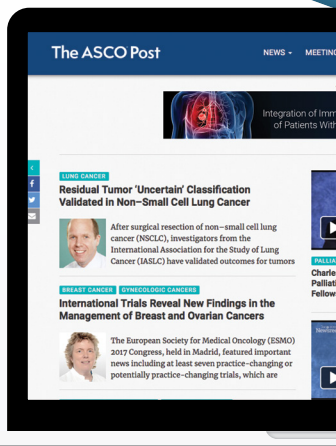


# 2019 MEDIA KIT

Effective January 2019

# The ASCO® Post

## News and views from the world of clinical oncology and hematology



ASCOPost.com

# ASCO®

AMERICAN SOCIETY OF CLINICAL ONCOLOGY

# IARBORSIDE

The nexus of knowledge

# 2019

THE ASCO<sup>®</sup> POST MEDIA KIT

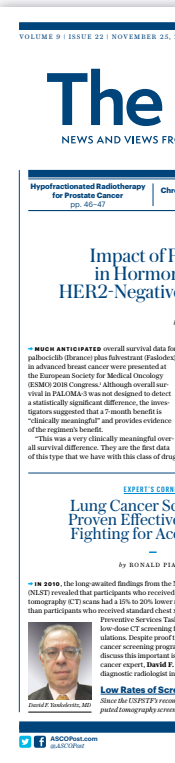
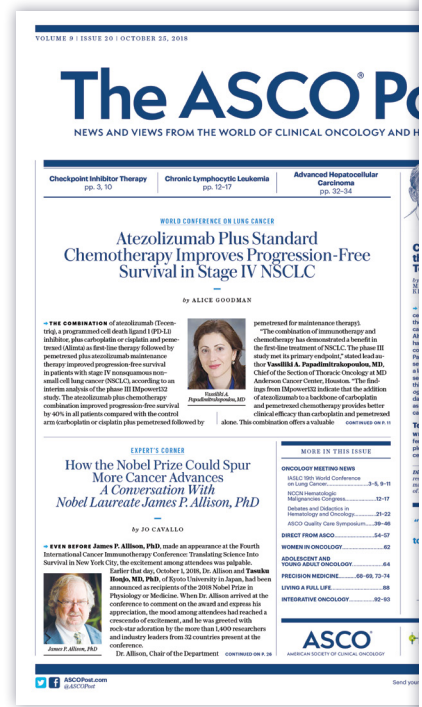
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# About The ASCO® Post

## Mission

The ASCO® Post, in partnership with the American Society of Clinical Oncology (ASCO), provides ASCO members, and all with an interest in oncology, access to important clinical news, summaries of timely peer-reviewed literature, and authoritative viewpoints on a variety of issues in oncology. Available in print and digitally, *The ASCO® Post* works to keep readers informed about the latest clinical oncology data. Under the guidance of James O. Armitage, MD, Editor-in-Chief, and past ASCO President, and a team of more than 40 editorial advisors from the United States and abroad, each issue features highly validated coverage of clinical cancer research and practice issues complemented by thoughtful commentary from leaders in the field of clinical oncology.



## Keeping oncology clinicians up-to-date on:

### The changing health care environment

The ASCO® Post covers important policy issues related to value in cancer care, cost of cancer drugs, and funding for cancer research, all essential to advances in cancer care.

### What your peers are reading

The ASCO® Post is the number one read oncology newspaper. Surveys indicate oncologists turn to *The ASCO® Post* to stay on top of important literature, data, and happenings in clinical oncology.

### The most important trends in oncology

The ASCO® Post educates readers about important trends in cancer care, including the emerging role of immunotherapy in patient care, plus reports on targeted therapies, checkpoint inhibitors, vaccines, and more.

### What's new with ASCO®

In every issue, *The ASCO® Post* publishes "Direct From ASCO," featuring editorial content provided by ASCO and written for ASCO members. Readers learn about ASCO initiatives and opportunities, including ASCO Leadership Development opportunities, Conquer Cancer (the ASCO Foundation) the Quality Oncology Practice Initiative (QOPI) certification program, Cancer.Net, and much more.

