

2020 MEDIA KIT

Effective January 2020

JADPRO

Journal of the Advanced Practitioner in Oncology

The premier publication providing high-quality content to advanced practitioners in oncology



advancedpractitioner.com



Advanced Practitioner
Society for Hematology
and Oncology

IARBORSIDE
The nexus of knowledge

2020

JADPRO MEDIA KIT

Version 4 | November 2019

All information in this media kit is subject to change. Please contact Harborside for current information

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IT TAKES A TEAM TO TREAT A PATIENT WITH CANCER

The term “**advanced practitioners,**” or APs, refers to health-care professionals who are key members of the collaborative team treating patients with cancer and have completed advanced training in nursing or pharmacy, or have completed a graduate program for physician assistants (PAs).

Facts About Oncology APs - A Key Audience for Your Brand

- They are licensed health-care providers with **expert knowledge** and advanced skills in managing patients with a variety of cancers.
- Nurse practitioners (NPs), PAs, clinical pharmacists, clinical nurse specialists, or nurses with **advanced degrees** make up the core of oncology APs.
- They collaborate with MDs: Although the duties performed and degree of autonomy vary according to practice setting, APs in oncology are on the **front lines** of managing patients who require complex procedures and treatments.
- They are **licensed to prescribe** prophylactic medications, agents to address side effects, and anticancer agents.



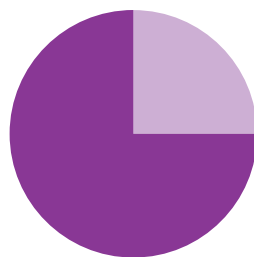
APs MATTER!

They prescribe medications, manage patient care, and educate patients and their caregivers



83% of APs have the right to **prescribe**

Based on APSHO Membership



75% of oncology practices **employ APs**

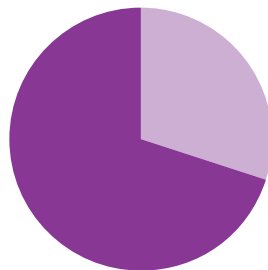
State of Cancer Care in America Report 2017, *Journal of Oncology Practice*



In 2016, oncology practices reported having

ONE AP for every **TWO** oncologists

State of Cancer Care in America Report 2017, *Journal of Oncology Practice*



70% of APs see their patients **independently** of the MD

APSHO Member Practice Survey

JADPRO

A Unique Fit for the Professional Needs of APs



Advanced practitioners (APs) in oncology have always sought knowledge and education to help them deliver the best care possible to their patients. But in years past, the only peer-reviewed journals they could look to for that information were those targeted toward oncology nurses or physicians. While these journals had plenty of relevant content, they didn't provide education at the level APs required. And they didn't address the special concerns that APs—whether NPs, PAs, CNSs, PharmDs, or others—wanted to hear about.

To address this need, in 2010, oncology publisher Harborside launched the *Journal of the Advanced Practitioner in Oncology*, better known as JADPRO. Finally, oncology APs had a peer-reviewed journal that was written by and for APs.

The mission of JADPRO is to improve the quality of care for patients with cancer, support critical issues in advanced practice in oncology, and recognize the expanding contributions of advanced practitioners in oncology. The essential objectives of JADPRO are:

- To publish topics across the cancer trajectory for nurse practitioners, physician assistants, clinical nurse specialists, advanced degree nurses, and pharmacists
- To support professional development of the advanced practitioner in oncology
- To promote interprofessional collaboration
- To uphold the highest ethical and professional standards
- To provide information that will enhance the quality of care for the patient with cancer.

Each Issue Includes



Reviews

Overview of key topics, reporting on landmark trials, recent advances or gaps in research; each article highlights implications for the AP



Practice Matters

Topics on clinical practice or professional development of APs, including discussions of emerging models of care delivery



Grand Rounds

Similar in scope to a review article but shorter, with a relevant, interwoven case study



Translating Research Into Practice

Critical appraisal of research methodology or novel research findings



Research and Scholarship

Original and translational research articles



Prescriber's Corner

Key information on a drug or drug class: indications, mechanism of action, administration, side effects, and relevant background for the AP



Diagnostic Snapshot

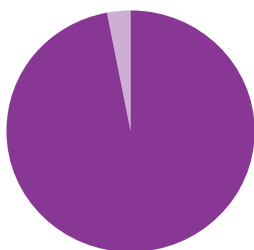
Real case studies; each contains a photo or scan, case presentation, a quiz, and rationales for both correct and incorrect answers



Tools & Technology

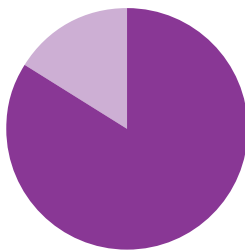
Reviews practice-enhancing resources available to APs through websites, software, devices, etc.

