

2020 MEDIA KIT

Effective January 2020

JNCCCN

JOURNAL OF THE NATIONAL COMPREHENSIVE CANCER NETWORK

JNCCCN, the official publication of the National Comprehensive Cancer Network® (NCCN®), is one of the most highly read journals in the field of oncology.

Kantar June 2019 Medical/Surgical Readership Study, Table 232.



JNCCCN.org
JNCCCN360.org

HARBORSIDE
The nexus of knowledge

2020

JNCCN MEDIA KIT

Version 3 | November 2019

All information in this media kit is subject to change, please contact Harborside for current information

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NCCN Guidelines[®]:

The Original Clinical Decision Support Tool

Why are the NCCN Guidelines so important? Because cancer is a terribly intricate disease. And as we better understand cancer, we gain a better appreciation of its growing complexity.

You've seen the headlines. The future of cancer care will exist in Big Data, Supercomputers, and Networked Systems. Their goal is to pool the experiences of clinicians and patients into a shareable plan for treatment.

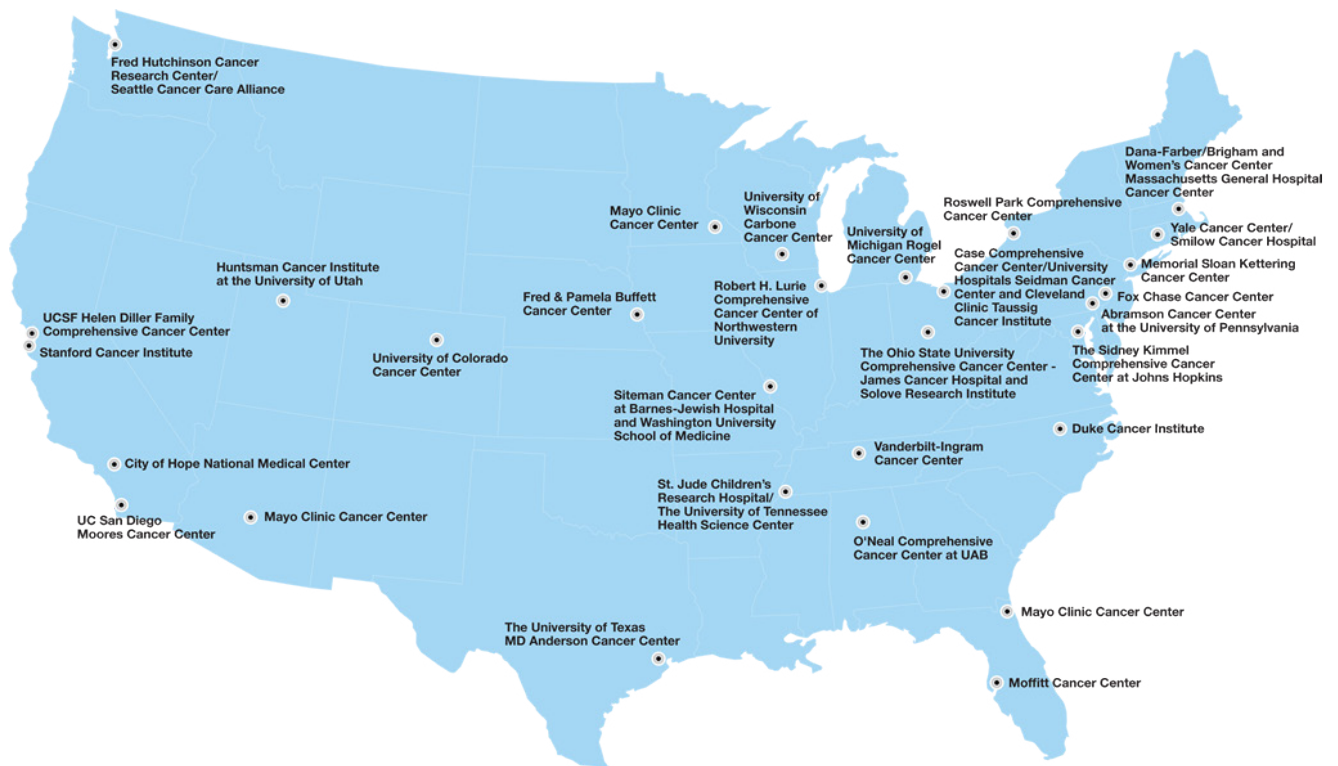
Fortunately, the NCCN Guidelines have been accomplishing this task for more than 20 years.

Part field manual, part blueprint, part database, part map: the NCCN Guidelines are the distilled wisdom of more than 1,350 physicians, nurses, and oncology researchers from the 28 NCCN Member Institutions. Developed through a rigorous review of the evidence, integrated with expert medical judgment, and updated annually, the NCCN Guidelines are the recognized standard for clinical decision-making in cancer care.

The promised future of cancer care exists in the NCCN Guidelines. And the only journal that publishes the NCCN Guidelines is *JNCCN*.