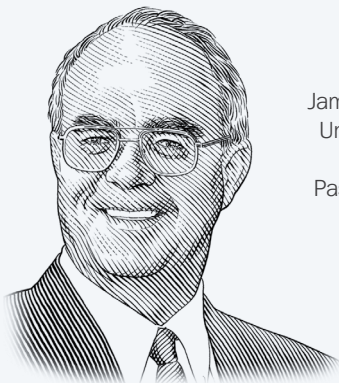
### The newest drugs

The ASCO® Post announces FDA approvals of novel drugs or new indications for existing oncology drug products in every issue, keeping readers up-to-date on the latest treatments.

### The latest guidelines

The ASCO® Post regularly publishes comprehensive coverage of new and updated clinical guidelines from ASCO and the National Comprehensive Cancer Network (NCCN).





**Editor-in-Chief:**  
James O. Armitage, MD,  
University of Nebraska  
Medical Center;  
Past President of ASCO

*The ASCO Post, in partnership with the American Society of Clinical Oncology (ASCO), communicates timely and unbiased news of clinical research and updates in oncology.*

Since it was launched by Harborside in 2010, *The ASCO® Post* has delivered timely and unbiased reports on major oncology meetings across the globe, 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 columns from ASCO's membership, with perspective on developments in oncology, quality cancer care, technology, electronic medical records, 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, the U.S. Food and Drug Administration, the U.S. Congress, and other governmental agencies; developments in health-care reform and the impact on oncology practice; news from the pharmaceutical and manufacturing industries; issues pertinent to community practice, careers, polls, and oncology trends; and ASCO member milestones (relocations, appointments, obituaries, etc).

## Each issue includes



News: Reports on clinical data presented at **major oncology meetings** in the United States and abroad—sidebars itemize key take-home messages, in an easy-to-read format



Journal Spotlight: Summaries of important, timely **peer-reviewed literature** with expert commentary for added perspective. Plus, coverage of important papers from the ASCO publications, *Journal of Clinical Oncology (JCO)* and the *Journal of Oncology Practice (JOP)* are highlighted in *The ASCO® Post's* departments, "JCO Spotlight" and "Spotlight on JOP."



News from the U.S. Food and Drug Administration (FDA) is included in every issue of *The ASCO® Post* in the departments "FDA Updates" and "In the Clinic." **FDA Updates** includes important news of newly approved oncology drugs and novel indications. In the Clinic examines a newly approved product in detail, explaining its indications, mechanism of action, and appropriate safety and efficacy data from pivotal trials.



**Clinical Trials** Resource Guide includes listings of clinical studies sponsored by the National Institutes of Health and the National Cancer Institute and/or major comprehensive cancer centers. Featured studies are those that are actively recruiting patients for participation and each entry identifies the study's purpose, primary outcome measures, principal investigators, and Clinicaltrials.gov Identifier.



**Society News:** "Direct from ASCO" features info from ASCO briefings, Conquer Cancer awards, QOPI and CancerLinQ news, policy items, and more



**Expert Perspectives** in hematology-oncology with a look at the contributions these individuals have made to improve the care of patients with cancer



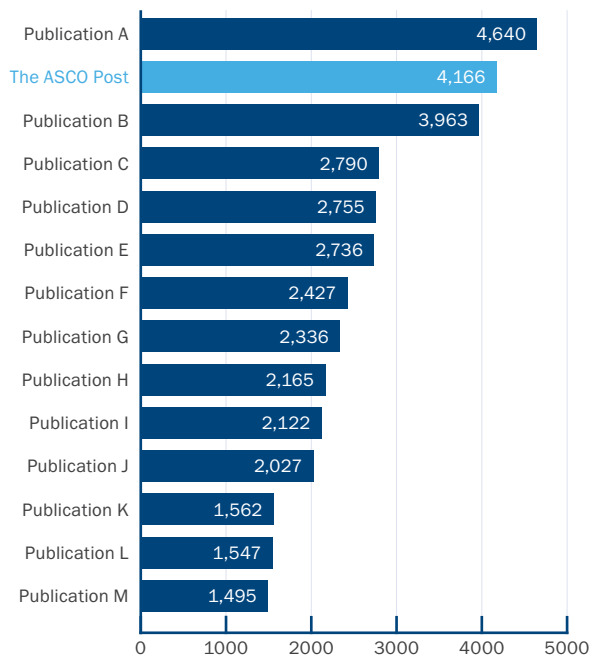
**Featured Op-Eds** on important issues in hematology-oncology, including immunotherapy, precision medicine, practice guidelines, quality care, novel drugs, and more



