

# 2019 MEDIA KIT

Effective January 2019

# Journal of Clinical Oncology®

The most credible and authoritative  
resource for disseminating significant  
clinical oncology research.



jco.org

**ASCO®**  
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

**HARBORSIDE**  
The nexus of knowledge

The background is a solid teal color with a pattern of small, light teal dots. A white diagonal line runs from the bottom left corner towards the middle of the right edge.

# 2019

## JCO MEDIA KIT

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JCO is

#1 in Total  
Readers#1 in Average  
Issue Readers

# Journal of Clinical Oncology®

*Journal of Clinical Oncology (JCO)* serves its readers as the **most credible and authoritative** resource for disseminating significant clinical oncology research. In print and online, *JCO* strives to publish the **highest quality** articles dedicated to clinical research.

**Original Reports** are the focus of *JCO*, but this **scientific communication** is enhanced by appropriately selected Editorials, Commentaries, Reviews, and other articles that relate to the care of **patients with cancer**.

**Acceptance of articles to online publication time:** 54.5 days

**Acceptance of articles to print publication time:** 107.5 days

**Manuscript acceptance rate:** 17% (10% for Original Reports)

## ASCO®

AMERICAN SOCIETY OF CLINICAL ONCOLOGY

## History, Mission, and Vision

- Founded **1964**
- Approximately **45,000** members in more than 150 countries
- Largest clinical oncology scientific meeting in the world; **~40K attendees annually**
- **Mission:** Conquering cancer through research, education, and promotion of the highest quality patient care
- **Vision:** A world where cancer is prevented or cured, and every survivor is healthy



**#1** in High  
Readers

**#1** in Average  
Page Exposures

**#1** in Ad Page  
Exposures

Kantar Media June 2018 Med/Surg Readership Study (Onc and Hem/Onc)

The inaugural issue of *JCO* appeared in

**1983** 

**MOST CITED  
JOURNAL IN ONCOLOGY**

**156476**

**TOTAL CITATIONS**

Clarivate, 2016 Journal Citation Reports, June 2017

 **10%**

acceptance rate for Original Reports

# ASCO U.S. Member Profile

## U.S. Primary Focus of Professional Activity

General Oncology	4,840
Breast Cancer	5,896
Medical Oncologist	2,078
Clinical Trials/Biostatistics/Epidemiology	4,092
Lung Cancer	3,770
Gastrointestinal Cancer	3,491
Drug Development	2,009
Genitourinary Cancer	889
Tumor Biology	1,581
Other	1,972
Gynecologic Cancer	517
Liver Cancer	1,346
Developmental Therapeutics	1,085
Biologic Therapy	1,112
Head and Neck Cancer	1,265
Cancer Education	1,092
BMT (Autologous/Allogeneic/Stem Cell)	967
Immunology/Immunobiology/Vaccines	830
Lab Research	1,092
Melanoma	983
Palliative Care	1,040

Note: 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).

## U.S. Board Certification

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

## U.S. Practice Location

Academic Medical Center/University	7,935	27%
Training Program	7,244	24%
Private Practice (Office or Hospital Based)	6,889	23%
Pharmaceutical/Biotech Company	5,081	17%
Retired	1,282	4%
Administration	628	2%
Government Agency	382	1%
Staff Model HMO	259	1%
Laboratory Research	235	1%

## Circulation U.S. Only

SPECIALTY	CIRCULATION
Medical Oncology	2,589
Hematology/Oncology	4,701
Radiation Oncology	706
Internal Medicine	815
Surgical Oncology	502
Gynecologic Oncology	274
Pediatric Hematology-Oncology	446
Urology	102
Pathology	83
Oncology Pharmacy	67
Neurology	74
Hospice and Palliative Medicine	89
ASCO Members-in-training	2,842
Other*	2,985
<b>TOTAL</b>	<b>16,275</b>

\*Includes Onc Nurse, Physician Assistant, Dermatology, Gastroenterology, and other field-related personnel.