A Network of Knowledge in Every Issue

28 Leading cancer institutions across the country collaborate to develop the NCCN Guidelines.



JNCCN is the official publication of NCCN and is the only journal that publishes the NCCN Guidelines

Treatment algorithms are helpful decision-making tools for clinicians

- No bevacizumab used during primary therapy**
 - Complete clinical remission → Observation or Olaparib for category 1 for category 2A for BRCA1/2
 - Partial remission → Olaparib for BRCA1/2 (category 1 for germline BRCA1/2) or See Therapy for Persistence or Recurrence (OV-7)
 - Progression → See Therapy for Persistence or Recurrence
- Bevacizumab used as part of primary therapy**
 - Partial or complete remission → Postremission bevacizumab or Olaparib for BRCA1/2 (category 1 for germline BRCA1/2)
 - Stable disease → Postremission bevacizumab

Treatment algorithms are helpful decision-making tools for clinicians

JNCCN is the home in the medical literature for the NCCN Guidelines. More than **24,000 oncologists** and other cancer care professionals in the United States receive JNCCN each month, giving them access to the collective wisdom of the experts in their field.

Each issue of the journal delivers the NCCN Guidelines, which represent the meticulous work of experts from **28 leading cancer centers**. JNCCN also publishes the NCCN Guidelines® Insights, which provide a behind-the-scenes look into the determination of guidelines recommendations.


But JNCCN doesn't stop at the NCCN Guidelines. The journal publishes innovations in translational medicine, along with **cutting-edge** oncology health services research, including quality care and value, patient outcomes, and public policy.

All of this content makes JNCCN a must read for the oncology clinician.

Circulation and Editorial Calendar

JNCCN: Reaching the Oncology Team

Circulation

 Circulation audited annually by BPA Worldwide

SPECIALTY	CIRCULATION
Medical Oncology	4,290
Hematology/Oncology	10,479
Hematology	1,620
Radiation Oncology	660
Surgical Oncology	484
Gynecologic Oncology	680
Pathology	623
Oncology Pharmacy	1,580
Internal Medicine	820
Urology	1,237
Dermatology	40
Nurse Practitioners and Physician Assistants (APSHO members)	1,280
NCCN Qualifying Panel	744
Total	24,537

Coverage Across the Cancer Spectrum

2020 Editorial Calendar*

ISSUE	FEATURED NCCN GUIDELINES	NCCN GUIDELINES INSIGHTS (CE/CME)
January	Pediatric Acute Lymphoblastic Leukemia	Hematopoietic Growth Factors
February	Chronic Lymphocytic Leukemia/Small Lymphocytic Lymphoma	Uveal Melanoma
March	Bladder Cancer	Management of Immunotherapy-Related Toxicities
April	Breast Cancer (triple-negative)	Genetic/Familial High-Risk Assessment: Breast and Ovarian
May	Hematopoietic Stem Cell Transplant	Primary Cutaneous Lymphoma
June	Myeloproliferative Neoplasms	Cervical Cancer
July	Head and Neck Cancers (checkpoint inhibitors)	Rectal Cancer
August	Pediatric Burkitt's Lymphoma	Survivorship
September	Hodgkin Lymphoma	Kidney Cancer
October	Chronic Myeloid Leukemia	Sarcoma
November	Central Nervous System Cancers	T-Cell Lymphomas
December	Multiple Myeloma	Colorectal Cancer Screening

* This schedule represents the best information currently available. NCCN reserves the right to alter the editorial calendar without notice.

Readership and Bonus Distribution

JNCCN is one of the top read publications in the oncology space



62% of readers **SAVE** their copies of **JNCCN** for future reference

51% of readers **DISCUSSED** what they read in **JNCCN** with others

40% of readers **PASS ALONG** their copy of **JNCCN** to other people to read or look through

Journal of the National Comprehensive Cancer Network, May 2019 Issue

Bonus Distribution*

MEETING	ISSUE
ASCO GU Cancers Symposium	January
2020 ASCO-SITC Clinical Immuno-Oncology Symposium	January
NCCN 2020 Annual Conference	February
Oncology Nursing Society (ONS) Annual Congress	March
American Society of Clinical Oncology (ASCO) Annual Meeting	May 10
American Society of Clinical Oncology (ASCO) Annual Meeting	May 25
ESMO 2020 Congress	August
American Society of Radiation Oncology	September
NCCN 2020 Annual Congress: Hematologic Malignancies™	September
JADPRO Live	October
American Society of Hematology (ASH) Annual Meeting	November 10
San Antonio Breast Cancer Symposium	November 10
San Antonio Breast Cancer Symposium	November 25
ASCO 2021 GI Cancers Symposium	December
ASCO 2021 GU Cancer Symposium	December

*Subject to change

NCCN Annual Meetings Opportunities



THE MEETINGS

The NCCN Annual Conference: attracts more than 1,600 attendees from across the United States and around the world including oncologists (in both community and academic settings), oncology fellows, nurses, pharmacists, and other healthcare professionals involved in the care of patients with cancer. Respected opinion leaders present the latest cancer therapies and provide updates on selected NCCN Guidelines, the data upon which the NCCN Guidelines are based, and quality initiatives in oncology.

At the **NCCN Annual Congress: Hematologic Malignancies™**, world-renowned experts in the management of hematologic malignancies present the latest treatment advances, updates to the standard of care as recommended in the NCCN Guidelines, and unique and challenging patient cases.