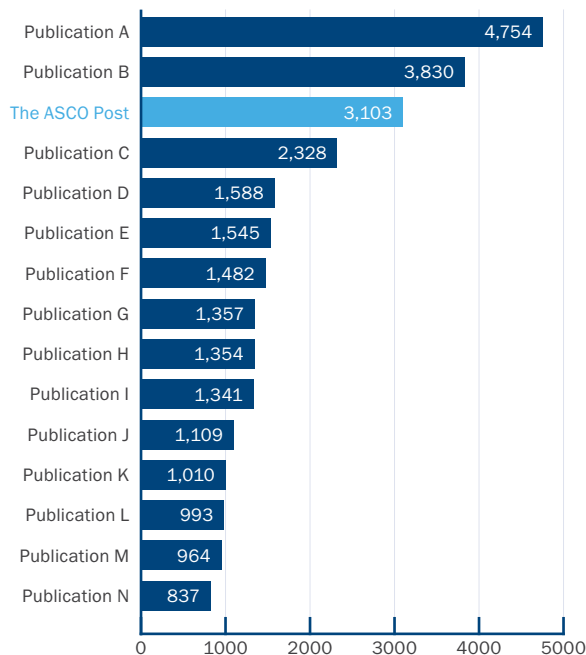
**Expert's Corner:** One-on-one interviews with Key Opinion Leaders in hematology-oncology

# Readership Rankings

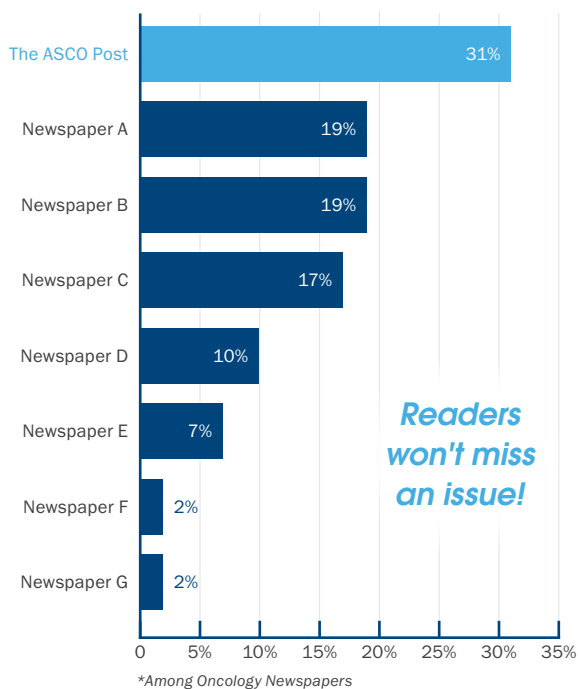
## #2 In Average Page Exposures



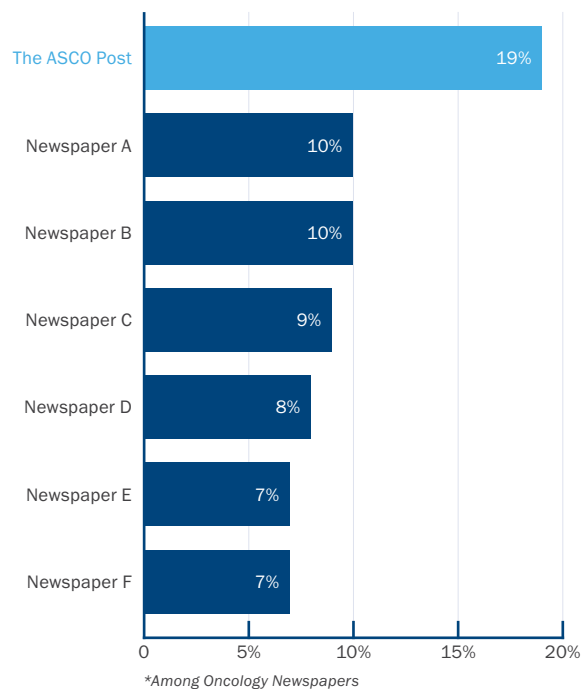
## #3 In High Readers



## #1 In Percent 4 of 4 Readers\*



## #1 In Cover-to-Cover Readers\*




Source: Kantar Media, June 2018. Table 227 Oncology and Hematology/Oncology Office & Hospital