# JCO Bonus Distribution\*

## Gastrointestinal Cancers Symposium

ISSUE

January 10



## Genitourinary Cancers Symposium

ISSUE

February 1

## ASCO-SITC Immuno-Oncology Symposium

ISSUE

February 10

## National Comprehensive Cancer Network (NCCN) Annual Conference

ISSUE

March 10



## Society of Surgical Oncology

ISSUE

March 10

## Oncology Nursing Society Congress

ISSUE

April 1

## ASCO Annual Meeting

ISSUE

May 20 & June 1

## Best of ASCO, Seattle, WA

ISSUE

June 10

## Best of ASCO, Austin, TX

ISSUE

July 10



## Best of ASCO, Baltimore, MD

ISSUE

July 20

## ASCO Practice Management and ASCO Quality Care

ISSUE

August 10

## American Society of Radiation Oncology

ISSUE

September 1

## NCCN Hematologic Malignancies Congress

ISSUE

September 10

## European Society for Medical Oncology Congress

ISSUE

September 10



## JADPRO Live Conference

ISSUE

October 10

## American Society of Hematology Meeting

ISSUE

November 20



## San Antonio Breast Cancer Symposium

ISSUE

December 1

\*Subject to change

# Closing Dates

# 3 issues per month



# 36 issues per year



ISSUE	INSERTION ORDERS DUE	AD MATERIAL DUE	INSERT MATERIAL DUE AT PRINTER
Jan 1 <sup>st</sup>	11/28/18	12/3/18	12/7/18
Jan 10 <sup>th</sup>	12/6/18	12/11/18	12/14/18
Jan 20 <sup>th</sup>	12/19/18	12/24/18	12/28/18
Feb 1 <sup>st</sup>	1/2/19	1/7/19	1/10/19
Feb 10 <sup>th</sup>	1/10/19	1/17/19	1/21/19
Feb 20 <sup>th</sup>	1/21/19	1/28/19	2/1/19
Mar 1 <sup>st</sup>	2/1/19	2/8/19	2/12/19
Mar 10 <sup>th</sup>	2/11/19	2/15/19	2/18/19
Mar 20 <sup>th</sup>	2/19/19	2/22/19	2/27/19
Apr 1 <sup>st</sup>	3/1/19	3/6/19	3/8/19
Apr 10 <sup>th</sup>	3/11/19	3/18/19	3/23/19
Apr 20 <sup>th</sup>	3/20/19	3/25/19	3/29/19
May 1 <sup>st</sup>	4/1/19	4/8/19	4/12/19
May 10 <sup>th</sup>	4/10/19	4/17/19	4/22/19
May 20 <sup>th</sup>	4/19/19	4/26/19	5/1/19
Jun 1 <sup>st</sup>	5/1/19	5/8/19	5/13/19
Jun 10 <sup>th</sup>	5/9/19	5/16/19	5/20/19
Jun 20 <sup>th</sup>	5/20/19	5/24/19	5/29/19
Jul 1 <sup>st</sup>	5/31/19	6/7/19	6/11/19
Jul 10 <sup>th</sup>	6/10/19	6/17/19	6/21/19
Jul 20 <sup>th</sup>	6/20/19	6/25/19	6/28/19
Aug 1 <sup>st</sup>	7/1/19	7/8/19	7/9/19
Aug 10 <sup>th</sup>	7/10/19	7/16/19	7/19/19
Aug 20 <sup>th</sup>	7/19/19	7/25/19	7/29/19
Sep 1 <sup>st</sup>	8/1/19	8/6/19	8/9/19
Sep 10 <sup>th</sup>	8/9/19	8/16/19	8/22/19
Sep 20 <sup>th</sup>	8/20/19	8/26/19	8/28/19
Oct 1 <sup>st</sup>	8/30/19	9/6/19	9/11/19
Oct 10 <sup>th</sup>	9/10/19	9/16/19	9/18/19
Oct 20 <sup>th</sup>	9/20/19	9/25/19	9/30/19
Nov 1 <sup>st</sup>	10/1/19	10/7/19	10/11/19
Nov 10 <sup>th</sup>	10/10/19	10/16/19	10/18/19
Nov 20 <sup>th</sup>	10/21/19	10/28/19	10/30/19
Dec 1 <sup>st</sup>	11/1/19	11/5/19	11/8/19
Dec 10 <sup>th</sup>	11/8/19	11/13/19	11/18/19
Dec 20 <sup>th</sup>	11/18/19	11/22/19	11/29/19

Please send all insertion orders to [hspadorders@hbside.com](mailto:hspadorders@hbside.com)

# Print Advertising Rates

## U.S. Circulation Rates

### Black and White

FREQUENCY	FULL PAGE	1/2 PAGE	1/4 PAGE
1×	\$3,850	\$2,490	\$1,440
6×	\$3,740	\$2,305	\$1,365
12×	\$3,670	\$2,260	\$1,330
24×	\$3,545	\$2,215	\$1,305
36×	\$3,430	\$2,170	\$1,275
48×	\$3,365	\$2,105	\$1,245
60×	\$3,360	\$2,095	\$1,245
72×	\$3,350	\$2,090	\$1,245
96×	\$3,265	\$2,005	\$1,245
120×	\$3,230	\$1,965	\$1,245
144×	\$3,195	\$1,950	\$1,245
170×	\$3,110	\$1,905	\$1,245
194×	\$3,065	\$1,905	\$1,245
216×	\$3,055	\$1,905	\$1,245
242×	\$3,010	\$1,905	\$1,245
268×	\$2,990	\$1,905	\$1,245
304×	\$2,940	\$1,905	\$1,245
340×	\$2,885	\$1,905	\$1,245
376×	\$2,860	\$1,905	\$1,245