MAY 25 ISSUE

Highlights of the NCCN Annual Conference

The *JNCCN* Annual Conference Highlights issue will contain synopses from important presentations at the NCCN 2020 Annual Conference.

- Increase your exposure before the ASCO Annual Meeting by advertising in both May issues
- Additional bonus distribution at the ASCO Annual Meeting

25% OFF

of ads placed in this issue
if also running an ad in the
May 10th issue.

NOVEMBER 25 ISSUE

Highlights of the NCCN Annual Congress: Hematologic Malignancies

JNCCN November 25 Issue: This *JNCCN* Annual Hematologic Malignancies Congress Highlights issue will contain synopses from important presentations at the NCCN Annual Congress: Hematologic Malignancies.

- Mailed to entire circulation
- Bonus Distribution at ASH
- The program includes one e-TOC to our full 82,000 NCCN Requester list, and those who click through to the Highlights issue will be served the sponsor's banner ad exclusively for one month.
- First Right of Refusal for 2021.

Limited Sponsorship
2 Advertisers Only

50% SOV

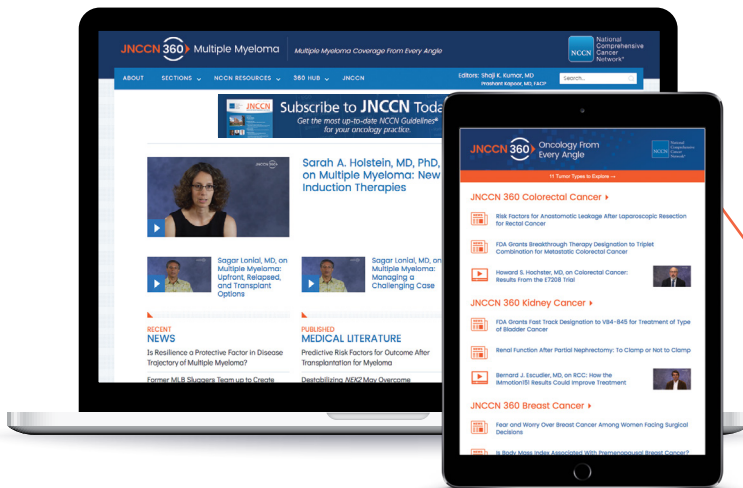
SOV #1 = Cover Tip + TOC

SOV #2 = Cover 2 + Cover 4

Each @ \$60,000 net

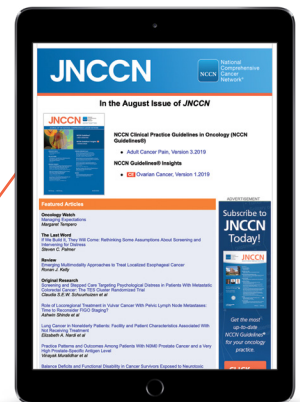
JNCCN: Digital Opportunities

JNCCN.org
The Online Home of JNCCN



JNCCN 360
Microsites & e-TOCs
An In-Depth Look at
Specific Tumor Sites

JNCCN E-mails
Weekly E-mail Opportunities to JNCCN Readers



Access to the website is free for those who receive the print edition of *JNCCN*, and the online content is archived and searchable from Volume 1, Issue 1. JNCCN.org complements the journal's goal to improve the quality of cancer care by addressing oncology practice for all disease stages and presentations.

2019 Average Stats* US

- Sessions per Month: 25,552
- Users per Month: 18,647
- New Users per Month: 18,033
- Time on Site: 0:15:02
- CTR: 0.18%
- Viewability: 74.64%

*Based on US average stats Jan-June 2019, Google Analytics, Google DFP, MOAT Analytics and Kantar data.

JNCCN.org 2019 Average Stats* GLOBAL

- Sessions Per Month: 53,858
- New Users Per Month: 40,196
- Monthly Users: 41,393
- Time on Site: 0:15:02

*Based on Global average stats Jan-Jun 2019, Google Analytics, Google DFP, MOAT Analytics and Kantar data.

The screenshot displays the JNCCN.org homepage. At the top, there is a navigation bar with links for SIGN IN, SIGN UP, MY CONTENT(1), SUBSCRIPTIONS, JOIN E-MAIL LIST, and HELP. Below this is a secondary navigation bar with HOME, CONTENT, CE, JNCCN 360, AUTHOR CENTER, ABOUT, and a search icon. The main content area features a large banner for the current issue (August 2019 | Volume 17 | Issue 8) and a featured content section with NCCN Guidelines and Insights. A sidebar on the right contains two 'BOX' advertisements (300 x 250). Below the main content, there is a section for 'JNCCN 360' which is a collection of tumor-specific websites. This section includes categories like Breast Cancer, Colorectal Cancer, Melanoma, and Non-Small Cell Lung Cancer. There are also sections for 'Most Read' and 'Most Cited' articles, a 'Second Look' section for NCCN Guidelines Insights, and a 'Tweets by @JNCCN' section. The footer includes the Harborside logo, contact information, and social media links.

