8,415	\$16,230	\$24,100	\$31,845

King Size Insert

FREQUENCY	2-PG	4-PG	6-PG	8-PG
1×	\$12,615	\$24,630	\$36,700	\$48,645
6×	\$12,495	\$24,390	\$36,340	\$48,165
12×	\$12,395	\$24,190	\$36,040	\$47,765
24×	\$12,265	\$23,930	\$35,650	\$47,245
36×	\$12,155	\$23,710	\$35,320	\$46,805
48×	\$12,035	\$23,470	\$34,960	\$46,325
60×	\$11,965	\$23,330	\$34,750	\$46,045
72×	\$11,875	\$23,150	\$34,480	\$45,685
96×	\$11,825	\$23,050	\$34,330	\$45,485
120×	\$11,745	\$22,890	\$34,090	\$45,165
144×	\$11,675	\$22,750	\$33,880	\$44,885
170×	\$11,575	\$22,550	\$33,580	\$44,485
194×	\$11,495	\$22,390	\$33,340	\$44,165
216×	\$11,425	\$22,250	\$33,130	\$43,885
242×	\$11,325	\$22,050	\$32,830	\$43,485
268×	\$11,265	\$21,930	\$32,650	\$43,245
304×	\$11,165	\$21,730	\$32,350	\$42,845
340×	\$11,015	\$21,430	\$31,900	\$42,245
376×	\$10,915	\$21,230	\$31,600	\$41,845

All published rates are in USD

Print Advertising Rates

COLOR CHARGES

Four color	\$2,390
Two color standard	\$800
Two color matched	\$1,155
Metallic	\$1,430
Four color + metallic	\$3,820
Five color	\$3,545

Bleed: No charge

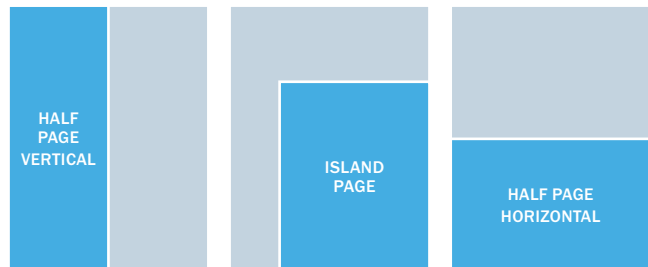
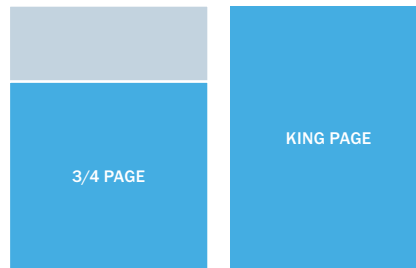
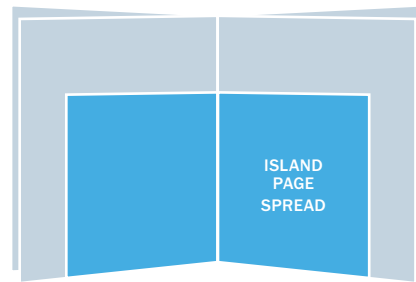
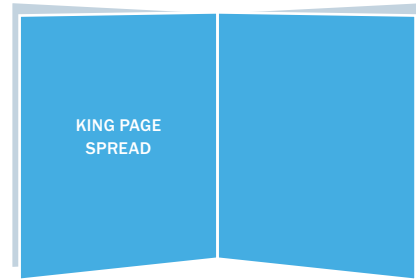
PREMIUM POSITION CHARGES

Fourth cover	50% over B&W rate
Third cover	15% over B&W rate
First ad	25% over B&W rate
Center spread	25% over B&W rate
Consecutive right-hand pages	20%* over B&W rate
All other guaranteed positioning	10% over B&W rate

*On 2nd and 3rd pages, up to 3 pages. For addtl pages contact Publisher.

Net Rates Cover Tips Supplied With PI Attached and Without

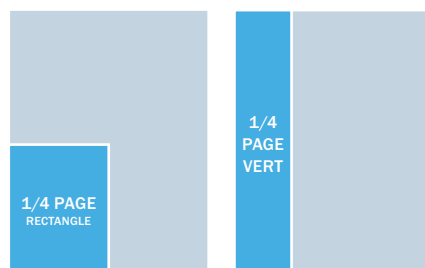
FREQUENCY	2 PG SUPPLIED	2 PG PLUS PI
1x	\$29,865	\$35,865
6x	\$29,595	\$35,595
12x	\$29,385	\$35,385
24x	\$29,115	\$35,115
36x	\$28,845	\$34,845
48x	\$28,605	\$34,605
60x	\$28,425	\$34,425
72x	\$28,155	\$34,155
96x	\$27,855	\$33,855
120x	\$27,675	\$33,675
144x	\$27,375	\$33,375
170x	\$27,105	\$33,105
194x	\$26,925	\$32,925
216x	\$26,715	\$32,715
242x	\$26,415	\$32,415
268x	\$26,205	\$32,205
304x	\$25,935	\$31,935
340x	\$25,455	\$31,455
376x	\$25,245	\$31,245



Meeting Listing Rates and Specs for Meeting Planners

Advertisements available in oncology meeting section.

