

**GILBERTO LOPES, MD, MBA**  
Editor-in-Chief

**Journal of Global Oncology (JGO)** is an online only, fully open-access journal, published in a continuous publication model such that articles are published online as soon as they are ready and not collected into issues. One hand-distributed print issue is produced each year, which includes only the top downloaded articles from the past year.

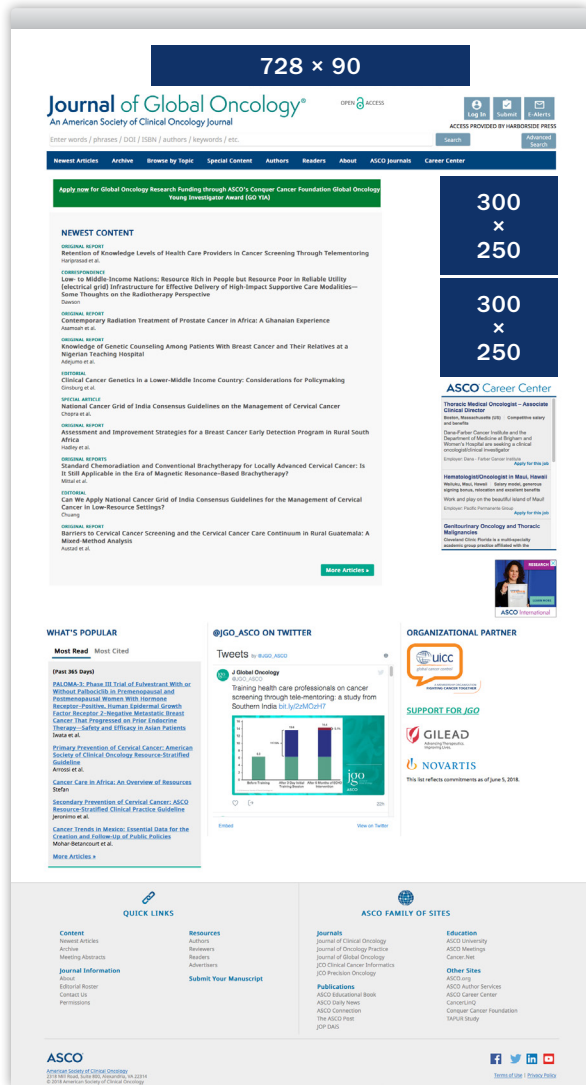
JGO focuses on cancer care, research, and care delivery issues unique to countries and settings with limited healthcare resources. This peer-reviewed journal features high-quality original research and other articles with the primary focus on unique challenges of cancer care and research in low- and middle income countries, filling a great need in the global oncology community. An estimated 66% of cancer deaths occur in low- and middle-income countries, and this is predicted to increase to 70% by the year 2030.

JGO 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/replies
- Special articles
- Editorials

# Website Advertising



The **JGO website** ([jgo.ascopubs.org](http://jgo.ascopubs.org)) is home to all content published in JGO. JGO is a gold open-access journal, so all articles are immediately and freely available to the public upon online publication.

**Pricing**  
\$180 CPM

**Mechanical Specifications**  
Leaderboard: 728 × 90 pixels  
Medium Rectangle: 300 × 250 pixels

**Required Files**  
Please see page 4, Ad Formats (Website)

## JGO US 2018 Average Stats\*

METRIC	TOTAL
Sessions Per Month	7,979
New Users Per Month	6,593
Pages Per Month	11,728
Pages Per Session	1.47
Impressions Per Month	25,000
CTR	.08%
In View	69.25%

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

## JGO GLOBAL 2018 Average Stats\*

METRIC	TOTAL
Sessions Per Month	14,038
New Users Per Month	10,596
Pages Per Session	1.70
Time on Site	1:22
Impressions Per Month	40,000

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

# Email Advertising

728 × 90

Journal of Global Oncology<sup>®</sup>  
An American Society of Clinical Oncology Journal

Liver Cancer in Guatemala: An Analysis of Mortality and Incidence Trends From 2012 to 2016  
Kihl-Alarcón et al.

**REVIEWS**

An Integrative Review of the Barriers to Indigenous Peoples Participation in Biobanking and Genomic Research  
Aramoana et al.

Pediatric Cancer Outcomes in an Intensive Care Unit in Pakistan  
Khan Sial et al.

Clinicopathological Features of Young Versus Older Patients With Breast Cancer at a Single Pakistan Institution and a Comparison With a National US Database  
Zeeshan et al.

**ORIGINAL REPORTS**

Temporal Changes in Head and Neck Cancer Incidence in Thailand Suggest Changing Oropharyngeal Epidemiology in the Region  
Argiron et al.