Rates

- JNCCN.org ROS: \$225/CPM

Discounts

- 5% discount if advertising in JNCCN.org for 6+ months
- 5% discount if advertising in same issue of print edition of *JNCCN*

Ad Sizes Available

- Leaderboard (728 x 90)
- Box (300 x 250)
- Mobile (320 x 50)

Users ranked JNCCN.org among the top 5 websites in the following statements:

“Good content and tools that I use at the point of care with my patients”

“Quality clinical content”

“Information on drugs, devices, or profession services”

“Useful in running my practice”

“Keeping me informed on the latest practices and procedures in my field”

JNCCN 360

Tumor and Disease-Specific Websites



JNCCN 360 is a comprehensive online resource for oncology clinicians from JNCCN. A dozen tumor-specific microsites are serviced by a staff of over 20 writers, editors, and videographers.

Site Editors

Content curation and development overseen by Chairpersons or members of the NCCN Guidelines Panels.

KOL Videos

Expert interviews offer commentaries on clinical evidence, emerging science, controversies, challenging issues, and NCCN Guidelines.

Content

- Latest articles from the medical literature
- Recent news about clinical research
- Key clinical trials at NCCN Member Institutions
- Patient resources for clinicians to share
- CME items for easy reference
- Links to NCCN Guidelines
- Spotligthed therapies

All continuously updated!

Promotion

- Two dedicated 360 eTOCs are sent out every month to ~88,000 NCCN requestors
- Advertising on NCCN.org homepage with banners and links to JNCCN360.org
- Print and digital ads run across JNCCN, The ASCO Post, and JADPRO



JNCCN 360 Promotional E-mail Stats*

STATS	US	INTL
Open Rate	15.91%	14.91%
Delivery Rate	99.46%	99.47%
Unique CTR	2.84%	1.82%

*Based on average stats Jan-Jun 2019

89% of site visitors say they are likely/very likely to recommend **JNCCN360.org** to their colleagues.

For information on metrics, please contact Betty Ann Gilchrist at bgilchrist@hbside.com or 631-935-7675.

To find out more visit **JNCCN360.org**

JNCCN E-mails

JNCCN eTOC 2019 US Stats*

- Distribution: 88,423 US Recipients
- Open Rate: 23.26%
- Delivery Rate: 99.50%
- Unique Opens: 11,603
- Unique CTR: 1.85%

*Based on average stats Jan-June 2019

JNCCN eTOC 2019 INTL Stats*

- Distribution: 111,800 INTL Recipients
- Open Rate: 13.52%
- Delivery Rate: 99.54%
- Unique Opens: 15,046
- Unique CTR: 1.40%

*Based on average stats Jan-June 2019

Three E-mails for Every Issue of JNCCN

JNCCN sends out three e-mails a month on Thursdays. Content includes the most recently published articles and up-to-date guideline news.

Distribution

SPECIALTY	US AVG E-MAILS
Med Onc, Hem, and Hem Onc	23,130
Gynecology/Gynecologic Oncology	2,464
Radiation Oncology	4,626
Surgery and/or Surgical Oncology	13,230
Oncology Nurse Practitioner	2,799
Oncology Physician Assistants	914
Pathology	433
Pediatrics/Pediatric Oncology	1,065
Urology	445
Internal Medicine	5,361
Oncology Pharmacy/Pharmacists	7,224
Nurse/Nurse Navigators	6,615
Oncology Practice Managers	1,094
Other Oncology Professionals	19,023
Total Users	88,423

ADVERTISEMENT
LEADERBOARD 728 x 90

JNCCN

In the August Issue of JNCCN

NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)

- **Adult Cancer Pain**, Version 3.2019

NCCN Guidelines® Insights

- **Ovarian Cancer**, Version 1.2019

ADVERTISEMENT
Featured Articles

Oncology Watch
Managing Expectations
Margaret Tempero

The Last Word
If We Build It, They Will Come: Rethinking Some Assumptions About Screening and Intervening for Distress
Steven C. Palmer

Review
Emerging Multimodality Approaches to Treat Localized Esophageal Cancer
Ronan J. Kelly

Original Research
Screening and Staged Care Targeting Psychological Distress in Patients With Metastatic Colorectal Cancer: The TES Cluster Randomized Trial
Gaude S.E.W. Schuurhuizen et al

Role of Locoregional Treatment in Vulvar Cancer With Pelvic Lymph Node Metastases: Time to Reconsider FIGO Staging?
Ashwin Shindo et al

Lung Cancer in Nonelderly Patients: Facility and Patient Characteristics Associated With Not Receiving Treatment
Elizabeth A. Nardi et al

Practice Patterns and Outcomes Among Patients With N0M0 Prostate Cancer and a Very High Prostate-Specific Antigen Level
Vinayak Muraidhar et al

Balance Deficits and Functional Disability in Cancer Survivors Exposed to Neurotoxic Cancer Treatments
J. Matt McCrary et al

Impact of Cumulative Chemotherapy Dose on Survival With Adjuvant FEC-D Chemotherapy for Breast Cancer
Zachary Velch et al

Benefit of Cisplatin With Definitive Radiotherapy in Older Women With Cervical Cancer
Michael Xiang and Elizabeth A. Kidd

Explore Oncology From Every Angle

JNCCN 360 Featured Videos

Non-Melanoma Skin Cancers

Kim A. Margolin, MD, on the Emerging Role of Medical Oncologists in Treating Non-Melanoma Skin Cancers

Head and Neck Cancers

Vatche Tchekmedyan, MD, on Treating Squamous Cell Carcinoma of the Oropharynx With Cisplatin and Radiotherapy

For more information

Editorial Content:
Kimberly.Cailan@harborsidepress.com
 215.690.0235

Any subscription inquiries can be directed to the Circulation Manager at 631.692.0800 or at subscriptions@harborsidepress.com.