# Circulation and ASCO Member Profile

## 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.

 BPA Worldwide Circulation audited annually by BPA Worldwide

## 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.

## 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
<b>Total</b>	<b>28,068</b>

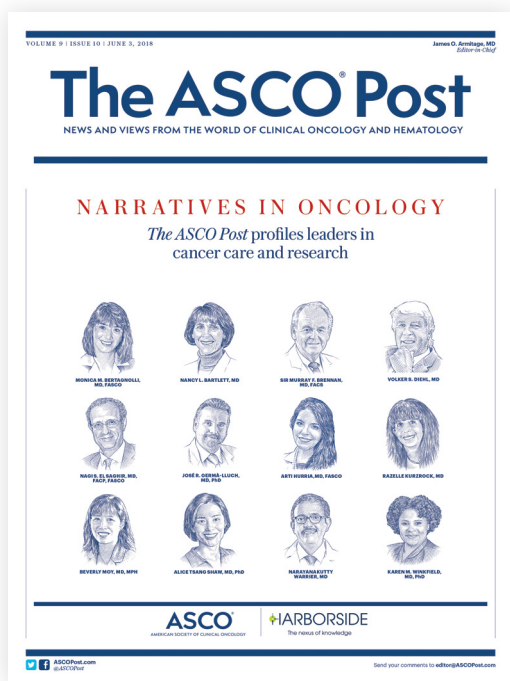
\*Includes dermatologists, musculoskeletal oncologists, lab personnel, biostatisticians, allied health care professionals, and other field-related personnel.

## 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).





# The ASCO® Post Meetings Coverage and Issue Dates, 2019

ISSUE DATE	NEWS COVERAGE (TENTATIVE)	BONUS DISTRIBUTION AT*
Jan 25 <sup>th</sup>	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 <sup>th</sup>	ASH, SABCS, ASTRO, ESMO, Adolescent and Young Adult (AYA) Cancer Congress, World Cancer Congress	ASCO SITC
Feb 25 <sup>th</sup>	Gastrointestinal Cancers Symposium (GI Symposium), American Association for Clinical Research Conference on Melanoma (AACR), ASH, SABCS, World Cancer Congress	
Mar 10 <sup>th</sup>	GI Cancers Symposium, Genitourinary Cancers Symposium (GU Symposium)	NCCN 25th Annual Conference; Society of Surgical Oncology
Mar 25 <sup>th</sup>	ASCO-SITC Clinical Immuno-Oncology Symposium, GI Cancers Symposium, GU Cancers Symposium	ONS Oncology Nurse Symposium
Apr 10 <sup>th</sup>	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 <sup>th</sup>	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 <sup>th</sup>	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 <sup>th</sup>	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 <sup>rd</sup>	Narratives in Oncology	2019 ASCO Annual Meeting
Jun 10 <sup>th</sup>	ASCO Annual Meeting, AACR Annual Meeting, NCCN Annual Conference	
Jun 25 <sup>th</sup>	ASCO Annual Meeting, AACR Annual Meeting, American Head & Neck Society Annual Meeting	
Jul 10 <sup>th</sup>	ASCO Annual Meeting, International Conference on Malignant Lymphoma	BOA Austin and Seattle
Jul 25 <sup>th</sup>	ASCO Annual Meeting, MASCC/ISOO Annual Meeting on Supportive Care in Cancer	BOA Baltimore
Aug 10 <sup>th</sup>	Best of ASCO, Seattle, ASCO Annual Meeting, MASCC/ISOO, International Conference on Malignant Lymphoma	
Aug 25 <sup>th</sup>	Best of ASCO, Austin, MASCC/ISOO, International Conference on Malignant Lymphoma	ASCO Quality Care
Sep 10 <sup>th</sup>	Best of ASCO, Seattle, Best of ASCO, Austin, Best of ASCO, Baltimore	NCCN Hem Malignancies; American Society of Radiation Oncology (ASTRO)
Sep 25 <sup>th</sup>	Best of ASCO, Baltimore, MASCC/ISOO	
Oct 10 <sup>th</sup>	NCCN Hematologic Malignancies Congress, IASLC World Conference on Lung Cancer, Debates and Didactics in Hem/Onc	JADPRO Live
Oct 25 <sup>th</sup>	IASLC World Lung Cancer Congress, Society of Hematology-Oncology (SOHO), International Workshop on Chronic Lymphocytic Leukemia (IwCLL)	
Nov 10 <sup>th</sup>	Quality Care Congress, ESMO, IASLC World Lung Cancer Congress	
Nov 25 <sup>th</sup>	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 <sup>th</sup>	ASTRO Annual Meeting, ESMO, JADPROLive, Palliative Care in Oncology, Chemotherapy Foundation Symposium	
Dec 25 <sup>th</sup>	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