NET PRICING	1x	3x	6x
1/4 pg 4c	\$3,850	\$3,655	\$3,470
1/8 pg 4c	\$2,785	\$2,625	\$2,470



Print Advertising Rates

Acceptance of Advertising

All advertising is subject to approval of the Editor-in-Chief, publisher, and ASCO. New advertisements are to be received by the publisher at least two weeks before the closing date. Please email all ad proofs to Norman W. Virtue at nvirtue@hbside.com. The publisher reserves the right to label any advertisement as such for any ads that contain significant editorial content or that look like editorial pages.

The advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions, and facts) of advertisements and their compliance with all applicable laws and regulations and also assume responsibility for any claims made against the publisher or ASCO arising from or related to such advertisements.

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. Neither the publisher nor ASCO adopts any such statement or claim as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher or ASCO."

In the event that legal action or a claim is made against the publisher or ASCO arising from or related to such advertisements, the advertiser and advertising agency agree to fully defend, indemnify, and hold harmless the publisher and ASCO and to pay any judgment, expenses, and legal fees incurred by the publisher or ASCO as a result of said legal action or claim.

In addition, the publisher reserves the right to reject or discontinue any advertising for any reason. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

The publisher reserves the right to label any advertisement as such for any ads that contain significant editorial content or that look like text pages. The publisher is not liable for delays in delivery and/or nondelivery due to any condition beyond the control of the publisher affecting production or delivery in any manner.

The publisher reserves the right to reject any advertising that it believes is not in keeping with the publication's standards.

Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisement printed or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.

Insert Conversion Program — For Multipage Insert Advertisers Only

Harborside can convert inserts of 4 pages or larger to king-sized ad pages at no cost. The converted ad will be billed at the king-sized B&W page rate times the number of pages. Digital file required. For additional information, please contact Norman W. Virtue at 631-935-7682 or nvirtue@hbside.com.

Business Reply Card (BRC) Inserts

BRCs are billed at half of a 2-page island-sized insert rate page with a minimum island half-page ad opposite. A sample of the BRC and paper must be submitted to the publisher for approval two weeks before closing date.

List Match Charge

Harborside will match any client list to *The ASCO Post's* circulation. The first 2 list matches are free, charge of \$2,000 applies to all subsequent matches. If the client chooses to advertise to the selected audience through a demo insert, the appropriate demo charge will apply, and the initial list match fee will be waived. Maximum of 2 list matches per year per brand.

Split-Run Inserts Production Charge

Billing is based on the earned insert rate times the percentage of circulation, with a minimum of 50% of the total circulation, plus a noncommissionable production charge of \$2,000. For a run-of-book split-run charge, please contact the publisher.

Note: there is a maximum of 4 split-runs per issue

Earned Frequency

Earned Frequency: Harborside will determine the number of pages and fractions of pages placed in *The ASCO Post* during the year.

Combined Frequency: Harborside will combine all advertising insertions of a parent company and its subsidiaries to determine the earned rate.

Services

A) Reprints

Reprints are available for order. Contact Gail van Koot at gvankoot@hbside.com.

B) Availability of ASCO Mailing List

Contact Infocus Marketing Inc. List Manager, 4245 Sigler Road, Warrenton, VA 20187; 540-428-3251; or www.infocusnet.com

C) Sponsorship Opportunities Available

Supplements, special issues, newsletters, patient education material, and additional customized opportunities available. Contact David Horowitz at 631-935-7652 or dhorowitz@hbside.com

Agency Discounts

Fifteen percent (15%) of gross billings on space, color, cover, and preferred position charges. Additional production charges are noncommissionable.

Print Advertising Rates & Specifications

Discounts and Incentives

Earned Frequency Combination Discount

Advertisers in ASCO Publications: *The ASCO Post*, *Journal of Clinical Oncology (JCO)*, and *Journal of Oncology Practice (JOP)* combine for pages to earn the frequency rate in *The ASCO Post* as well as in all the ASCO publications. Space purchased by a parent company and subsidiaries is combined in calculating the earned rate. When the number of insertions is greater or less than indicated by the contract, rates are adjusted accordingly. Please contact the publisher for details. Frequency will be determined by the total number of pages placed in these publications during a calendar year.

Two Publication Discount

Each individual product advertising in ASCO's *Journal of Clinical Oncology (JCO)* **OR** ASCO's *Journal of Oncology Practice (JOP)* during the same month it advertises in *The ASCO Post* will receive a **\$500** per page discount in *The ASCO Post* and either a \$200 discount in *JCO* or a \$350 discount in *JOP*. Discount is based on the matching number of pages in *The ASCO Post* and *JCO* or *JOP* in a given month.

Total savings:

The ASCO Post + *JCO* = \$700

The ASCO Post + *JOP* = \$850

Three Publication Discount

Each individual product advertising in ASCO's *Journal of Clinical Oncology (JCO)* **AND** ASCO's *Journal of Oncology Practice (JOP)* during the same month it advertises in *The ASCO Post* will receive a **\$500** per page discount in *The ASCO Post* and a \$250 discount in *JCO* and a \$400 discount in *JOP*. Discount is based on the matching number of pages in *The ASCO Post* and *JCO* and *JOP* in a given month.

Total savings:

JOP + *JCO* + *The ASCO Post* = \$1,150

Continuity Program

Each individual brand advertising in: **6 issues will receive 1 free ad, 10 issues will receive 2 free ads, 15 issues will receive 3 free ads, 20 issues will receive 4 free ads**, of the same size for the brand. Free ad is based on smallest size ad run. If multiple sized ad units are placed in issues within a calendar year, the free ad unit will be determined by the average dollar amount spent per issue over the course of the year. This amount will be credited towards the last insertion of the year.