Readership | A Kantar study of oncology advanced practitioners reveals that...



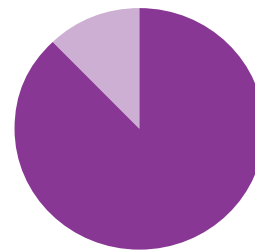
97%

of JADPRO readers are **actively seeing patients**



84%

of JADPRO readers are **selecting treatment plans and making decisions independently of the MD**



88%

of JADPRO readers are **prescribing medications**

JADPRO Live

The Premier Educational Event for Oncology APs



Taking the Show on the Road: JADPRO Live

As an extension of the success of the JADPRO journal, Harborside decided to take the education available in the print and digital pages and amplify it through a triple-accredited conference. And with that, JADPRO Live was launched. The seventh JADPRO Live annual conference, held in Seattle in October 2019, welcomed more than 1,500 attendees.



EXHIBIT & SPONSORSHIP OPPORTUNITIES AVAILABLE

For more information, visit www.advancedpractitioner.com/jadprolive or contact David Horowitz: dhorowitz@hbside.com or Jessica Tamasi: jtamasi@hbside.com

APSHO

The Only Professional Society Dedicated to Oncology APs



APSHO: A Society for Oncology Advanced Practitioners

While APs are veterans in terms of working with their colleagues, in the past it was often difficult to connect with like-minded APs from different organizations and practice types to share experiences and information. Harborside worked with influential leaders in the field of oncology advanced practice to oversee the creation of the Advanced Practitioner Society for Hematology and Oncology, or APSHO. Now **1,600 members strong**, APSHO has members from all 50 states—sharing ideas and working together to bring about better patient care.



Advanced Practitioner
Society for Hematology
and Oncology

Board of Directors

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Wellmont Cancer Institute

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UTHA LIVESTRONG Cancer Institutes

BOARD MEMBER

Gabrielle Zecha, PA-C, MHA
Seattle Cancer Care Alliance

Circulation and Bonus Distribution

Circulation

 Circulation audited annually by BPA Worldwide

SPECIALTY	CIRCULATION
Nurse Practitioners	4,600
Physician Assistants	2,345
Clinical Nurse Specialists	395
Advanced Practice Nurses	294
Pharmacists	260
Other	40
Total	8,024

Bonus Distribution*

MEETING	ISSUE
HOPA	January/February
NCCN Annual Conference	March
ONS	April
ASCO Annual Meeting	May/June
ASCO Quality Care Symposium	September/October
NCCN Hematologic Malignancies Congress	September/October
JADPRO Live	September/October
ASH Annual Meeting	September/October
San Antonio Breast Cancer Conference	November/December
2021 ASCO GI, 2021 ASCO GU, 2021 ASCO SITC	November/December

*Subject to change

Print Advertising Rates

Black & White Rates

FREQUENCY	FULL PAGE	1/2 PAGE	1/4 PAGE
1×	\$3,070	\$2,081	\$1,652
3×	\$3,014	\$2,020	\$1,591
6×	\$2,958	\$1,964	\$1,540
12×	\$2,907	\$1,907	\$1,474
24×	\$2,846	\$1,846	\$1,423
36×	\$2,795	\$1,790	\$1,362
48×	\$2,729	\$1,729	\$1,316
60×	\$2,678	\$1,678	\$1,250
72×	\$2,616	\$1,622	\$1,199
96×	\$2,560	\$1,566	\$1,142
120×	\$2,504	\$1,510	\$1,081

Black & White + Color Charges

2-color standard	\$648
2-color matched	\$944
4-color	\$1,856
5-color	\$2,785

Bleeds: No charge

Premium Position Charges

Cover 4	50% B&W rate
Cover 3	25% B&W rate
Cover 2	35% B&W rate
Consecutive right-hand pages	20%* over B&W rate
Table of contents	20% B&W rate
Other positions	5% B&W rate

*On 2nd and 3rd pages, up to 3 pages. For additional pages, contact Publisher.