Advertising, supplements, reprints, and projects:
Betty.Ann.Vulchirik@harborsidepress.com
 631.692.7615

[Editorial Calendar](#)

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Submit your commentaries, articles, and correspondence, or become a reviewer

[NCCN CME/CE Online Programs](#)

[NCCN Clinical Practice Guidelines in Oncology](#)

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SKYSCRAPER 160 x 600

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JNCCN E-mails

JNCCN e-TOC Closing Dates*

E-MAIL DATE	INSERTION ORDER DUE	AD MATERIAL DUE
1/2/20	12/19/2019	12/26/2019
1/9/20	12/26/2019	1/2/2020
1/23/20	1/9/2020	1/16/2020
2/6/20	1/23/2020	1/30/2020
2/13/20	1/30/2020	2/6/2020
2/20/20	2/6/2020	2/13/2020
3/5/20	2/20/2020	2/27/2020
3/12/20	2/27/2020	3/5/2020
3/19/20	3/5/2020	3/12/2020
4/2/20	3/19/2020	3/26/2020
4/9/20	3/26/2020	4/2/2020
4/16/20	4/2/2020	4/9/2020
4/30/20	4/16/2020	4/23/2020
5/7/20	4/23/2020	4/30/2020
5/14/20	4/30/2020	5/7/2020
5/28/20	5/14/2020	5/21/2020
6/4/20	5/21/2020	5/28/2020
6/11/20	5/28/2020	6/4/2020
6/18/20	6/4/2020	6/11/2020
7/2/20	6/18/2020	6/25/2020
7/9/20	6/25/2020	7/2/2020
7/16/20	7/2/2020	7/9/2020
7/30/20	7/16/2020	7/23/2020
8/6/20	7/23/2020	7/30/2020
8/13/20	7/30/2020	8/6/2020
8/20/20	8/6/2020	8/13/2020
9/3/20	8/20/2020	8/27/2020
9/10/20	8/27/2020	9/3/2020
9/17/20	9/3/2020	9/10/2020
10/8/20	9/24/2020	10/1/2020
10/15/20	10/1/2020	10/8/2020
10/22/20	10/8/2020	10/15/2020
11/5/20	10/22/2020	10/29/2020
11/12/20	10/29/2020	11/5/2020
12/3/20**	11/19/2020	11/26/2020
12/10/20	11/26/2020	12/3/2020
12/17/20	12/3/2020	12/10/2020

*Dates are subject to change.

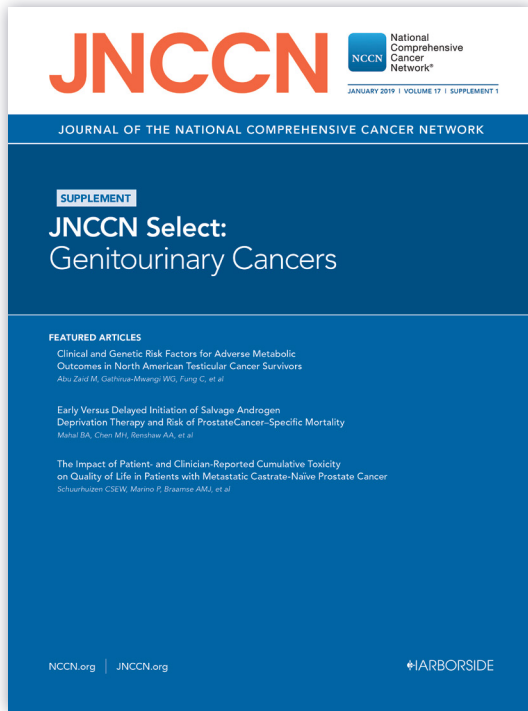
**Special NCCN Hematologic Malignancies Highlights for the sponsors of the issue.

JNCCN e-TOC Sponsorship

- 50% SOV = \$4,300 net
- 20% discount for print advertisers in the same month

Send all digital material to digitalads@hbside.com

Additional Opportunities



Supplement Opportunities

Harborside can create customized tumor-specific supplements in print, online, or e-mail campaigns.



JNCCCN 360 Spotlight Outsert

- Original feature articles on specific oncology drugs with clinical pearls from colleagues on how best to use them effectively and safely in practice.
- Mailed (polybagged) with a regular issue to the full JNCCCN circulation.
- Contact Betty Ann Gilchrist (bgilchrist@hbside.com) for pricing.