Large PI Discount

Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page. The Multi-journal discount is not eligible on discounted PI pages.

Requirements for Cover Tips, Inserts or Outserts

2 mockups must be provided for proposed piece. Mockups are needed to head off potential problems during binding and allow Publisher to provide feedback on how to correct any problems prior to delivery. Once samples are received, it will also be determined if additional postage and binding charges will be necessary. For a simple two-sided piece, a mockup is not necessary. **All other configurations require mockups, which are due 4 weeks before due date to printer.**

Send samples to:

Norman Virtue, Harborside,
94 North Woodhull Road, Huntington, NY 11743.

Send PDF file of the creative for preapproval by ASCO to:
nvirtue@hbside.com

Once Approved

Ship printed pieces:

Tammy Baugh, LSC Communications
13487 South Preston Highway
Lebanon Junction, KY 40150

Material must be shipped in cartons. Material needs to be cross stacked in cartons. Please note that the use of shrink wrapping or additional binding will incur additional costs.

Cartons must indicate publication name, issue date, and quantity.

Cover Tip Specifications:

- Quantity: 32,700
- Standard 2 page (front and back)
- Maximum trim size: 10.25" wide × 6" high
- Minimum trim size: 6" wide × 4" high
- Minimum paper weight: 70#
- Cover tip should be supplied trimmed. Tip will be flush (with variation of up to 0.125") to spine and foot of cover.
- Two samples are required for preapproval and evaluation, along with a PDF of the file for ASCO approval.

The ASCO Post accepts cover tip variations—cover tip with PI affixed to back, pocket cover tips with PI enclosed, etc. It is recommended that there be 2" clearance between the edge of the PI and the gutter edge of the cover tip.

Insert Specifications:

- Quantity: 32,700
- Paper weight: 80# - 100# text
- Dimensions: A-size 8" × 11" pretrimmed. Inserts should be supplied folded.
- Inserts are tipped in to the publication flush to the gutter and foot.
- Saddle-stitched inserts are available at an extra cost. Such inserts require a 4.5" hanger.
- Two samples are required for preapproval and evaluation, along with a PDF of the file for ASCO approval.

Outsert Specifications:

- Quantity: 32,700
- Outserts must be supplied as single units. They cannot be supplied individually shrink wrapped. Any PI information must be spot glued inside the Outsert.
- Dimensions: Outserts are limited to the size of the host publication 10.5" × 14". Two samples are required for preapproval and evaluation.

Please submit a PDF of the creative for preapproval by ASCO and publisher.

Print Specifications & Closing Dates

File Submissions

SWOP standards apply. Submit only high-resolution CMYK PDF formatted files. Convert all spot colors to CMYK. All fonts and images must be embedded. Files should indicate trim and bleed.

Contact the Production Manager at nvirtue@hbside.com for additional specifications and production questions.

Advertising Sizes

Island

Bleed: 7.825" × 10.875"
Trim: 7.575" × 10.625"
Safety: 7.125" × 10.125"

Island Spread

Bleed: 15.5" × 10.875"
Trim: 15.15" × 10.625"
Safety: 14.75" × 10.125" with a 0.75" gutter down the middle.

King

Bleed: 10.75" × 14.25"
Trim: 10.5" × 14"
Safety: 9.5" × 13"

King Spread

Bleed: 21.25" × 14.25"
Trim: 21" × 14"
Safety: 20" × 13" with a 0.75" gutter down the middle.

Half-Page Vertical

Bleed: 5.375" × 14.25"
Trim: 5.125" × 14"
Safety: 4.625" × 13"

Half-Page Horizontal

Bleed: 10.75" × 7.125"
Trim: 10.5" × 6.875"
Safety: 9.5" × 6"

Half-Page Horizontal Spread

Bleed: 21.25" × 7.125"
Trim: 21" × 6.875"
Safety: 20" × 6" with a 0.75" inch gutter down the middle.

Quarter-Page Rectangle

Bleed: 5.375" × 7.125"
Trim: 5.125" × 6.875"
Safety: 4.625" × 6"

Quarter-Page Vertical

Bleed: 3.045" × 14.25"
Trim: 2.75" × 14"
Safety: 2.25" × 13.5"

Please see examples of ad sizes and placements on page 5

Material Storage

Files are held for one year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed one month after issue mails.

Insertion Order Submissions

email: hspadorders@hbside.com

Insertion order should include an ad code or unique identifier to help properly identify the corresponding ad material.