### Position Charges

POSITION	CHARGE
Cover 4	50% over B&W Rate
Cover 3	15% over B&W Rate
Cover 2	50% over B&W Rate
Opposite TOC 1	25% over B&W Rate
Opposite TOC 2 or 3	15% over B&W Rate
Opposite First Abstract	15% over B&W Rate
Cover Tip	See Page 13
Journal Mark	See Page 13
Outserts	See Page 12
Consecutive Right Hand Pages	20%* over B&W rate

### Insert

FREQUENCY	2 PG	4 PG	6 PG	8 PG
1×	\$8,900	\$16,600	\$24,300	\$32,000
6×	\$8,680	\$16,160	\$23,640	\$31,120
12×	\$8,540	\$15,880	\$23,220	\$30,560
24×	\$8,290	\$15,380	\$22,470	\$29,560
36×	\$8,060	\$14,920	\$21,780	\$28,640
48×	\$7,930	\$14,660	\$21,390	\$28,120
60×	\$7,920	\$14,640	\$21,360	\$28,080
72×	\$7,900	\$14,600	\$21,300	\$28,000
96×	\$7,730	\$14,260	\$20,790	\$27,320
120×	\$7,660	\$14,120	\$20,580	\$27,040
144×	\$7,590	\$13,980	\$20,370	\$26,760
170×	\$7,420	\$13,640	\$19,860	\$26,080
194×	\$7,330	\$13,460	\$19,590	\$25,720
216×	\$7,310	\$13,420	\$19,530	\$25,640
242×	\$7,220	\$13,240	\$19,260	\$25,280
268×	\$7,180	\$13,160	\$19,140	\$25,120
304×	\$7,080	\$12,960	\$18,840	\$24,720
340×	\$6,970	\$12,740	\$18,510	\$24,280
376×	\$6,920	\$12,640	\$18,360	\$24,080

### Color Charges

COLOR SCHEME	CHARGE
4 color	\$2,500
2 color standard	\$920
2 color matched	\$995
5 color	\$3,650
Other color charges	Contact Harborside

## Full-Circulation Rates

To reach the full circulation, including ex-U.S. distribution, add 25% to domestic gross rates above.

## Ex-U.S. Rates

Please contact Harborside directly for any non-U.S. circulation inquiries.

**All published rates are in USD**

# Discounts and Incentives

**BUY 5  
GET THE  
6<sup>TH</sup> FREE**



## Continuity Discounts

If multiple sized ad units are placed within the first 5 insertions, the cost of the 6th ad unit will be determined by the average dollar amount spent per issue. This amount will be credited toward the 6th insertion in a series.

OR

## Consecutive Issues Discount

Buy 9 consecutive issues (must be same ad unit), receive 3 consecutive issues free.



## ASCO Publications Combined Frequency Rate

Advertisers in ASCO Publications: *Journal of Clinical Oncology (JCO)*, *The ASCO Post*, and *Journal of Oncology Practice* combine for pages to earn the frequency rate in *JCO* as well as in all the ASCO publications. Space purchased by a parent company and subsidiaries is combined in calculating the earned rate. When the number of insertions is greater or less than indicated by the contract, rates are adjusted accordingly. Please contact Harborside for details. Frequency will be determined by the total number of pages placed in these publications during a calendar year.





# Discounts and Incentives

## 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 on discounted PI pages.

## Multi-Journal Discount

Each individual product advertising in *The ASCO Post* **OR** ASCO's *Journal of Oncology Practice* (JOP) during the same month it advertises in *Journal of Clinical Oncology* (JCO) will receive a **\$200 per page discount in JCO**. 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 *The ASCO Post* **AND** ASCO's *Journal of Oncology Practice* (JOP) during the same month it advertises in *Journal of Clinical Oncology* (JCO) will receive a **\$250 per page discount in JCO**. Discount is based on the matching number of pages in *The ASCO Post* and JCO or JOP in a given month.



Journal of Clinical Oncology®  
An American Society of Clinical Oncology journal

+

The ASCO Post

=

**\$700**  
**TOTAL SAVINGS**  
PER PAGE

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

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

OR



Journal of Clinical Oncology®  
An American Society of Clinical Oncology journal

+

ASCO  
Journal of Oncology Practice®  
An American Society of Clinical Oncology journal