# Discounts and Incentives

## Continuity Discount

BUY	GET FREE
6	1
10	2
15	3
20	4

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.

## Prescribing Information (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. Multi-journal discount is not eligible for discounted PI pages.

## ASCO Publications Combined Frequency Rate

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 journal publications. Space purchased by a parent company and subsidiaries is combined in calculating the earned rate.



# Discounts and Incentives

## Multi-Journal 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*. Discount is based on the matching number of pages in *The ASCO® Post* and *JCO* or *JOP* in a given month.

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.

**SAVE \$500**  
PER PAGE IN  
*THE ASCO® POST*

**SAVE \$200**  
PER PAGE IN *JCO*

**= \$700 SAVINGS**

OR

**SAVE \$500**  
PER PAGE IN  
*THE ASCO® POST*

**SAVE \$350**  
PER PAGE IN *JOP*

**= \$850 SAVINGS**

OR

**SAVE \$500**  
PER PAGE IN  
*THE ASCO® POST*

**SAVE \$250**  
PER PAGE IN *JCO*

**SAVE \$400**  
PER PAGE IN *JOP*

**= \$1,150 SAVINGS**

# The ASCO Post Meeting Highlights



## The ASCO Post Meeting Highlights

Meeting Highlights are special editions of *The ASCO Post*

- Clinical highlights of major oncology meetings
- News coverage of plenary, late-breaking data
- Guest editor summarizes content, adding clinical perspective
- A-sized, not tabloid; Ad specs available on request

CONFERENCE	SPECIALTY AUDIENCE	PRINT			DIGITAL	
		SENT WITH ISSUE	PRINT CIRCULATION	PRODUCTION DEADLINE	eTOC #1	eTOC #2
American Society of Hematology	Hematology	February 25 <sup>th</sup>	14,300	1/10/19	22,868	4,042
San Antonio Breast Cancer Symposium	Breast Cancer	March 10 <sup>th</sup>	8,000	1/24/19	22,868	3,455
Gastrointestinal Cancers Symposium	GI	March 25 <sup>th</sup>	6,276	2/8/19	22,868	1,770
Genitourinary Cancers Symposium	GU	April 10 <sup>th</sup>	5,700	2/21/19	22,868	1,122
ASCO-SITC Immuno Onc Symposium	Med Oncs and Hem Oncs	May 10 <sup>th</sup>	14,400	3/21/19	22,868	8,400
Thoracic Cancers Symposium	Lung	May 25 <sup>th</sup>	7,600	4/8/19	22,868	2,180
ASCO Annual Meeting	Med Oncs and Hem Oncs	July 10 <sup>th</sup>	28,068	6/6/19	22,868	8,300
ESMO	Med Oncs and Hem Oncs	November 10 <sup>th</sup>	14,400	10/10/19	22,868	8,300

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

## Pricing for *The ASCO Post* 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

\*Includes 1x monthly ad placed within topic-specific or meeting-specific content on our OTT channel, OncologyGo.