Ad Materials to:

email: hspadmats@hbside.com
FTP: <ftp.harborsidenexus.com>
Username: [hpsales](#)
password: Connect!1

Color Proofs to:

Norman W. Virtue, *The ASCO Post*,
Harborside
94 North Woodhull Road, Huntington, NY 11743
Tel: 631-935-7682, Fax: 631-692-0805

Closing Dates

ISSUE DATE	INSERTION ORDER DUE	AD MATERIAL DUE	INSERTS DUE
Jan 25 th	12/21/18	1/2/19	1/9/19
Feb 10 th	1/10/19	1/17/19	1/24/19
Feb 25 th	1/24/19	1/31/19	2/7/19
Mar 10 th	2/8/19	2/14/19	2/21/19
Mar 25 th	2/21/19	2/28/19	3/7/19
Apr 10 th	3/7/19	3/14/19	3/21/19
Apr 25 th	3/21/19	3/28/19	4/4/19
May 10 th	4/8/19	4/15/19	4/22/19
May 25 th	4/23/19	4/30/19	5/7/19
Jun 3 rd *	4/26/19	5/3/19	5/10/19
Jun 10 th	5/9/19	5/16/19	5/23/19
Jun 25 th	5/23/19	5/30/19	6/6/19
Jul 10 th	6/10/19	6/17/19	6/24/19
Jul 25 th	6/26/19	7/3/19	7/10/19
Aug 10 th	7/11/19	7/18/19	7/25/19
Aug 25 th	7/25/19	8/1/19	8/8/19
Sep 10 th	8/8/19	8/15/19	8/22/19
Sep 25 th	8/22/19	8/29/19	9/5/19
Oct 10 th	9/9/19	9/16/19	9/23/19
Oct 25 th	9/25/19	10/2/19	10/9/19
Nov 10 th	10/10/19	10/17/19	10/24/19
Nov 25 th	10/24/19	10/31/19	11/7/19
Dec 10 th	11/7/19	11/14/19	11/21/19
Dec 25 th	11/21/19	11/28/19	12/5/19

The ASCO Post Meetings Coverage and Issue Dates, 2019

ISSUE DATE	NEWS COVERAGE (TENTATIVE)	BONUS DISTRIBUTION AT*
Jan 25 th	American Society of Hematology (ASH), San Antonio Breast Cancer Symposium SABCS, American Society for Therapeutic Radiology (ASTRO), European Society for Medical Oncology (ESMO), Palliative and Supportive Care in Cancer, NCCN Policy Summit: Equity in Cancer Care, ESMO Immuno-Oncology Congress, International Society for Geriatric Oncology (SIOG) Annual Meeting; Annual Meeting of the Society of Urologic Oncology (SUO)	Genitourinary Cancers Symposium
Feb 10 th	ASH, SABCS, ASTRO, ESMO, Adolescent and Young Adult (AYA) Cancer Congress, World Cancer Congress	ASCO SITC
Feb 25 th	Gastrointestinal Cancers Symposium (GI Symposium), American Association for Clinical Research Conference on Melanoma (AACR), ASH, SABCS, World Cancer Congress	
Mar 10 th	GI Cancers Symposium, Genitourinary Cancers Symposium (GU Symposium)	NCCN Annual Conference; Society of Surgical Oncology
Mar 25 th	ASCO-SITC Clinical Immuno-Oncology Symposium, GI Cancers Symposium, GU Cancers Symposium	ONS Oncology Nurse Symposium
Apr 10 th	GU Cancers Symposium, Miami Breast Cancer Conference, Multidisciplinary Thoracic Cancers Symposium, Society of Gynecologic Oncology Annual Meeting (SGO), St. Gallen International Breast Cancer Conference, NCCN Annual Conference	
Apr 25 th	Society of Surgical Oncology (SSO) Annual Meeting, NCCN Annual Conference, St. Gallen International Breast Cancer Conference, SGO, Miami Breast Cancer Conference, Annual Symposium on Pancreatic Cancer	
May 10 th	Immunotherapy of Cancer Conference, European Lung Cancer Congress, SSO Annual Meeting, SGO Annual Meeting, European Kidney Cancer Association International Meeting, Community Oncology Alliance (COA)	
May 25 th	AACR Annual Meeting, SSO Annual Meeting, Oncology Nursing Society Annual Congress (ONS), SGO Annual Meeting, ASCO 2019 Pre-Meeting Highlights, COA	2019 ASCO Annual Meeting
Jun 3 rd	Narratives in Oncology	2019 ASCO Annual Meeting
Jun 10 th	ASCO Annual Meeting, AACR Annual Meeting, NCCN Annual Conference	
Jun 25 th	ASCO Annual Meeting, AACR Annual Meeting, American Head & Neck Society Annual Meeting	
Jul 10 th	ASCO Annual Meeting, International Conference on Malignant Lymphoma	BOA Austin and Seattle
Jul 25 th	ASCO Annual Meeting, MASCC/ISOO Annual Meeting on Supportive Care in Cancer	BOA Baltimore
Aug 10 th	Best of ASCO, Seattle, ASCO Annual Meeting, MASCC/ISOO, International Conference on Malignant Lymphoma	
Aug 25 th	Best of ASCO, Austin, MASCC/ISOO, International Conference on Malignant Lymphoma	ASCO Quality Care
Sep 10 th	Best of ASCO, Seattle, Best of ASCO, Austin, Best of ASCO, Baltimore	NCCN Hem Malignancies; American Society of Radiation Oncology (ASTRO)
Sep 25 th	Best of ASCO, Baltimore, MASCC/ISOO	
Oct 10 th	NCCN Hematologic Malignancies Congress, IASLC World Conference on Lung Cancer, Debates and Didactics in Hem/Onc	JADPRO Live
Oct 25 th	IASLC World Lung Cancer Congress, Society of Hematology-Oncology (SOHO), International Workshop on Chronic Lymphocytic Leukemia (IwCLL)	
Nov 10 th	Quality Care Congress, ESMO, IASLC World Lung Cancer Congress	
Nov 25 th	Quality Cancer Congress, ESMO, IASLC World Lung Cancer Congress, ASTRO Annual Meeting, SOHO, IwCLL, Society of Integrative Oncology (SIO) Annual Meeting	ASH Annual Meeting, SABCS
Dec 10 th	ASTRO Annual Meeting, ESMO, JADPROLive, Palliative Care in Oncology, Chemotherapy Foundation Symposium	
Dec 25 th	ASH, Palliative Care in Oncology, Society for NeuroOncology Annual Meeting, Annual Meeting of the Society of Urologic Oncology (SUO), SITC 34th Annual Conference	2020 Gastrointestinal Cancers Symposium