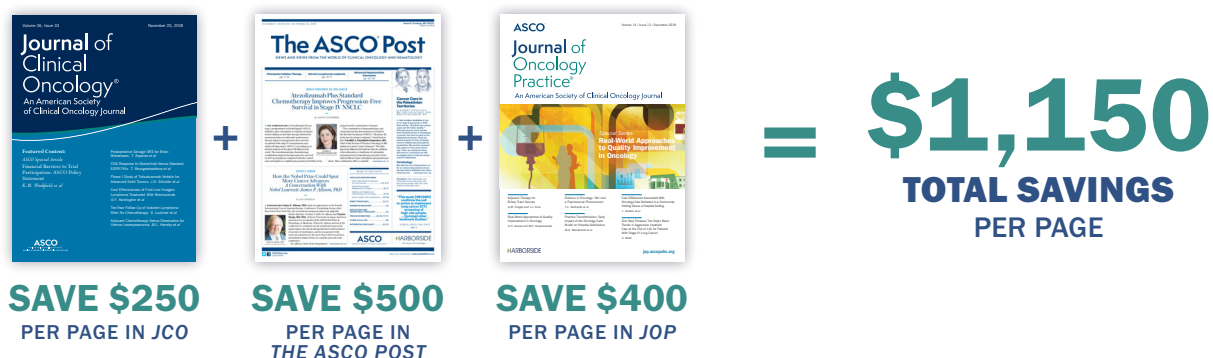
=

**\$550**  
**TOTAL SAVINGS**  
PER PAGE

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

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

OR



Journal of Clinical Oncology®  
An American Society of Clinical Oncology journal

+

The ASCO Post

+

ASCO  
Journal of Oncology Practice®  
An American Society of Clinical Oncology journal

=

**\$1,150**  
**TOTAL SAVINGS**  
PER PAGE

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

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

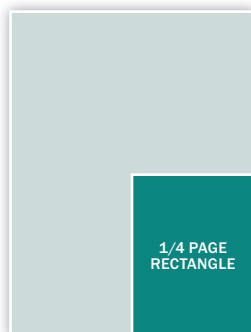
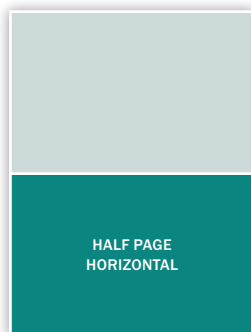
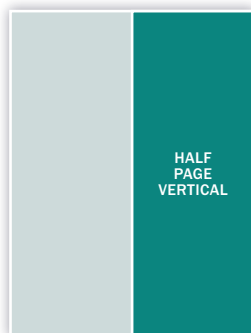
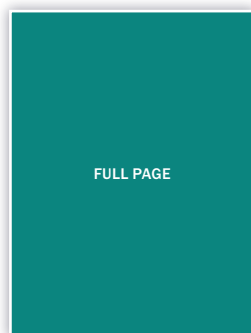
**SAVE \$400**  
PER PAGE IN JOP

# Print Advertising Specifications

**Ad Materials to:**  
 hspadmats@hbside.com  
 FTP: ftp.harborsidenexus.com  
 Username: hpsales  
 Password: Connect!1

**Color Proofs to:**  
 Norman W. Virtue  
 Tel: 631-935-7682  
 Fax: 631-692-0805

**Approved pieces to:**  
 Dartmouth Printing Company  
 Attn: Lisa George  
 69 Lyme Road  
 Hanover, NH 03755



## Mechanical Requirements

AD SIZES	BLEED	TRIM	LIVE
2-Page spread	16.5" × 11.125"	16.25" × 10.875"	15" × 10" *
Full Page	8.375" × 11.125"	8.125" × 10.875"	7.5" × 10"
1/2-Page (vertical)	4.25" × 11.125"	4.0" × 10.437"	3.75" × 8"
1/2-Page (horizontal)	8.375" × 5.75"	8.125" × 5.875"	7.625" × 7.0"
1/4-Page (square)	4.25" × 5.75"	4.0" × 5.437"	3.75" × 5"

\* with a 0.75" safety down the middle

## Insert Requirements

2-Page Insert	8-3/8" × 11-3/16"
4-Page Insert	16-3/4" × 11-3/16", supply folded 8-3/8" × 11-3/16"
Trimming	3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert
Stock	80#-100# text stock maximum
Quantity	U.S. Only: 18,500 per run, Full Run: 26,000 per run, Ex-U.S.: contact Harborside

All inserts must be supplied as a single unit



## Outserts

Outserts are a premium position offered in each issue. Availability is limited. Please contact Harborside for information regarding outsert list matching, printing and availability.

**Dimensions:** Outsert dimensions are limited by the host publication (8.125" x 10.875"). Outserts should be no smaller than 4" x 6".

Artwork, design, and content must be approved prior to printing.

Outsert may be no heavier than 3 oz.

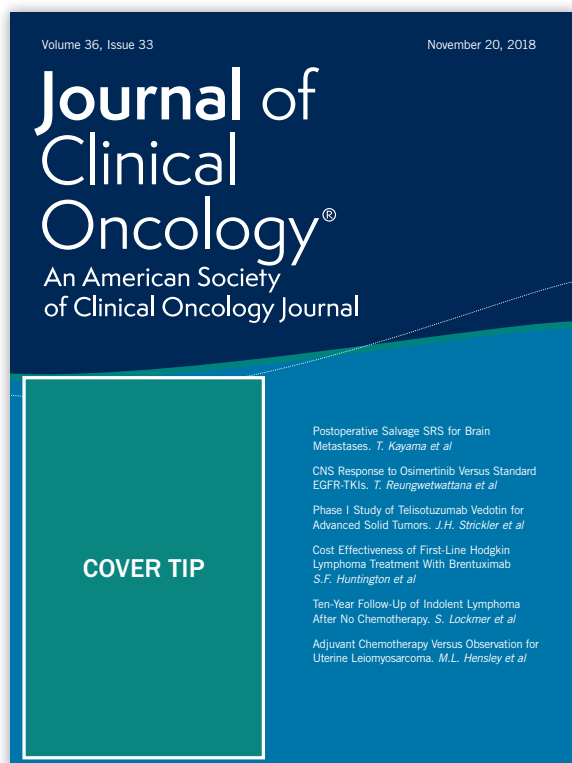
**Contact:** Norman W. Virtue (nvirtue@hbside.com)