Frequency: 8× in 2020

ISSUE DATES

Jan/Feb, Mar, Apr*, May/Jun, Jul, Aug**, Sep/Oct, Nov/Dec

*Special Issue: Highlights of JADPRO Live Annual Conference

**Special Issue: Highlights for the AP from the ASCO Annual Conference

Net Rates Cover Tips Supplied With PI and Without

FREQUENCY	2 PAGE SUPPLIED	2 PAGE PLUS PI
1×	\$21,070	\$27,070
3×	\$20,730	\$26,730
6×	\$20,390	\$26,390
12×	\$20,110	\$26,110
24×	\$19,735	\$25,735
36×	\$19,425	\$25,425
48×	\$19,055	\$25,055
60×	\$18,740	\$24,740
72×	\$18,400	\$24,400
96×	\$18,060	\$24,060
120×	\$17,720	\$23,720

Insert Rates

FREQUENCY	2-PG INSERT	4-PG INSERT	6-PG INSERT	8-PG INSERT
1×	\$7,140	\$13,281		
3×	\$7,028	\$13,056		
6×	\$6,916	\$12,832	\$18,748	\$24,664
12×	\$6,814	\$12,628	\$18,442	\$24,256
24×	\$6,692	\$12,383	\$18,075	\$23,766
36×	\$6,590	\$12,179	\$17,769	\$23,358
48×	\$6,457	\$11,914	\$17,371	\$22,828
60×	\$6,355	\$11,710	\$17,065	\$22,420
72×	\$6,233	\$11,465	\$16,698	\$21,930
96×	\$6,120	\$11,241	\$16,361	\$21,482
120×	\$6,008	\$11,016	\$16,025	\$21,033

List Match Charge

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

Split-Run Inserts Production Charge

Billing is based on the earned insert rate times the percentage of circulation, with a minimum of 50% of the total circulation, plus a noncommissionable production charge of \$2,000. For a run-of-book split-run charge, please contact the publisher.

Note: there is a maximum of 4 split-runs per issue

Discounts

Continuity Discount

Advertise a product in 7 issues of JADPRO and receive the 8th FREE.

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.

Advertise in all 8 issues and receive a free bag insert at JADPRO Live.

Harborside Combined Frequency Discount

An advertiser's (including a parent company and its subsidiaries) frequency rate for JADPRO will be determined by the number of pages placed in a calendar year in the following Harborside publications: JADPRO, *JNCCN—Journal of the National Comprehensive Cancer Network*, *The ASCO Post*, and *JCO - Oncology Practice*. The number of placed pages includes full and fractional pages. When the number of insertions is greater or less than indicated by the contract, rates are adjusted accordingly. Please contact the publisher for details.

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.

All published rates are in USD

Print Advertising Specifications

Requirements for Cover Tips, Inserts or Outserts

2 mockups must be provided for proposed piece. Mockups are needed to head off potential problems during binding and allow Publisher to provide feedback on how to correct any problems prior to delivery. Once samples are received, it will also be determined if additional postage and binding charges will be necessary. For a simple two-sided piece, a mockup is not necessary. All other configurations require mockups, which are due **4 weeks before due date to printer.**

Insert Specifications

Quantity: 10,000 total

Paper Weight: 80# - 100# Text

Specifications: Supply 8-3/8" × 11-1/8". 1/8" will be trimmed off all sides. Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard.

Please check with Harborside for availability and other information required.

Cover Tips Specifications

Cover tip should be supplied trimmed.

Minimum paper weight: 70#

Quantity: 10,000

Size: 8" wide × 5.5" high

Cover tip will be flush (with variation of up to 0.125") to spine and foot of cover.

If there is printing on the back of the cover tip, please leave a minimum safety for live matter of 0.5" at the gutter edge to accommodate the glue strip.

If you are planning a variation on the normal 2-page cover tip (i.e. PI affixed to back, pocket cover tips with PI enclosed, etc.) it is recommended that there be 2" clearance between the edge of the PI and the gutter edge of the cover tip.

Outsert Specifications

Quantity: 10,000

Outserts are limited by the size of the host publication (8.125" × 10.875").

Outserts must be supplied as single units. They cannot be supplied individually shrink wrapped. Any PI information must be spot glued inside.

Mechanical Requirements

Journal Trim Size: 8-1/8" × 10-7/8"

Type of Binding: Perfect

AD SIZES	BLEED	TRIM	LIVE
2-Page spread	16.5" × 11.125"	16.25" × 10.875"	15.75" × 10.375" *
Full Page	8.375" × 11.125"	8.125" × 10.875"	7.625" × 10.375"
1/2-Page (vertical)	4.25" × 11.125"	3.875" × 10.875"	3.5" × 10.375"
1/2-Page (horizontal)	8.375" × 5.625"	8.125" × 5.25"	7.625" × 4.75"
1/4-Page (square)	4.25" × 5.625"	3.875" × 5.25"	3.5" × 4.75"

* with a 0.75" safety down the middle

Material Storage

Files are held for 1 year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed 1 month after issue mails.

