

**DEBRA PATT, MD, MPH, MBA**  
Editor-in-Chief

**JCO Clinical Cancer Informatics (JCO CCI)** is an online-only interdisciplinary journal, following a continuous publication model such that articles are published online as soon as they are ready. *JCO CCI* publishes clinically relevant research based on biomedical informatics methods and processes applied to cancer-related information. One hand distributed print issue is produced each year, which includes only the top downloaded articles from the past year.

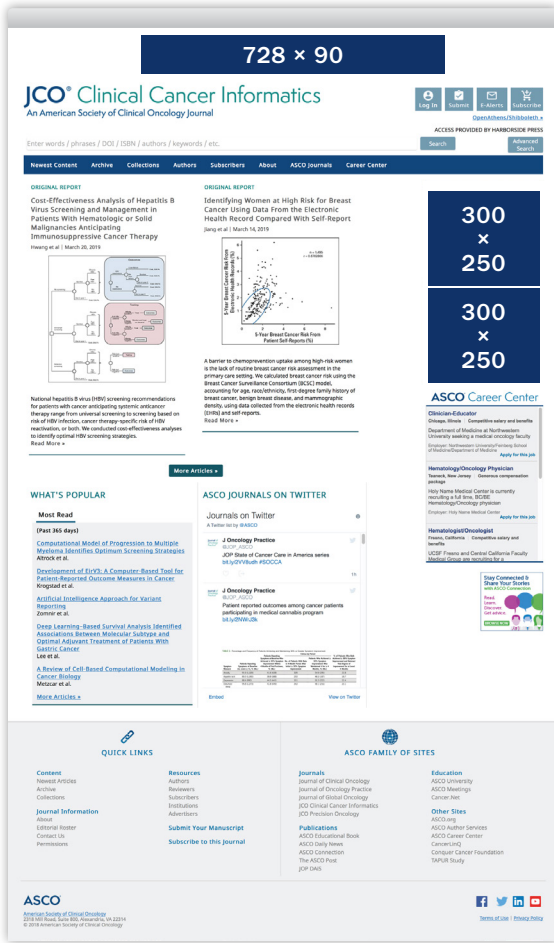
This peer-reviewed journal features original research and other articles with the primary focus on how information systems help us learn from and improve cancer care, how they interact with each other, and how they will serve to advance the field of cancer medicine. All *JCO CCI* articles are discoverable on PubMed and MEDLINE.

*JCO CCI* gives authors the opportunity to have their research widely read and disseminated through ASCO's vast promotional and content network, including news media coverage. The journal welcomes articles written by ASCO members and non-members alike and encourages authors from all regions of the world to submit.

**Article types include:**

- Original reports
- Review articles
- Comments and controversies
- Statistics in oncology
- Correspondence/replies
- Special articles
- Editorials

# Website Advertising



The **JCO CCI website** ([ascopubs.org/journal/cci](http://ascopubs.org/journal/cci)) is home to all content published in JCO CCI. JCO CCI is a subscription-based gated, online-only publication.

## Pricing

\$180 CPM

## Mechanical Specifications

Leaderboard: 728 x 90 pixels

Medium Rectangle: 300 x 250 pixels

Mobile: 320 x 50 pixels

## Required Files

Please see page 4, Ad Formats (Website)

## JCO CCI U.S. 2018 Average Stats\*

METRIC	TOTAL
Sessions Per Month	3,720
New Users Per Month	2,661
Pages Per Month	6,807
Pages Per Session	1.83
Time on Site	1:17
Impressions Per Month	16,563
CTR	0.08%
In View	62.37%
Interaction Rate	0.45%