**The Latest From ASCO**

**The Hospital at Home: A Bright Prospect for Oncology Care?**  
For many oncology patients, the home setting is typically a place for recovery following treatment for cancer. At times, this recovery is supported with formal home care services such as nurse and physical therapy visits, infusion services, and so forth. In the latest blog post on JOP D&S, Heather Hyton, MD, FA-C, discusses "hospital-at-home" programs that enable patients to receive acute care in the home setting. [Visit the blog.](#)

**Converse With Your Patients About Fertility Preservation With ASCO University**  
Learn how to have a conversation with patients and engage them in decision making around fertility preservation. Take an in-depth look at fertility preservation options, techniques, and risks during cancer treatment. [Start learning.](#)

**New ASCO Podcasts Highlight Pioneers of the Field of Oncology**  
Listen to the latest discussion featuring Dr. John Minna on translational studies in lung cancer. Learn the history of our relatively young field from those who were there and pioneered it in this new series of podcasts hosted by Dr. Daniel Hayes, MD, FACP, FASCO. [Listen now.](#)

You are receiving this email because you have an existing relationship with ASCO. Visit your personalized [User Preferences](#) (requires log in) to unsubscribe or to select your preferences for receiving ASCO Journals email. Please do not reply to this email.  
This email was sent by: American Society of Clinical Oncology  
2318 Mill Road, Suite 100 Alexandria, VA, 22314, USA

Please [click here](#) or email [info@hbside.com](mailto:info@hbside.com) for print and digital advertising information. Please [click here](#) or email [Karen.burkhard@jgo-ascop.com](mailto:Karen.burkhard@jgo-ascop.com) for classified/recruitment information for the Journal of Global Oncology. [Unsubscribe](#) or [visit your subscription](#) for this service (requires log in).  
© 2018 American Society of Clinical Oncology

160  
×  
600

The **JGO eTOCs** are sent weekly 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:** 58,000 per month

- Approx 25,000 US
- Approx 33,000 Int'l

**Delivery rate:** 95%

## Mechanical Specifications

Leaderboard: 728 × 90 pixels

Skyscraper: 160 × 600 pixels

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

# JGO Print Circulation

**jgo**  
Journal of  
Global Oncology  
AN AMERICAN SOCIETY OF CLINICAL ONCOLOGY JOURNAL  
BEST OF JGO 2018

An official publication of  
**ASCO**  
UICC  
UNITED INTERNATIONAL CONGRESS  
OF CLINICAL ONCOLOGISTS  
WORLDWIDE CANCER TREATMENT

Fulvestrant With or Without Palbociclib and Breast Cancer in Asian Patients. H. Iwata et al  
Clinical and Epidemiological Profile of Breast Cancer in Mexico. N. Renoso-Novérin et al  
Cancer Trends in Mexico. A. Mohar-Betancourt et al  
Incidence and Prevalence of Cancer in Colombia. O. Valencia et al  
Chemoradiation and the Role of Adjuvant Chemotherapy Cervical Cancer. N. Ali et al  
Acceptability of Human Papillomavirus Self-Sampling in Guatemala. A. Gottschlich et al  
Allogeneic Stem Cell Transplant for Acute Myeloid Leukemia in India. A. Ganapule et al

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

## Pricing:

Please contact Nick Vroom ([nvroom@hbside.com](mailto:nvroom@hbside.com)), Ariana Aston ([aaston@hbside.com](mailto:aaston@hbside.com)) or Anthony Beers ([abeers@hbside.com](mailto: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 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 site, including the fact that someone is a JCO 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).**

## Contact

# ASCO<sup>®</sup>

AMERICAN SOCIETY OF CLINICAL ONCOLOGY

### JGO Founding Editor-in-Chief

David Kerr, MD, DSc

### Publisher

David Sampson

### JGO Editor-in-Chief

Gilberto Lopes, MD

American Society of Clinical Oncology  
2318 Mill Road, Suite 800, Alexandria, VA 22314  
Tel: 571-483-1300 • [www.asco.org](http://www.asco.org)

# HARBORSIDE

The nexus of knowledge

### President

Anthony Cutrone  
[acutrone@hbside.com](mailto:acutrone@hbside.com)

### Chairman

John A. Gentile, Jr.  
[jgentile@hbside.com](mailto:jgentile@hbside.com)

### Executive Vice President

Conor Lynch  
[clynch@hbside.com](mailto:clynch@hbside.com)

## JGO Advertising Sales

### National Accounts Representative

Nick Vroom  
631-935-7677 • 917-538-0699  
[nvroom@hbside.com](mailto:nvroom@hbside.com)

### National Accounts Representative

Ariana Aston  
631-935-7678 • 631-793-8208  
[aaston@hbside.com](mailto:aaston@hbside.com)

### Director of Sales

David Horowitz  
631-935-7652  
[dhorowitz@hbside.com](mailto:dhorowitz@hbside.com)

## Customer Support

### Advertising Sales Project Manager

Anthony Beers  
[abeers@hbside.com](mailto:abeers@hbside.com)

### Digital Producer

Leslie Gonzalez  
[lgonzalez@hbside.com](mailto:lgonzalez@hbside.com)

### Digital Ad Operations Specialist

Melissa Falcigno  
[mfalcigno@hbside.com](mailto:mfalcigno@hbside.com)

### Advertising Sales Coordinator

Elizabeth Towers  
[etowers@hbside.com](mailto:etowers@hbside.com)

### Digital Ad Operations Specialist

Jai Cha  
[jcha@hbside.com](mailto:jcha@hbside.com)

Harborside  
94 North Woodhull Road Huntington, NY 11743  
Tel: 631-692-0800 • Fax: 631-692-0805 • [www.hbside.com](http://www.hbside.com)