*Subject to change

Disease-Specific Editorial Focus Months

Mar	Colorectal cancer, Renal Cell Carcinoma, Multiple Myeloma
May	Melanoma
Jun	Survivorship
Sep	Prostate cancer, Gynecologic cancers, Leukemia/Lymphoma, Childhood cancers
Oct	Breast cancer
Nov	Lung cancer, Pancreatic cancer

Digital Advertising Opportunities

ASCOPost.com

ASCOPost.com is home to the full-text from the current issue of *The ASCO Post* and complete archives of past issues. The "Today in Oncology" section, located on the home page of ASCOPost.com, is a newsfeed updated daily with original news reports of meeting abstracts and recently published peer-reviewed literature. Further, *The ASCO Post Newsreels* is video program including coverage from major oncology meetings and interviews with thought-leaders throughout the field. ASCOPost.com is fully searchable by topic or keyword. The website allows for social media options in addition to its daily oncology news feed.

Ad Sizes Available

- Leaderboard: 728 x 90*
- Medium Rectangle: 300 x 250
- Mobile Leaderboard: 320 x 50

*On mobile size displays the 728 x 90 ad location is replaced with a 320 x 50 banner ad.

Rates

ROS: \$225 CPM rate

Discounts

- 5% for print advertiser
- 5% for 6+ month advertiser

Geotargeting available at a 10% premium

NEW in 2019—Affinity targeting on ascopost.com

\$275-\$325 CPM rates for high affinity readers of specific targeted content: Lung, Breast, GI Cancers, GU cancers, Hem Cancers. Contact Leslie Dubin regarding availability.

Feedback

ASCOPost.com 2018 Average Stats*

Sessions Per Month	134,251
New Users Per Month	81,782
Pages Per Month	181,238
Pages Per Session	1.35
Time on Site	1:14
Impressions Per Month	571,606
CTR	0.13%

*Based on U.S. average stats Jan-Jun 2018, Google Analytics, Google DFP and MOAT Analytics.

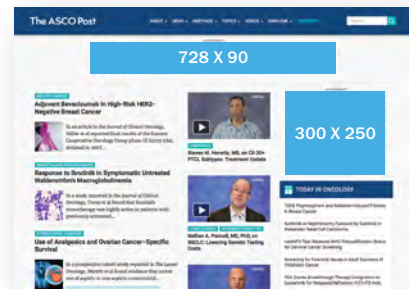
ASCOPost.com 2018 Average Stats* GLOBAL

Sessions Per Month	233,908
New Users Per Month	138,182
Pages Per Session	1.34
Time on Site	1:17

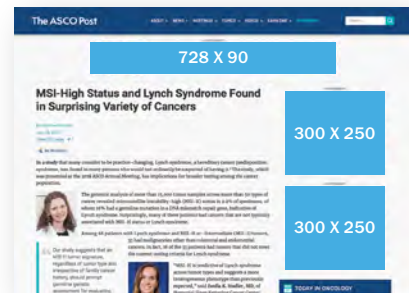
*Based on Global average stats Jan-Jun 2018, Google Analytics, Google DFP and MOAT Analytics.

Desktop

Home Page

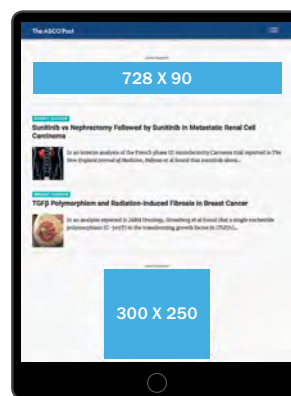


Article Page

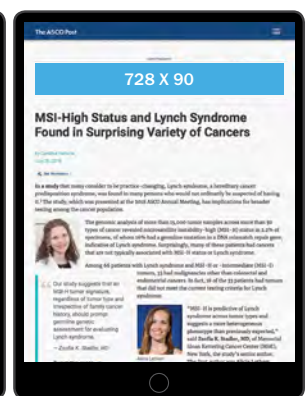


Tablet

Home Page

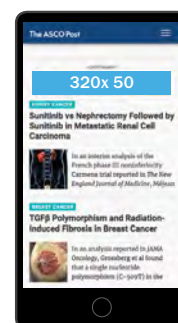


Article Page

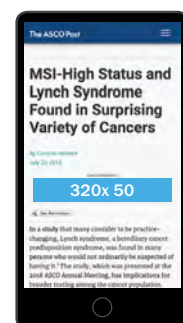


Smart Phone

Home Page



Article Page



Digital Advertising Opportunities

The ASCO Post Evening News

The ASCO Post Evening News is an original newsletter distributed via email on weekday evenings to more than 34,000 oncology professionals, including all ASCO members. The newsletter features original reporting of news from professional meetings, conferences, educational programs, and peer-reviewed scientific journals, as well as summaries of recent oncology news featured on The ASCO Post website and highlights from the Newsreels video series. The ASCO Post Evening News was developed by Harborside Press in collaboration with ASCO.