Print Advertising Rates

Insert Rates

FREQUENCY	2-PAGE INSERT	4-PAGE INSERT	6-PAGE INSERT	8-PAGE INSERT
1×	\$9,850	\$18,700		
6×	\$9,740	\$18,480	\$27,220	\$35,960
12×	\$9,530	\$18,060	\$26,590	\$35,120
24×	\$8,970	\$16,940	\$24,910	\$32,880
36×	\$8,220	\$15,440	\$22,660	\$29,880
48×	\$7,650	\$14,300	\$20,950	\$27,600
60×	\$7,200	\$13,400	\$19,600	\$25,800
72×	\$6,880	\$12,760	\$18,640	\$24,520
96×	\$6,590	\$12,180	\$17,770	\$23,360
120×	\$6,378	\$11,756	\$17,134	\$22,512

Insert samples must be forwarded to publisher prior to reservation deadline.

Black & White Rates

FREQUENCY	FULL-PAGE	1/2-PAGE	1/4-PAGE
1×	\$4,425	\$2,875	\$1,700
6×	\$4,370	\$2,750	\$1,630
12×	\$4,265	\$2,685	\$1,620
24×	\$3,985	\$2,550	\$1,525
36×	\$3,610	\$2,455	\$1,480
48×	\$3,325	\$2,295	\$1,385
60×	\$3,100	\$2,160	\$1,300
72×	\$2,940	\$2,065	\$1,250
96×	\$2,795	\$1,995	\$1,205
120×	\$2,689	\$1,930	\$1,160

Premium Position Charges

POSITION	CHARGE
Cover 4	50% over B&W rate
Cover 3	25% over B&W rate
Cover 2	35% over B&W rate
Opposite CME	15% over B&W rate
Table of Contents	15% over B&W rate
Consecutive Right-Hand Pages	20%* over B&W rate
Other guideline	15% 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-PAGE SUPPLIED	2-PAGE PLUS PI
1×	\$29,550	\$35,550
6×	\$29,220	\$35,220
12×	\$28,590	\$34,590
24×	\$26,910	\$32,910
36×	\$24,660	\$30,660
48×	\$22,950	\$28,950
60×	\$21,600	\$27,600
72×	\$20,640	\$26,640
96×	\$19,770	\$25,770
120×	\$19,134	\$25,134

Color Charges

COLOR SCHEME	CHARGE
2 color standard	\$1,060
2 color matched	\$1,180
4 color	\$2,545
5 color	\$3,565

Bleeds: No charge

Frequency: 14× in 2020

Each issue of the journal publishes on the 10th of the month, except for the Annual Conference Highlights issue, which publishes on May 25, and the Hematologic Malignancies Congress Highlights issue, which publishes on November 25 (special limited sponsorship).

All published rates are in USD

Print Advertising Rates & Specifications

BRC Insert Charge

BRCs are billed as 1/2-page B&W inserts with minimum full-page ad opposite. A sample of the BRC and paper must be submitted to the publisher for approval.

List Match Charge

Harborside will match any client list to JNCCN's circulation. The first 2 list matches are free; a 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 Insert Production Charge

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

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

Discounts and Incentives

Harborside Combined Frequency Discount

An advertiser's (including a parent company and its subsidiaries) frequency rate for JNCCN will be determined by the number of pages placed in a calendar year in the following Harborside publications: JNCCN—*Journal of the National Comprehensive Cancer Network*, JADPRO—*Journal of the Advanced Practitioner in Oncology*, *The ASCO Post*, and JOP—*Journal of Oncology Practice*. The number of placed pages includes full and fractional pages. When the number of insertions is greater or less than indicated by the contract, rates are adjusted accordingly. Please contact the publisher for details.

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.

Continuity Discount

Advertise a product in 5 issues of JNCCN and receive the 6th FREE. 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 toward the last insertion of the year.

Conference Proceedings Issue

Advertise in both May issues and receive a 25% discount in the May 25th NCCN Annual Conference Proceedings issue.

Clinical Trial Ads Incentive

Buy 4 and receive the 5th FREE (automatically calculated at the highest frequency of 120x).

Agency Commission

Fifteen percent (15%) of gross billings on space, color, cover, and preferred position charges. Additional production charges are noncommissionable. Cash discounts are available. Contact the publisher for details.

Advertising Policies

NCCN Guidelines approval: NCCN approval is required for ads that mention its guidelines. Please go to the permission portal at <https://www.nccn.org/about/permissions> for information on how to acquire approval.

Placement of Advertising: Between, but not within, articles. Placement location is at the discretion of Harborside.

Publication Set Copy: With proofs, 30 days preceding publication month.

Disposal of Furnished Materials: Files not called for within one year will be destroyed without notification.

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.

Cover Tip and Outsert Cancellations: Must be prior to 60 days of the published closing date.

Reprint/e-Print Orders

Commercial article reprints and electronic reprints (e-Prints) are available.

Please contact Amy Schriver, Manager, Content Solutions, The Sheridan Press.

800-635-7181 Ext. 8184; Amy.schriver@sheridan.com

Insert, Outsert, and Cover Tips Specifications

Requirements for Cover Tips, Inserts and Outserts

Two mockups must be provided for proposed piece. Mockups are needed to head off potential problems during binding and allow the 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.**

Cover Tips

Cover tip should be supplied trimmed

Paper Weight: 70–100# Text

Quantity: 27,500

Size: 8" wide x 5.5" high

Cover tip will be flush (with variation of up to 0.125") to spine and foot of cover.