## Rates (Supplied)

U.S. Only	\$20,412 Net/Issue
Split Run (under 50% circ)	\$12,206 Net/Issue
Full Run (Global)	\$25,515 Net/Issue



# Print Advertising Specifications



Harborside will print upon request. Printing fee is \$1,500 net for a standard 2-page cover-tip. For larger units, please contact us for custom quote.

## Cover Tips

Cover Tips are available on all issues.

**Dimensions:** 3-1/2" × 6"

Single leaf and single fold only, indicate front on order.

Multiple page cover tips require wafer seals on all open edges; those inclusive of PI could have an upcharge. Artwork, design, and content must be approved prior to printing.

\*70 lb. minimum text stock required.

## Net Rates (Supplied)

FREQUENCY	2 PG SUPPLIED	2 PG PLUS PI
1×	\$26,700	\$32,700
6×	\$26,040	\$32,040
12×	\$25,620	\$31,620
24×	\$24,870	\$30,870
36×	\$24,180	\$30,180
48×	\$23,790	\$29,790
60×	\$23,760	\$29,760
72×	\$23,700	\$29,700
96×	\$23,190	\$29,190
120×	\$22,980	\$28,980
144×	\$22,770	\$28,770
170×	\$22,260	\$28,260
194×	\$21,990	\$27,990
216×	\$21,930	\$27,930
242×	\$21,660	\$27,660
268×	\$21,540	\$27,540
304×	\$21,240	\$27,240
340×	\$20,910	\$26,910
376×	\$20,760	\$26,760

Prices are net and for supplied materials.



## Journal Marks

Journal Marks offer advertisers excellent visibility by providing JCO readers a removable tab that carries your message.

**Journal Marks may run within the editorial well.**

## Rates

U.S. Only	\$16,600 Net/Issue
Full Run	\$20,750 Net/Issue

Rates include printing.

Rates are for 2-page ad units plus the removable tab.

For larger ad units, please contact Harborside for a custom quote.

Artwork, design, and content must be approved prior to printing.

**Contact:** Norman W. Virtue (nvirtue@hbside.com)

## List Matches

Harborside will match any client list to JCO's circulation. The first 2 list matches are free, and 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.

# Best of JCO

The Best of JCO offers three different opportunities to enhance your reach.

## ASCO Annual Meeting Top Abstracts Editions

The Best of JCO–Top ASCO Abstracts editions are a compilation of ASCO's Top Abstracts presented at the ASCO Annual Meeting. These editions are tumor-specific.

### Opportunity:

- Print Issue delivered to self-identified ASCO members
- 1 email delivered to self-identified ASCO members
- 1 email sent to JCO opt-in
- Targeted website banners

	PRINT		DIGITAL		WEBSITE
ABSTRACT EDITION	MAIL DATE	PRINT CIRCULATION	eTOC #1	eTOC #2	IMPRESSIONS
Breast	6/10	2,861	16,800	2,640	500–1,500
Multiple Myeloma	6/10	5,187	15,320	5,187	500–1,500
Gastrointestinal	6/10	2,351	15,120	1,248	500–1,500
Genitourinary	6/10	1,620	15,456	1,392	500–1,500
Gynecologic	6/10	3,800	16,224	TBD	500–1,500
Hematologic Malignancies	6/10	5,187	15,320	5,187	500–1,500
Lung	6/10	2,198	15,360	1,056	500–1,500
Immunotherapy	6/10	15,000	14,880	960	500–1,500
Other*	6/10	TBD	TBD	TBD	TBD

\*CNS, Head and Neck, Melanoma/Skin Cancer, Sarcoma, Supportive Care, etc.

## Conference Editions

The Best of JCO–Conference editions are a compilation of JCO's top-accessed content relevant to the subject matter of the meeting it is distributed at.