Trending In

Trending In is a section in The ASCO Post Evening News that runs monthly and highlights the most read stories in particular topics of interest.

Topics covered: Lung Cancer, Breast Cancer, Lymphoma, Prostate Cancer, Ovarian Cancer, Bladder Cancer, Colon & Rectal Cancers, Kidney Cancer, Melanoma, Pancreatic Cancer, Thyroid Cancer, among others.

Available for sponsorship - 3x minimum.

Circulation

34,637 ASCO Members and other oncology professionals:

- 22,868 US-based
 - » 21,313 US-based ASCO members and requesters
 - » 1,555 Advanced Practitioners in oncology

Default is US only for advertisers. International targeted coverage is available, inquire for pricing.

(11,769 International ASCO members also receive)

Ads Available

- Leaderboard Banner: 728 x 90
- Wide Skyscraper: 160 x 600
- Medium Rectangle: 300 x 250
- Larger sizes also may be available to accommodate ISIs

Schedule – Daily 215x/year

Commitments due ten days prior to deployment date. Ad materials due one week prior to deployment date.

Dates are subject to change.

Rates & Packages

Base price: \$3,300 per ad

Discounts and free ads when bought in packages:

- Buy 5 get 1 free, totals: 6 ads-1x/every other month package: \$16,500 net
- Buy 10 get 2 free, totals: 12 ads-1x/mo package: \$33,000 net
- Buy 20 get 5 free, totals: 25 ads-2x/mo package: \$66,000 net
- Buy 30 get 8 free, totals: 38 ads-3x/mo package: \$99,000 net
- Buy 40 get 12 free, totals: 52 ads-1x/wk package: \$132,000 net

The screenshot shows the top portion of the ASCO Post Evening News website. At the top is a blue header with 'LEADERBOARD 728 x 90'. Below this is a 'Quick Links' section with icons for RSS, Facebook, and Twitter, and a list of links: 'View Issues', 'JCO.ASCOPUBS.ORG', 'JCO.ASCOPUBS.ORG', 'CONFERENCES.ASCO.ORG', 'ASCO.ORG', and 'Cancer.Net'. The main content area features several news articles with blue and orange highlights. Advertisements are placed in various sizes: a 'MEDIUM RECTANGLE 300 x 250' on the right side, a 'WIDE SKYSCRAPER 160 x 600' on the far right, and another 'MEDIUM RECTANGLE 300 x 250' at the bottom right. The website title 'The ASCO Post EVENING NEWS' is prominently displayed in the center.

Benefits

- Consistency of ad message and increased frequency
- Ability for clicks/links
- Max of five ads per issue so high SOV

Feedback

2018 Average Stats*

Open Rate	24.50% average
Unique Click Through Rate	5.46%
Delivery Rate	99.75%

*Based on U.S. average stats Jan-Jun 2018

Digital Advertising Opportunities

E-TOC – The ASCO Post

- 6-8 articles from each issue will be highlighted in the Electronic Table of Contents (E-TOC)
- Short summary with a direct link to the article on ASCOPost.com as well as to homepage included
- Delivers approximately one week before issue is received

Circulation

32,440 ASCO Members and other Oncology professionals, including:

- 21,060 US-based ASCO members and requesters
- 11,380 International ASCO members

Default is US only for advertisers. International targeted coverage is available, inquire for pricing.

Ads Available

- Leaderboard Banner: 728 × 90 or 468 × 60
- Medium Rectangle: 300 × 250

Rates*

- \$2,995 net for Leaderboard Banner and Upper Medium Rectangle
- \$2,205 for the Lower Medium Rectangle

*U.S. Only

Schedule-24x/year

ISSUE DATE	EMAIL DATE	AD DUE DATE	COMMITMENT DUE
Jan 25 th	1/25/19	1/18/19	1/14/19
Feb 10 th	2/11/19	2/4/19	1/29/19
Feb 25 th	2/25/19	2/18/19	2/12/19
Mar 10 th	3/11/19	3/4/19	2/27/19
Mar 25 th	3/25/19	3/18/19	3/12/19
Apr 10 th	4/10/19	4/3/19	3/28/19
Apr 25 th	4/25/19	4/18/19	4/12/19
May 10 th	5/10/19	5/3/19	4/29/19
May 25 th	5/24/19	5/17/19	5/13/19
Jun 3 rd	5/30/19	5/23/19	5/17/19
Jun 10 th	6/10/19	6/3/19	5/28/19
Jun 25 th	6/25/19	6/18/19	6/12/19
Jul 10 th	7/10/19	7/3/19	6/27/19
Jul 25 th	7/25/19	7/18/19	7/12/19
Aug 10 th	8/12/19	8/5/19	7/30/19
Aug 25 th	8/26/19	8/19/19	8/13/19
Sep 10 th	9/10/19	9/3/19	8/28/19
Sep 25 th	9/25/19	9/18/19	9/12/19
Oct 10 th	10/10/19	10/3/19	9/27/19
Oct 25 th	10/25/19	10/18/19	10/14/19
Nov 10 th	11/11/19	11/4/19	10/29/19
Nov 25 th	11/25/19	11/18/19	11/12/19
Dec 10 th	12/10/19	12/3/19	11/27/19
Dec 25 th	12/20/19	12/13/19	12/9/19

