



JAMES M. FORD, MD, FASCO
Editor-in-Chief

JCO Precision Oncology (JCO PO) is a peer-reviewed, online-only journal dedicated to advancing the science and practice of precision oncology and defining genomics- and other biomarker-driven clinical care of patients with cancer. Innovative and timely scientific and educational content provide a deeper understanding of actionable cancer genomics, personalized translational and clinical oncology research, and recent treatment advances based on tumor molecular profiling.

The scope of publications includes all types of clinical research (basket trials, exceptional response results, informatics, computational approaches, mechanism- and evidence-based case reports and small series of educational value), and extensive expert-driven commentary, editorials, and reviews considering the challenges and value of targeted therapies based on genomic analyses.

JCO PO 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
- Commentaries
- Correspondence
- Special articles
- Editorials
- Case reports
- Molecular tumor board case discussions

Website Advertising

The screenshot displays the JCO Precision Oncology website interface. At the top, it features the journal's logo and navigation links. A search bar is prominently displayed. Below the navigation, there are several article thumbnails with titles such as 'Genomic Correlates of Exceptional Response to EGFR Inhibitors in Head and Neck Squamous Cell Carcinoma' and 'Correlation Between Tumor-Specific Methylated and Methylated DNA in Colorectal Cancer'. The website also includes a 'What's Popular' section and a 'Quick Links' section at the bottom.

The **JCO PO website** (ascopubs.org/journal/po) is home to all content published in JCO PO.

Pricing

\$180 CPM

Mechanical Specifications

Leaderboard: 728 × 90 pixels

Medium Rectangle: 300 × 250 pixels

Required Files

Please see page 4, Ad Formats (Website)

JCO PO U.S. 2018 Average Stats*

METRIC	TOTAL
Sessions Per Month	7,926
New Users Per Month	5,073
Pages Per Month	15,455
Pages Per Session	1.95
Time on Site	1:30
Impressions Per Month	36,861
CTR	0.09%
In View	71.10%
Interaction Rate	1.24%

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

JCO PO GLOBAL 2018 Average Stats*

METRIC	TOTAL
Sessions Per Month	13,753
New Users Per Month	8,444
Pages Per Session	2.03
Time on Site	1:42

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

Email Advertising

728 x 90

JCO Precision Oncology
An American Society of Clinical Oncology Journal

Germline Genetic Predisposition to Myeloid Neoplasia From GATA2 Gene Mutations: Lessons Learned From Two Cases
Abou Dulle et al.

Majority of B2M-Mutant and -Deficient Colorectal Carcinomas Achieve Clinical Benefit From Immune Checkpoint Inhibitor Therapy and Are Microsatellite Instability-High
Modha et al.

Real-World Utility of an Amplicon-Based Next-Generation Sequencing Liquid Biopsy for Broad Molecular Profiling in Patients With Advanced Non-Small-Cell Lung Cancer
Remon et al.

COMMENTARIES

When Inhibitor MET Biomarker, Postmortem or Initium Novum?
Catenacci et al.

Use of a Targeted Exome Next-Generation Sequencing Panel Offers Therapeutic Opportunity and Clinical Benefit in a Subset of Patients With Advanced Cancers
Kopetz et al.

DICER1 Mutations in the Era of Expanding Integrative Clinical Sequencing in Pediatric Oncology
Bailey et al.

Direct Ex Vivo Observation of Homologous Recombination Defect Reversal After DNA-Damaging Chemotherapy in Patients With Metastatic Breast Cancer
Meijer et al.

The Latest From ASCO

Publish in JCO Simultaneously With Your Abstract Presentation During the ASCO Annual Meeting
Every year, JCO publishes many manuscripts involving research presented at the ASCO Annual Meeting. We welcome the opportunity to accommodate requests for simultaneous online publication of your research in JCO at the time of your planned presentation at the Annual Meeting. The March 29th deadline is fast approaching; contact the [Editorial Office](#) for submission instructions.

Does Testing Error Underlie Liquid Biopsy Discordance?
Noninvasive genotyping of plasma cell-free DNA is being integrated into cancer care at an astonishing rate. Currently, plasma NGS is primarily sent out for testing at commercial laboratories. However, although these tests are endorsed and reported on, the causes of false-positive or false-negative plasma NGS results have only gradually become apparent. Dr. Pawlitz et al offer their opinions on technical factors contributing to variations. [Keep reading in JCO | 8](#)

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160
x
600

The **JCO PO eTOCs** are sent twice monthly to ASCO members.

Email Pricing:

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

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

Average sent: 41,000 per month (GLOBAL)

Delivery rate: 95%

Mechanical Specifications

Leaderboard: 728 x 90 pixels

Skyscraper: 160 x 600 pixels

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

JCO PO Print Circulation

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

Pricing:

Please contact Nick Vroom (nvroom@hbside.com), Ariana Aston (aaston@hbside.com), Anthony Beers (abeers@hbside.com), or Elizabeth Towers (etowers@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 PO 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 PO site, including the fact that someone is a JCO PO 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, 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.

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