### Opportunity

- Print Issue delivered to self-identified ASCO members
- 1 email delivered to self-identified ASCO members
- Bonus distribution at conference
- 1 email sent to JCO opt-in and conference attendees
- Targeted website banners

	PRINT				DIGITAL		WEBSITE
CONFERENCE	MAIL DATE	CONFERENCE DISTRIBUTION	SPECIALTY AUDIENCE	PRINT CIRCULATION	eTOC #1	eTOC #2	IMPRESSIONS
Gastrointestinal Symposium	1/10	500	GI	2,351	15,120	1,248	500–1,500
Genitourinary Symposium	2/1	500	GU	1,620	15,456	1,392	500–1,500
ASCO-SITC Immuno Onc Symposium	2/20	500	Full U.S. Circulation	15,000	14,880	960	500–1,500
World Lung (IASLC)	9/1	500	Lung	2,198	15,360	1,056	500–1,500
ESMO	10/1	500	EU Members	3,800	16,224	TBD	500–1,500
American Society of Hematology	11/20	500	Hematology	5,187	15,320	5,187	500–1,500
San Antonio Breast Cancer Symposium	12/1	500	Breast Cancer	2,861	16,800	2,640	500–1,500

## Best of JCO



\*larger cover tips accepted

### Pricing for Conference and Top Abstracts Editions

	SOV #1	SOV #2
<b>PRINT</b>	Cover Tip + TOC	Cover 2 + Cover 4
<b>eTOCS</b>	Email #1 + Email #2 (Leaderboard)	Email #1 + Email #2 (Medium Rectangle)
<b>WEBSITE</b>	50% of impressions	50% of impressions
<b>COST</b>	\$60,000 net	\$60,000 net

## Best of JCO – Annual Meeting Edition



The Best of JCO–ASCO Annual Meeting Edition is hand distributed to 15,000 meeting attendees at the entrance of the exhibit hall. Editorial is a compilation of JCO's top-accessed articles throughout the year.

**Pricing:** Refer to domestic print advertising rates on page 9.

### Premium Position Charges

POSITION	CHARGE
Cover Tip	See Page 13
Cover 2	50% B&W Rate
Cover 4	50% B&W Rate
Opposite TOC 1	25% B&W Rate
Opposite TOC 2 or 3	15% B&W Rate
Journal Mark	See Page 13

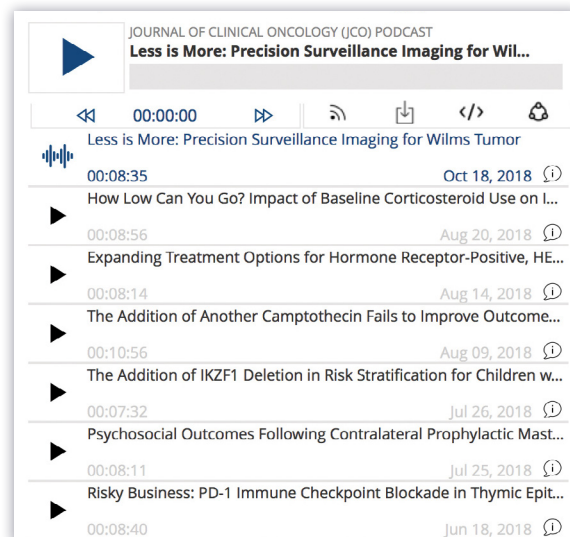
# JCO Podcasts

## About

- *Journal of Clinical Oncology* podcasts bring listeners observations and commentaries on key clinical oncology issues in a convenient audio format. This popular feature provides further insight and depth to JCO's written articles
- Average monthly podcast downloads: 32,000+

## Opportunity

- Unbranded Pre-roll
  - » Pre-roll includes: 15 second MLR-approved unbranded bumper before each podcast begins.  
*Example: "Support for this podcast is provided in part by (Pharma company name)."*
- 3-month program: \$30,000 net (minimum commitment of 3 months) **OR** 12-month program: \$90,000 net
- 100% SOV sponsorship on podcast landing page



# Email Advertising

## eTOC

The JCO eTOC features links and abstracts to articles posted online, before the print issue is released. Sponsorship includes 50% share of voice (SOV) on one eTOC.

## Ads Available

- Leaderboard Banner: 728 × 90
- Skyscraper: 160 × 600

PROGRAM	# OF SENDS	PACKAGE	PRICE PER SEND
Single	1	\$4,500	\$4,500
Quarterly	6	\$26,250	\$4,375
Half	12	\$48,864	\$4,072
Annual	24	\$75,000	\$3,125

## eTOC Metrics

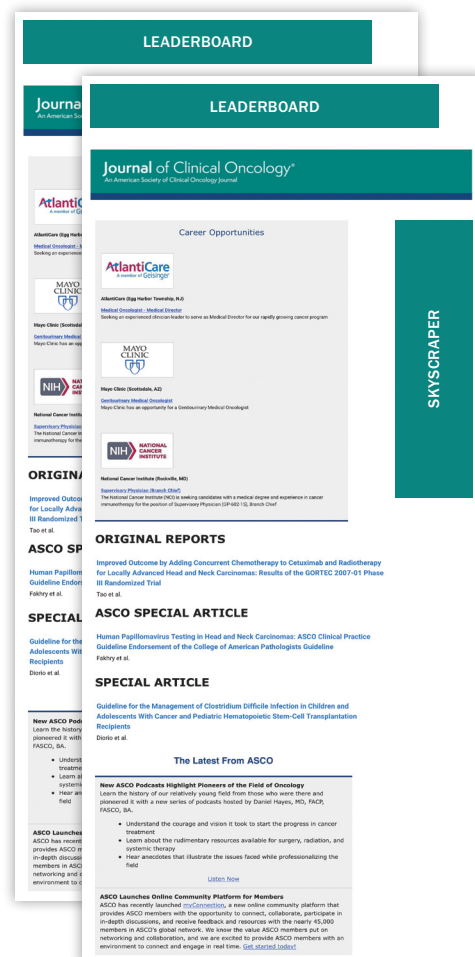
- Delivery Rate: **99.7%**
- Open Rate: **27.6%**