# The ASCO Post Almanacs



## The ASCO Post Almanacs

A round-up of news items specific to a disease site and/or tumor type, as published and archived on ASCOPost.com, including important clinical trial data, emerging therapies, and expert perspectives. *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 A-sized (not tabloid) 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 to offer perspective and relevance to practicing oncologists
- Topic areas available\* include:
 

» Breast cancer	» Genitourinary cancers	» Hematologic malignancies	» Melanoma/skin cancer
» CNS malignancies	» Gynecologic cancers	» Lung cancer	» Sarcoma
» Gastrointestinal cancers	» Head & neck cancer	» Supportive care	» Prostate cancer

\*Topics are representative. Additional subject areas are available. Contact [ldubin@hbside.com](mailto:ldubin@hbside.com)

Contact Leslie Dubin at [ldubin@hbside.com](mailto:ldubin@hbside.com) for specific circulations/opportunities.

## Pricing for Almanacs\*

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

\*Includes 1x monthly ad placed within topic-specific or meeting-specific content on our OTT channel, OncologyGo.

# Website 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
- *The ASCO Post Newsreels* is a 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 × 90\*
- Medium Rectangle: 300 × 250
- Mobile Leaderboard: 320 × 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](http://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.

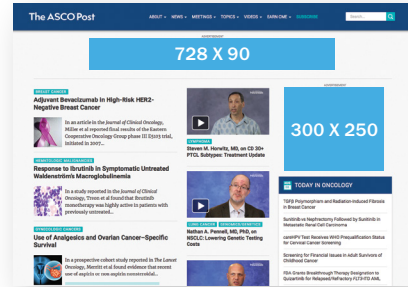
### ASCOPost.com 2018 Average Stats\* GLOBAL

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

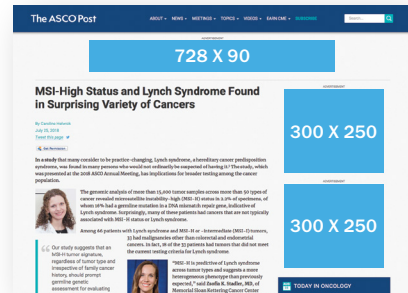
\*Based on Global average stats Jan-Jun 2018, Google Analytics, Google DFP and MOAT Analytics.

## Desktop

### Home Page

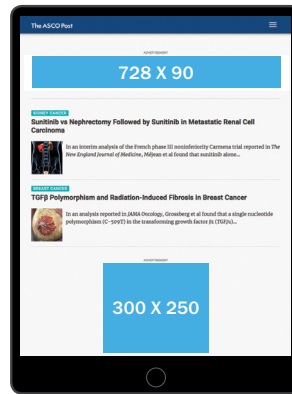


### Article Page

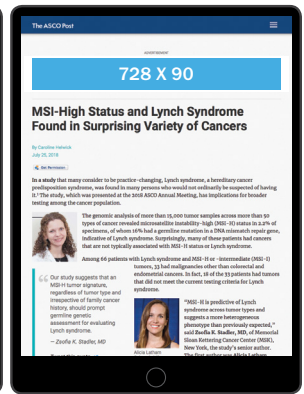


## Tablet

### Home Page

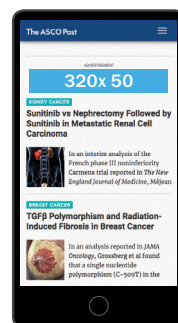


### Article Page

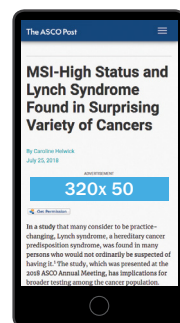


## Smart Phone

### Home Page



### Article Page



# Email 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
- Features original reporting of news from professional meetings, conferences, educational programs, and peer-reviewed scientific journals
- Summaries of recent oncology news featured on The ASCO Post website and highlights from the Newsreels video series
- Developed by Harborside 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)

## Packages

Base price: \$3,300 per ad

Discounts and free ads when bought in packages:

BUY	GET FREE	TOTAL ADS	NET
5	1	6 (1x/every other month)	\$16,500
10	2	12 (1x/mo package)	\$33,000
20	5	25 (2x/mo package)	\$66,000
30	8	38 (3x/mo package)	\$99,000
40	12	52 (1x/wk package)	\$132,000