If there is printing on the back of the cover tip, please leave a minimum safety for live matter of .5" at the gutter edge to accommodate the glue strip.

If you are planning a variation on the normal 2-page cover tip (ie, 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.

Well before you have your cover tips printed we require a mockup of what you intend to run. Mockups are needed to head off potential problems during binding and to give you feedback on how to correct any problems prior to having the piece delivered. For a simple 2-sided piece a mock would not be necessary. If you are considering something more complex (ie, a pita pocket, or something with an attached PI) we would need a sample well before you print the piece.

In addition, prior to printing the content of the piece must be approved by NCCN.

A PDF of the content is required to confirm their approval.

Insert Specifications

Quantity: 27,500

Paper Weight: 60#–70# Text

Specifications:

Insert Height: 11.125"; head trim 0.125"; foot trim 0.125"

Insert Width: 8.375"; spine grindoff 0.125";

outside edge trim 0.125"

Inserts should be supplied folded.

Well before you have your inserts printed we require a mockup of what you intend to run. Mockups are needed to head off potential problems during binding and to give you feedback on how to correct any problems prior to having the piece delivered. For a simple 2-sided piece a mock would not be necessary. If you are considering anything beyond that, we would need a mockup well before you print the piece.

In addition, prior to printing the content of the piece must be approved by NCCN.

A PDF of the content is required to confirm their approval.

Outsert Specifications

Outserts are limited by the size of the host publication (8.125" x 10.875")

Outserts must be supplied as single units. They cannot be supplied individually shrink wrapped. Any PI information must be spot glued inside the Outsert.

Print Advertising Specifications

Advertising Sizes

AD SIZE	BLEED	TRIM	LIVE
2-Page spread	16.5" × 11.125"	16.25" × 10.875"	15.75" × 10.375" *
Full Page	8.375" × 11.125"	8.125" × 10.875"	7.625" × 10.375"
1/2-Page (vertical)	4.25" × 11.125"	3.875" × 10.875"	3.5" × 10.375"
1/2-Page (horizontal)	8.375" × 5.625"	8.125" × 5.625"	7.625" × 4.75"
1/4-Page (square)	4.25" × 5.625"	3.875" × 5.25"	3.5" × 4.75"

* with a 0.5" safety down the middle

Production Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and files. Contact publisher before ad is due for additional specifications. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. File and proof should include bleeds and trim.

All material should be supplied to the following specs. 1/8" will be trimmed on ALL sides.

Safety Margins for Live Matter: 1/2" clear of all trim edges and the gutter

Journal Trim Size: 8-1/8" × 10-7/8"

Type of Binding: Perfect

Material Storage

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

Shipping

Insertion Orders to: Betty Ann Gilchrist, JNCCN, Harborside, 94 North Woodhull Road, Huntington, NY 11743.
Tel: Direct (631) 935-7675; Cell (203) 733-3163;
Fax: (631) 692-0805;
e-mail: hspadorders@hbsside.com

Ad Materials to:

e-mail: hspadmats@hbsside.com
FTP: ftp.harborsidenexus.com
Username: hpsales
Password: Connect!1

Color Proofs to:

Norman W. Virtue, JNCCN, Harborside, 94 North Woodhull Road, Huntington, NY 11743.
Tel: (631) 935-7682; Fax: (631) 935-7675

Inserts to:

Dartmouth Printing Company
Attn: Lisa George
69 Lyme Road
Hanover, NH 03755

Material must be shipped in cartons.

Printed pieces must be cross stacked in cartons.

Please note that the use of shrink wrapping or additional binding may incur additional costs.

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

Closing Dates and Acceptance of Advertising

Closing Dates

ISSUE DATE	INSERTION ORDER AND NEW MATERIAL DUE	AD MATERIAL DUE	INSERT DUE
Jan 10	12/6/19	12/13/19	12/20/19
Feb 10	1/7/20	1/14/20	1/21/20
Mar 10	2/6/20	2/13/20	2/20/20
Apr 10	3/7/20	3/14/20	3/21/20
May 10	4/8/20	4/15/20	4/22/20
May 25*	4/23/20	4/30/20	5/7/20
Jun 10	5/8/20	5/15/20	5/22/20
Jul 10	6/9/20	6/16/20	6/23/20
Aug 10	7/10/20	7/17/20	7/24/20
Sep 10	8/6/20	8/13/20	8/20/20
Oct 10	9/10/20	9/17/20	9/24/20
Nov 10	10/9/20	10/16/20	10/23/20
Nov 25**	10/23/20	10/30/20	11/6/20
Dec 10	11/9/20	11/16/20	11/23/20

*NCCN Proceedings issue

**NCCN Hematologic Malignancies Highlights - Special Limited Sponsorship

Closing dates are subject to change. Supplement closing dates may vary.

Acceptance of Advertising

All advertising is subject to approval of the Editor-in-Chief, publisher, and *JNCCN*. New advertisements are to be received by the publisher at least two weeks before the closing date. Please e-mail 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 *JNCCN* arising from or related to such advertisements.

The advertiser and advertising agency recognize and accept that the following language appears within the publication: "All of the ideas and opinions expressed in *JNCCN* are the authors' own and do not necessarily reflect those of NCCN, the NCCN Member Institutions, the editor, or the publisher. Publications of an advertisement or other product mention in *JNCCN* should not be construed as an endorsement of the product or the manufacturer's claims."