## Circulation

41,982 ASCO members and other oncology professionals, including:

- 23,636 U.S.-based ASCO members and requesters
- 18,346 international ASCO members

Default is U.S. only for advertisers. International targeted coverage is available, inquire for pricing.

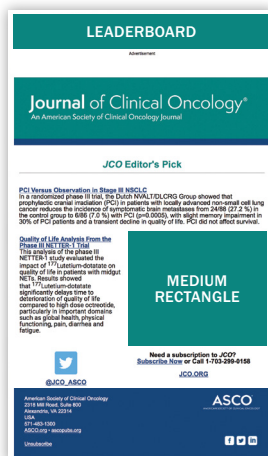


# Additional Email Advertising

## Top Downloaded



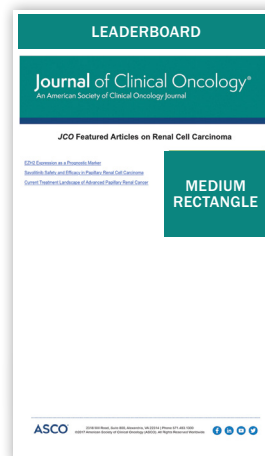
## JCO Editor's Pick



## ASCO Annual Meeting



## Custom E-Alerts



DESCRIPTION	The <b>Top Downloaded Articles E-Alerts</b> feature the top downloaded articles from both the <i>JCO</i> and <i>JOP</i> websites.		The <b>Editor's Pick E-Alert</b> features <i>JCO</i> 's top articles, chosen by the editors at ASCO.		<b>ASCO Publication's Annual Meeting E-Alert</b> features two emails in conjunction with the ASCO Annual meeting; one is sent pre-conference, and the second is sent during the conference.		The <b>Custom Featured Articles E-Alerts</b> feature a compilation of <i>JCO</i> 's most recent top-downloaded original reports related to your target audience. All programs will be sent to ASCO self-identified specialists.	
COST PER SEND	\$6,000		\$6,000		\$6,000		\$8,000	
SEND MONTH	January, April, July, October		March, June, September, December		May & June		Quarterly (per tumor type)	
CIRCULATION	16,917		24,228		49,302*		Dependent on tumor type	
OPEN RATE	23.4%		27.4%		23.7%		36.2%	

\*Based on data from previous year

Send all digital material to [digitalads@hbside.com](mailto:digitalads@hbside.com)



# Website Advertising

Ranked **#1** by Oncologists as

**Top Scientific or Clinical Resource Accessed Digitally &  
Top Online and Offline Source Used for Scientific and Clinical Research**

Decision Resources Group | Manhattan Research, Taking the Pulse® U.S. 2018: Digital HCP Sources

**jco.org**

## US Monthly Metrics\*

- Total Site Impressions: **1,080,770**
- U.S. Unique Monthly Visitors: **160,166**
- Viewability: **72%**
- Time on Site per session: **20:35**
- Pageviews: **527,310**
- Ad CTR: **.08%**

\*\*based on US average stats Jan-Jun 2018, Google Analytics, Google DFP, MOAT Analytics, Kantar Website Usage Study 2018

## Ads Available

- Leaderboard Banner: 728 × 90
- Medium Rectangle: 300 × 250
- Mobile Leaderboard: 320 × 50

## Web Pricing: \$200 CPM

For info on geo-targeting please contact Harborside.



# Targeted Advertising

JCO.org targeted impressions are sold by tumor-specific segments. These segments comprise self-identified ASCO member specialties of interest and reading affinity towards a specific tumor type. Using this information, we are able to target specific audiences with your advertisement.

SEGMENT	CPM	ESTIMATED IMPRESSIONS PER MONTH
Lung	\$275	50,000
Breast	\$275	70,000
GI	\$300	40,000
GU	\$325	27,000
Hem	\$275	40,200
Skin Cancer	\$350	15,000
Gyn Onc	\$350	15,000

To view International Website Advertising specifications please visit  
**hbside.com/jco/ex-us-advertising**

# 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.

# Terms and Conditions

## Acceptance of Advertising

All advertising is subject to approval of the Editor-in-Chief, publisher and advertising representative, and ASCO. New advertisements are to be received by the publisher and advertising representative at least two weeks before the closing date. Please email all ad proofs to Norman W. Virtue at [nvirtue@hbside.com](mailto:nvirtue@hbside.com). The publisher and advertising representative 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 and advertising representative or ASCO arising from or related to such advertisements.