## 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

The screenshot displays the email interface for 'The ASCO Post Evening News' dated Friday, July 27, 2018. The header includes 'LEADERBOARD 728 X 90' and 'Quick Links' for View Issues, Subscribe, and Contact Us. The main content area is titled 'TODAY IN ONCOLOGY' and features several articles with associated images and text. Advertisements are placed throughout, including a 'MEDIUM RECTANGLE 300 X 250' and a 'WIDE SKYSCRAPER 160 X 600'. A 'TRENDING IN' section highlights 'NONMELANOMA SKIN CANCERS'. The footer shows another 'LEADERBOARD 728 X 90' and a 'MEDIUM RECTANGLE 300 X 250'.

## ASCO MEMBERS READ AND REVIEW

### The ASCO® Post Evening News:

- Read at least 1x/week: **95%**
- Read 3x/week or more: **70%**
- Read daily: **33%**
- **70%** ranked The ASCO® Post as useful or very useful to their practice

In an independently audited and tabulated email survey of all ASCO members conducted in August 2015 and based on 421 US respondents

# Email 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

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

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## The ASCO Post

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HIGHLIGHTS FROM THE JANUARY 25 ISSUE

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**ALLEN S. LICHTER, MD, FASCO, AND MARK J. RATAIN, MD,** on the potential of value-based prescribing in oncology

**KAREN L. RECKAMP, MD, MS** on durvalumab in stage III unresectable non-small cell lung cancer

**PONNANDAI S. SOMASUNDAR, MD, MPH, FACS, AND ISACCO MONTRONI, MD, PHD, FASCRS,** on changing perceptions on surgical intervention for geriatric patients with cancer

**KEVIN KALINSKY, MD, MS, AND DAWN HERSHMAN, MD, MS,** on the IMpassion130 trial: changing the treatment landscape in metastatic triple-negative breast cancer

**OWEN A. O'CONNOR, MD, PHD,** on the development of novel therapies for peripheral T-cell lymphomas

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**PUBLISHER'S NOTE:** The ASCO Post Evening News will resume on Monday, January 28.

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**MORE ONCOLOGY NEWS**

A very low dose of tamoxifen—5 mg/d, given for 3 years rather than 5 years—halved the risk of breast cancer recurrence or new lesions over placebo in women with breast intraepithelial neoplasia, without producing the usual toxicities seen with the standard dose. Italian researchers reported at the 2018 San Antonio Breast Cancer Symposium.

Adjuvant capecitabine added to standard neoadjuvant chemotherapy failed to significantly improve disease-free or overall survival in patients with early triple-negative breast cancer in the large phase III CIBOMA/2004-01-GEICAM/2003-11 (CIBOMA/GEICAM) trial. However, extended treatment with adjuvant capecitabine did significantly improve both disease-free and overall survival in a prespecified subgroup of patients with a non-basal-like phenotype.

The multiarm, multicollaborative BEAT AML umbrella trial demonstrated the feasibility of using next-generation sequencing to assign treatment tailored to individual genomics of elderly patients with acute myeloid leukemia (AML) within 7 days. This may prove to be a major advance, since typically the wait for next-generation sequencing results is up to 1 month, and by that time, the disease can rapidly progress. These findings were presented at the 2018 American Society of Hematology Annual Meeting & Exposition.

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**PLUS**

**JOURNAL SPOTLIGHT** Addition of Atezolizumab to Nab-Paclitaxel in Advanced Triple-Negative Breast Cancer: IMpassion130 Trial

**IN THE LITERATURE** Adoptive T-Cell Therapy for Progressive Multifocal Leukoencephalopathy • Established, Modifiable Cancer Risk Factors • Neoadjuvant Combination Checkpoint Blockade in Advanced Melanoma

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- Almanacs on tumor types



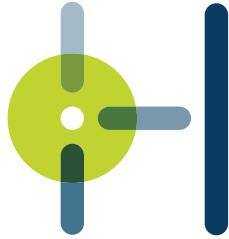
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ldubin@hbside.com

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Anthony Beers  
631-629-0603  
abeers@hbside.com

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Norman W. Virtue  
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