The screenshot displays a digital advertisement for The ASCO Post. At the top, it features a blue 'LEADERBOARD' banner (728 × 90 OR 468 × 60). Below this is the masthead 'The ASCO Post' and a section titled 'HIGHLIGHTS FROM THE JANUARY 25 ISSUE'. This section lists several articles with authors and topics, such as 'ALLEN S. LICHTER, MD, FASCO, AND MARK J. RATAIN, MD, on the potential of value-based prescribing in oncology'. A 'MEDIUM RECTANGLE' (300 × 250) ad is placed to the right of these highlights. Below the highlights is a 'PUBLISHER'S NOTE' and a 'MORE ONCOLOGY NEWS' section with a link to an article about tamoxifen. Another 'MEDIUM RECTANGLE' (300 × 250) ad is positioned to the right of this section. At the bottom, there is a 'PLUS' section with 'JOURNAL SPOTLIGHT' and 'IN THE LITERATURE' items. The footer includes navigation links for 'The ASCO Post Newsroom', 'Meeting News', 'Direct From ASCO', and 'Subscribe'.

Discounts

- 6 × rate: 5% discount
- Print advertisers: 5% discount
- Print and 6 × advertisers: 10% discount

Feedback

The ASCO Post E-TOC 2018 Average Stats*

Open rate	27.26%
Unique Click Through Rate	6.77%
Delivery rate	99.78%

*Based on U.S. average stats Jan-Jun 2018

Send all digital material to digitalads@hbside.com

The ASCO Post Almanacs & The ASCO Post Meeting Highlights

New opportunities to enhance reach to targeted audiences

The ASCO Post Almanacs

A round-up issue with news items specific to a disease site and/or tumor type. *The ASCO Post Almanac* is distributed via mail and email to a self-identified target audience plus Med Onc and/or Hem Onc readers of *The ASCO Post*.

Advertising Package: 50% SOV includes print and digital components.

The Almanacs are special editions of *The ASCO Post*.

- Review of the year's news in a specific area of cancer, with a look at what's on the horizon
- Guest editor provides commentary on the current state of care and the most up-to-date info
- Topic areas available* include:
 - » Breast cancer
 - » CNS malignancies
 - » Gastrointestinal cancers
 - » Genitourinary cancers
 - » Gynecologic cancers
 - » Head & neck cancer
 - » Hematologic malignancies
 - » Lung cancer
 - » Supportive care
 - » Melanoma/skin cancer
 - » Sarcoma
 - » Prostate cancer

*Topics are representative. Additional subject areas are available. Contact ldubin@hbside.com

The ASCO Post Meeting Highlights

Meeting Highlights are special editions of *The ASCO Post*

- Highlights from important meetings of interest
- These issues are A-sized (not tabloid)
- Guest editor to offer perspective and relevance to practicing oncologists
- Ad specs available upon request

CONFERENCE	PRINT		DIGITAL		WEBSITE
	SPECIALTY AUDIENCE	PRINT CIRCULATION	eTOC #1	eTOC #2	IMPRESSIONS
Gastrointestinal Cancers Symposium	GI	6,276	22,868	1,770	500-1,500
ASCO-SITC Immuno Onc Symposium	Med Oncs plus Hem Oncs	14,400	22,868	8,400	500-1,500
Genitourinary Cancers Symposium	GU	5,700	22,868	1,122	500-1,500
Thoracic Cancers Symposium	Lung	7,600	22,868	2,180	500-1,500
ASCO Annual Meeting	Med Oncs plus Hem Oncs	28,068	22,868	8,300	500-1,500
ESMO	Med Oncs plus Hem Oncs	14,400	22,868	8,300	500-1,500
San Antonio Breast Cancer Symposium	Breast Cancer	8,000	22,868	3,455	500-1,500
American Society of Hematology	Hematology	14,300	22,868	4,042	500-1,500

Note: Bonus distribution (approx 300 copies) may be available at other meetings of interest.

PRICING FOR ALMANACS AND MEETING HIGHLIGHTS

PACKAGE	PRICE	eTOCS	WEBSITE	COST
SOV #1	Cover Tip + TOC	50% SOV on Email #1 + Email #2	50% of impressions	\$60,000 net
SOV #2	Cover 2 + Cover 4	50% SOV on Email #1 + Email #2	50% of impressions	\$60,000 net

Almanacs - contact Leslie Dubin at ldubin@hbside.com for specific circulations/opportunities.

Digital Specifications

SPECIFICATION	WEBSITE	E-TOC/THE ASCO POST EVENING NEWS
Accepted ad sizes	Leaderboard (728 × 90) Medium rectangle (300 × 250) Mobile Leaderboard (320 × 50)	Leaderboard banner: 728 × 90 (or 468 × 60 for e-TOC) Wide skyscraper: 160 × 600 Medium rectangle: 300 × 250
Ad expansion available	Yes	No
Ad expansion sizes	Leaderboard (728 × 315) Medium rectangle (600 × 250)	N/A
Ad expansion notes	Ad must require user initiation before expansion. Expanded ad must include clearly visible close controls.	N/A
Ad formats	JPG, GIF, HTML5, third-party served ads	JPG, GIF, animated GIF
Maximum initial file load size	200K	100K
Rich media file size	200K	N/A
Animation time	15 seconds/3 loops	15 seconds/3 loops**
Border	All ads with white or partially white background must use a 1 pixel dark colored border	All ads with white or partially white background must use a 1 pixel dark colored border
Third-party click and pixel tracking available†	By request	By request
Alternate text required‡	Yes	Yes
Maximum Ad Resource Requests*** 15		N/A

All ad creative is due one week prior to live date and is subject to approval by ASCO. HTML5 ads must be provided as soon as possible for testing purposes.