Advertiser and advertising agency recognize and accept that the following language appears within the publication:

"The ideas and opinions expressed in *JCO* do not necessarily reflect those of ASCO. The mention of any product, service, or therapy in this publication or in any advertisement in this publication should not be construed as an endorsement of the products mentioned."

In the event that legal action or a claim is made against the publisher and advertising representative or ASCO arising from or related to such advertisements, the advertiser and advertising agency agree to fully defend, indemnify, and hold harmless the publisher and advertising representative and ASCO and to pay any judgment, expenses, and legal fees incurred by the publisher and advertising representative or ASCO as a result of said legal action or claim.

In addition, the publisher and advertising representative 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 and advertising representative 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 and advertising representative is not liable for delays in delivery and/or nondelivery due to any condition beyond the control of the publisher and advertising representative affecting production or delivery in any manner.

The publisher and advertising representative 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 advertising representative 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.

## Additional Terms and Conditions

The publisher and advertising representative is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental 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 and advertising representative 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 and advertising representative's liability for any error will not exceed the charge for the advertisement in question.

The publisher and advertising representative assumes no liability if for any reason it becomes necessary to omit an advertisement.

When change of copy, covered by an uncanceled 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 and advertising representative 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 and advertising representative.

In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher and advertising representative will provide credit only on future advertisements.

**Payment Terms:** Net 30 days of invoice date. Pre-payment discounts are available, contact publisher and advertising representative 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 Nick Vroom ([nvroom@hbside.com](mailto:nvroom@hbside.com)) for more details.

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



# Terms and Conditions

## 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.

### Premium Position, Cover Tip, and Outsert Cancellations:

Must be prior to 60 days of the published closing date. After the published closing date, any cover tip is non-cancelable, and full payment is due.

Please see page 9 for list of Premium Positions.

Same conditions apply for Best of JCO

### 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-FINAL.pdf](https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-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
- 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.

## Additional Information

### Bulk Subscriptions

With **JCO Bulk Subscriptions**, your sales force wins the respect and appreciation of medical practitioners by consistently delivering authoritative, respected, and timely information from the pages of JCO.

JCO's bulk subscription option is the most effective way to put the scholarly findings published in JCO at the fingertips of professionals.

#### Print/Online Rates

Domestic	\$578.00	\$491.30	\$443.50	\$346.80
International	\$802.00	\$681.70	\$601.50	\$481.20

#### Online-Only Rates

Domestic	\$520.00	\$442.00	\$390.00	\$312.00
International	Contact Harborside			

### Mailing Lists

Postal **Mailing Lists** for JCO and ASCO Annual Meeting attendees are made available to companies with products and services that may be of interest to subscribers.

ASCO does not sell membership, subscriber, or attendee email addresses.

Contact InFocus today for further information on obtaining any mailing lists listed below at 1-800-708-5478.

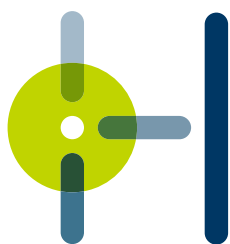
### Mailing Lists

ASCO Membership	<a href="http://infocusmarketing.com/lists/asco">http://infocusmarketing.com/lists/asco</a>
Best of ASCO	<a href="http://infocusmarketing.com/lists/asco-boia">http://infocusmarketing.com/lists/asco-boia</a>
ASCO Annual Meeting	<a href="http://infocusmarketing.com/lists/asco-mtg">http://infocusmarketing.com/lists/asco-mtg</a>
GI Cancer Symposium	<a href="http://infocusmarketing.com/lists/asco-gi">http://infocusmarketing.com/lists/asco-gi</a>
GU Cancer Symposium	<a href="http://infocusmarketing.com/lists/asco-gu">http://infocusmarketing.com/lists/asco-gu</a>
Markers in Cancer	<a href="http://infocusmarketing.com/lists/asco-mc">http://infocusmarketing.com/lists/asco-mc</a>

### Reprints

Bulk quantities of **Reprints** of JCO articles, ASCO meeting abstracts, and Virtual Meetings presentations are available for Commercial Purposes or for abstract reprint collections. You may order reprints of articles and meeting abstracts (paper copies and digital e-prints) in quantities of 50 or more.

Contact a Springer Healthcare reprint representative if interested.



# HARBORSIDE

The nexus of knowledge

## 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

Journal of  
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## Publications

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

Journal of  
Oncology  
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The ASCO® Post

JNCCN

JADPRO

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.**

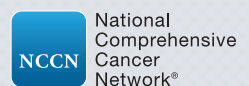
## Education

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



## Partnerships

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



# Journal of Clinical Oncology®

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