In the event that legal action or a claim is made against the publisher or NCCN arising from or related to such advertisements, the advertiser and advertising agency

agree to fully defend, indemnify, and hold harmless the publisher and NCCN and to pay any judgment, expenses, and legal fees incurred by the publisher or NCCN 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 and NCCN 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.

Digital Specifications

SPECIFICATION	WEBSITE/JNCCN360	E-TOC	APP*
Accepted ad sizes	Leaderboard (728 × 90) Box (300 × 250) Mobile (320 × 50)	Leaderboard (728 × 90) Wide skyscraper (160 × 600)	Leaderboard (1456 × 180 or 728 × 90) Wide banner – iPhone and iPad (640 × 100 or 320 × 50) Full Page iPad (2048 × 1536, 1536 × 2048) Full Page iPhone (640 × 960)
Ad expansion available	Yes	N/A	N/A
Ad expansion sizes	Leaderboard (728 × 315) Box (600 × 250)	N/A	N/A
Ad expansion notes	Ad must require user initiation before expansion. Expanded ad must include clearly visible close controls.	N/A	N/A
Ad formats	JPG, GIF, HTML5, third-party served ads	JPG, GIF, animated GIF	JPG, PNG, GIF, HTML5, third-party served ads
Maximum file size	200K	100K	120K
Rich media file size	200K	N/A	N/A
Animation time	15 seconds/3 loops	15 seconds/3 loops**	N/A
Border	All ads with white or partially white background must use a 1-pixel black border	All ads with white or partially white background must use a 1-pixel black border	All ads with white or partially white background must use a 1-pixel black border
Third-party click and pixel tracking available? †	By request	By request	By request
Alternate text required ††	Yes	Yes	Yes

All ad creative is due one week prior to live date and is subject to approval by NCCN. Email Creative must be finalized no later than 72 hours prior to deployment. HTML5 ads must be provided as soon as possible for testing purposes.

All ad creative is subject to approval from the National Comprehensive Cancer Network.

For times when the user's browser does not support creative functionality (ie, HTML5), provide a standard image file.

*Sizes include larger-scaled version for iPad retina display.

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

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.

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

HTML5 Best Practice Notes

When using HTML5, please adhere to IAB regulations and provide image files as backups.

All files for the ad, including supporting files and agency supplied tracking scripts must be within IAB standards.

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.

70% viewability is current industry standard.

† No Advertising shall include any pixels, tags, or any other type of information collection software code (ie 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 JNCCN 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 JNCCN site, including the fact that someone is a JNCCN 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.

Harborside does not recommend the utilization of blocking tags (eg Double Verify). These are commonly reconfigured or misused. Harborside utilizes Google Ad Manager for geo-targeting and will not honor make-goods for impressions lost due to geo-fencing issues.

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 Betty Ann Gilchrist (bgilchrist@hbsside.com) for more details.

Viewability: 70% Viewability is current industry standard. Ads taking more than 3 seconds to load will not qualify for viewability make-goods. 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.

Cover Tip and Outsert Cancellations

Must be prior to 90 days of the published closing date. After the published closing date, any cover tip is noncancellable, and full payment is due.

Please see page 14 for list of premium positions.

Digital Cancellations

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_Education_FINAL.pdf

For Flat-Fee or Fixed Placements (e-TOCs 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.



HARBORSIDE

The nexus of knowledge

Publications

The leader in medical publishing, with titles that have earned the trust of doctors, advanced practitioners, medical societies, medical affairs professionals, and marketers.

JNCCN

The ASCO[®] Post

JCO[®] Oncology Practice

JADPRO

Advertising Services

We represent titles that have the largest audience share in the oncology space, with well-read and frequently visited brands across print and digital.

Journal of Clinical Oncology[®]

JCO[®] Precision Oncology

JCO[®] Clinical Cancer Informatics

JCO[®] Global Oncology

In oncology, there is a constant quest for improvement—a need for better treatment options and better outcomes. At Harborside, our quest is to help advance the field of oncology through better information. Our reputation for high-quality, diverse offerings and our partnerships with ASCO, NCCN, APSHO and other organizations lead to an unmatched level of trust from clinicians. This trust grants us access to our target audience through relevant content, education, and events.

Standing at the nexus of oncologists, marketers, and societies, we are uniquely positioned to deliver knowledge.

Harborside is the foremost medical communications company that oncology clinicians turn to for accurate content, news and education.

Education

Harborside creates multichannel content that delivers trusted knowledge to a diverse group of oncology clinicians.

JADPRO *Live*

JNCCN 360

SMARTIE

ONCOLOGY GO

Partnerships

Harborside partners on publishing, education, and membership initiatives with some of the most important and trusted organizations in oncology.

ASCO®

APSHO
Advanced Practitioner
Society for Hematology
and Oncology

NCCN
National
Comprehensive
Cancer
Network®

Cleveland Clinic

CANCERcare



National Comprehensive
Cancer Network®

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For information on supporting NCCN programs and resources, please contact C. Lyn Fitzgerald, SVP,
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