All ad creative is subject to approval from the American Society of Clinical Oncology. For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.

**Please ensure that the first frame of the animated GIF makes sense as a static image.

*** Resource request limits include any tracking scripts that the agency/advertiser may be utilizing in conjunction with their campaign.

‡Please provide alternative text (up to 64 characters including spaces).

Interactive ads will allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad.

File weight calculation: All files for the ad, including supporting files and agency supplied tracking scripts, must be included as part of the maximum file weight calculation for all file limits load.

HTML5 Best Practice Notes

HTML5 ads are like mini web pages. You can improve initial display by following a few guidelines:

- Provide inline css and use HTML to deliver initial display resources as much as possible.
- Limit initial dependencies on any render-blocking .js or .css
- Load interactive elements as a deferred or secondary subload, but keep them efficient using techniques such as caching.
- Defer heavy file weights until user initiates interaction.
- Use techniques such as byte-serving to download partial content and to optimize for auto-play video.
- Avoid any unnecessary downloads.
- Combine all supporting files e.g., JavaScript toolkits, libraries, HTML and CSS whenever possible.

Ads must not load more than 15 supporting files, including any agency supplied tracking scripts.

Use well-distributed, cached libraries to provide supporting files instead of providing them with the ad.

Check device and bandwidth and tailor supporting files and other elements to the environment and experience.

Harborside utilizes MOAT analytics for comprehensive data on advertising viewability. If there is a 10% difference between third-party reporting, a conversation ensues between client and Harborside.

†No Advertising shall include any pixels, tags, Flash containers or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a "Pixel"), nor place any beacons, cookies or other information collection devices on the browsers of users unless expressly approved in writing by Harborside. If Harborside approves the inclusion of a Pixel in an advertisement, then unless and only to the extent that such approval contains an express exception, (i) Advertiser may not use such Pixel to collect any personally-identifiable information (PII) with respect to any ASCO Post user, (ii) no such Pixel can be flash or object based, (iii) No cookies may be placed on a user's system, (iv) Advertiser will not link any non-PII that it collects to any PII that it may have from any other source and (v) Advertiser will not update any existing profile or create any profile in its database based on any data collected on the ASCO Post site, including the fact that someone is a ASCO Post user or any information derived from the information in the referring URL.

We cannot honor viewability related campaign goals if ads are supplied that do not meet the specifications supplied in the grid above.

NHT related campaign requirements cannot be honored if logs including IP addresses and timestamps are not supplied of suspected NHT generated impressions for verification. These logs also enable us to ensure that we filter out future NHT visitations from these addresses if deemed valid. Harborside will supply a report back of any NHT traffic deemed valid along with supporting evidence.

Additional Terms and Conditions

The publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Insertion Order and Copy Regulations: Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instruction such as bleed and color.

Cancellation of space order forfeits the right to position protection.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

When change of copy, covered by an uncancelled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.

Requests for specified position at ROB rates are given consideration, but no guarantee is made unless the position premium has been agreed to in the contract.

The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher will provide credit only on future advertisements.

Payment Terms: Net 30 days of invoice date. Pre-payment discounts are available, contact publisher for more details.

Payment for New Advertisers: All new advertisers are required to prepay until credit and/or reference checks are completed. Once approved, Harborside payment terms are net 30 days. Contact Leslie Dubin (ldubin@hbside.com) for more details.

Viewability: 70% Viewability is current industry standard. Ads taking more than 3 seconds to load will not qualify for viewability makegoods. Harborside utilizes MOAT analytics for comprehensive data on advertising viewability. If there is a 10% difference between third-party reporting, a conversation ensues between client and Harborside.

Cancellation Policies

Print Cancellations: Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication unless otherwise agreed to by both parties in writing.

Premium Position, Cover Tip, and Outsert Cancellations: Must be prior to 60 days of the published closing date. After the published closing date, any cover-tip is non-cancelable, and full payment is due.

Please see page 5 for list of premium positions.

Digital Cancellations for e-TOC's and Evening News: In accordance with the AAAA/IAB Standard Terms and Conditions for Internet Advertising Version 3.0) found at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf

Advertiser may cancel the I/O as follows:

For Flat-Fee or Fixed Placements (e-TOC's and Evening News)

- With minimum of 30 days prior written notice: no penalty
- With less than 30 days prior written notice: Advertiser is responsible for any contracted media to be served within 30 days
- NHT and Viewability Campaign requirements will not be honored on Flat-Fee (SOV) or Fixed Placements

Website: Advertiser may cancel the entire IO, or any portion thereof of a CPM buy, as follows: 14 days' prior written notice from advertiser without penalty. However, for a yearly buy, advertiser can cancel twice with 14 days notice. All ensuing cancellations will require 30 days prior notice to avoid penalty charge.



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