Shipping

Insertion Orders to:

Kristina O'Toole, JADPRO, Harborside
94 North Woodhull Road
Huntington, NY 11743
Tel: 631.935.7668, Cell: 631.921.2986
E-mail: hspadorders@hbside.com

Ad Materials to:

Email: hspadmats@hbside.com
FTP: ftp.harborsidenexus.com
Username: hspsales
password: Connect!1

Color Proofs to:

Norman W. Virtue, JADPRO, Harborside
94 North Woodhull Road
Huntington, NY 11743
Tel: 631.935.7682, Fax: 631.692.0805

Inserts to:

Tammy Baugh, Publishers Press, Inc.
13487 South Preston Highway
Lebanon Junction, KY 40150
Tel: 800.214.1127
Cartons must indicate publication name, issue date, and quantity.

Reprint/ePrint Orders

Commercial article reprints and electronic reprints (ePrints) are available.

Please contact Amy Schriver, Manager, Content Solutions, The Sheridan Press.

Tel: 800.635.7181 Ext. 8184
E-mail: amy.schriver@sheridan.com

Print Advertising Specifications

Agency Commission

Fifteen percent (15%) of gross billings on space, color, cover, and preferred position charges. Additional production charges are noncommissionable. Cash discounts are available. Contact publisher for details.

Advertising Policies

Placement of advertising: Between, but not within, articles. Placement location is at the discretion of Harborside.

Closing Dates

ISSUE	RESERVATION	AD MATERIAL DUE	INSERTS DUE
Jan/Feb	12/20/19	1/3/20	1/10/20
March	2/20/20	2/27/20	3/5/20
April	3/19/20	3/26/20	4/2/20
May/June	4/22/20	4/29/20	5/6/20
July	6/24/20	7/1/20	7/8/20
August	7/23/20	7/30/20	8/6/20
Sep/Oct	8/24/20	8/31/20	9/8/20
Nov/Dec	10/22/20	10/29/20	11/5/20

Closing dates are subject to change.

Acceptance of Advertising

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

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claim as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher."

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

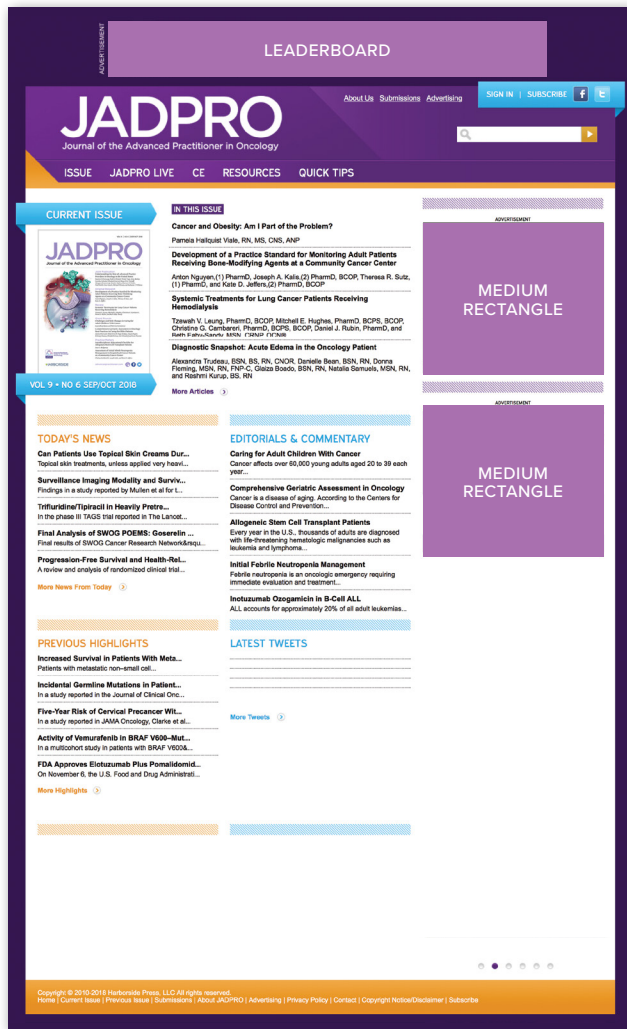
In addition, the publisher reserves the right to reject or discontinue any advertising for any reason. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

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

The publisher 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 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.