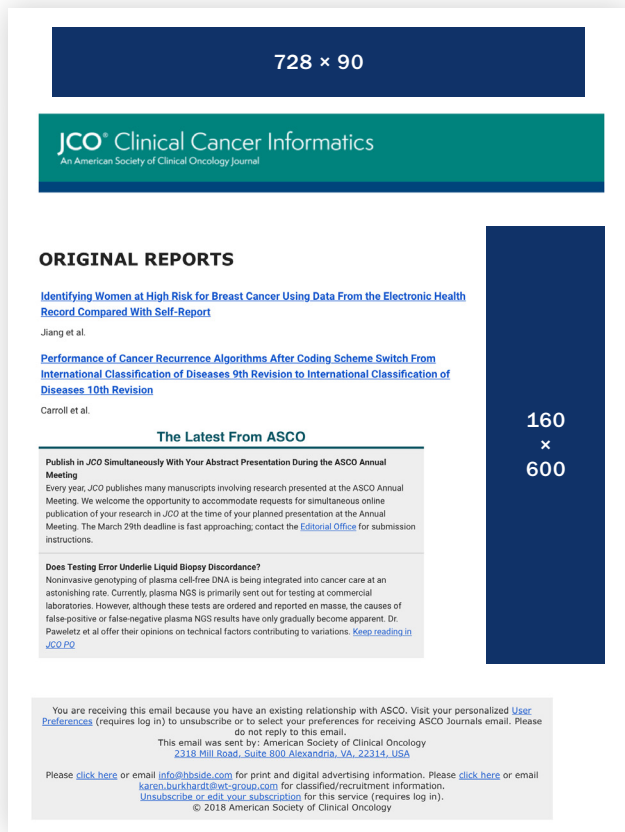
\*Based on U.S. average stats Jan-Jun 2018, Google Analytics, Google DFP and MOAT Analytics.

## JCO CCI Global 2019 Average Stats\*

METRIC	TOTAL
Sessions Per Month	5,887
New Users Per Month	4,128
Pages Per Session	1.88
Time on Site	1:25

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

# Email Advertising



The **JCO CCI eTOCs** are sent bi-weekly to ASCO members and other oncology professionals.

## Email Pricing:

\$2,500 net per send for 50% SOV (US only)

\$2,000 net per send for 50% SOV (Int'l)

**Average sent:** 15,520 per month

**Delivery rate:** 95%

## Mechanical Specifications

Leaderboard: 728 × 90 pixels (50KB limit)

Skyscraper: 160 × 600 pixels

Please see page 4, Ad Formats (eTOC) for more information.

## JCO CCI Print Circulation

**Best of JCO CCI Annual Meeting Edition** is hand distributed to meeting attendees at the entrance of the ASCO Annual Meeting exhibit hall. Editorial is a compilation of JCO CCI's top read articles throughout the year.

## Pricing:

Please contact Nick Vroom (nvroom@hbside.com), Ariana Aston (aaston@hbside.com) or Anthony Beers (abeers@hbside.com) for details.

# Digital Specifications

SPECIFICATION	WEBSITE	eTOC
Accepted ad sizes	Leaderboard (728 × 90) Medium Rectangle (300 × 250) Mobile (320 × 50)	Leaderboard (728 × 90) Medium Rectangle (300 × 250) or Skyscraper (160 × 600)
Ad expansion available	Yes	N/A
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, Javascript, third-party served ads	JPG, GIF, animated GIF
Maximum initial file size	200K	100K
Rich media file size	200K	N/A
Animation time	15 seconds, 3 frames, 3 loops	15 seconds, 3 frames, 3 loops**
Frames per second (FPS)	24 FPS	24 FPS
Border	All ads with white or partially white background must use a 1-pixel dark color border	All ads with white or partially white background must use a 1-pixel dark color 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 JCO CCI 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 JCO CCI site, including the fact that someone is a JCO CCI 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

**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 Anthony Beers (abeers@hbside.com) for more details.

## Digital Cancellations

In accordance with the AAAA/IAB Standard Terms and Conditions for Internet Advertising (Version 3.0) found at [http://www.iab.net/media/file/IAB\\_4Astdcs-FINAL.pdf](http://www.iab.net/media/file/IAB_4Astdcs-FINAL.pdf), advertiser may cancel the I/O as follows:

## For Flat-Fee or Fixed Placements:

- 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

**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.

All materials and insertion orders should be sent to [digitalads@hbside.com](mailto:digitalads@hbside.com).

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# ASCO®

AMERICAN SOCIETY OF CLINICAL ONCOLOGY

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