JADPRO Online



advancedpractitioner.com

JADPRO's website features all content from the current issue as well as archived articles from all past issues. The homepage highlights a news feed of relevant stories from the Web, aggregated content from *The ASCO Post* and JNCCN, key editorials and commentary, selected articles from previous issues, virtual events, JADPRO's most recent social media posts, blog entries from JADPRO associate editors and guests, and sponsored content. From the navigation bar, potential contributors can access the manuscript submission portal ScholarOne, and clinicians can sign up to receive the journal.

Ad Sizes Available

- Leaderboard: 728 × 90
- Medium rectangle: 300 × 250

Rates

- Limited sponsorship program at \$50,000 net per year at 33% SOV
- A 20% discount is offered to advertisers advertising in three (3) print issues of JADPRO

2019 Average Stats*

Sessions Per Month	6,108
Users Per Month	4,414
Pages Per Session	2.42
CTR %	0.23%
In View %	76.58%

*Based on U.S. average stats Jan-Jun in 2019, Google Analytics, Google DFP, and MOAT Analytics

JADPRO Monthly e-TOCs

Two E-mails per Issue of JADPRO

- ✉ **E-MAIL 1:** TOC e-mail containing 6-8 articles from the corresponding issue of JADPRO with a short summary of each article and a direct link to that article on advancedpractitioner.com
- ✉ **E-MAIL 2:** A list containing the most-read articles from advancedpractitioner.com with a direct link to those articles.

Circulation

5,487 US recipients

Banner Ads Available

- Leaderboard: 728 x 90
- Wide skyscraper: 160 x 600

Native Advertisement:

- Image specs: 220px wide x 150px tall, 72-dpi RGB (JPG, GIF, or PNG format)
- Text: Max. 40 words

Net Rates

- \$3,800 for leaderboard or skyscraper
- \$2,800 for native advertisement
- A 20% discount is offered on banner ads to advertisers advertising in the same print edition of JADPRO

Schedule: 14x/year*

E-MAIL DATE	INSERTION ORDER DUE	AD MATERIAL DUE
✉ 1/22/20	1/8/20	1/15/20
✉ 2/19/20	2/5/20	2/12/20
✉ 3/18/20	3/4/20	3/11/20
✉ 4/8/20	3/25/20	4/1/20
✉ 4/22/20	4/8/20	4/15/20
✉ 5/20/20	5/6/20	5/13/20
✉ 6/24/20	6/10/20	6/17/20
✉ 7/22/20	7/8/20	7/15/20
✉ 8/12/20	7/29/20	8/5/20
✉ 8/26/20	8/12/20	8/19/20
✉ 9/23/20	9/9/20	9/16/20
✉ 10/21/20	10/7/20	10/14/20
✉ 11/25/20	11/11/20	11/18/20
✉ 12/16/20	12/2/20	12/9/20

*Dates are subject to change.

2019 eTOC Average Stats*

Distribution	5,487
Gross Open Rate	18.97%
Delivery rate	99.54%
Unique Opens	1,039
Click-through rate	13.24%

*Based on U.S. average stats Jan-June 2019

Send all digital material to digitalads@hbside.com

Additional Opportunities to Reach APs

JADPRO CE

ISSUE | JADPRO LIVE | CE | RESOURCES | QUICK TIPS | HIGHLIGHTS

Adherence to
ORAL ONCOLOGICS
KNOWLEDGE CENTER
Best Practices for Supporting Patients on Oral Cancer Therapies

Overview
As the use of oral oncology increases, cancer programs face a number of challenges to ensure high-quality care for their patients. In this video, a panel of leading experts in oncology practice discuss the key issues involved in patient adherence to oral therapeutics, including awareness, education and communication.

PANELISTS
Kimberly M. Hicks, PharmD, MHA (Moderator)
 Director of Pharmacy Services at HHS Health Group of Companies, Orlando, Florida
Susan Scherer, RN, BSN, OCN
 COO and founder of the Cancer Support Solutions in Tampa, Florida
John Novak, CHA, PA-C
 Physician Assistant at Rocky Mountain Cancer Centers, and clinical professor at University of Colorado School of Medicine, Aurora, Colorado
Diane Cope, PhD, ARNP-BC, AOCNP
 Oncology nurse practitioner at Florida Cancer Specialists and Research Institute, Ft. Myers, Florida

THE ROLE OF THE ADVANCED PRACTITIONER IN MAINTAINING ADHERENCE IN PATIENTS ON ORAL ONCOLOGICS
 Based on the panel discussion, this supplement to JADPRO centers on the role of the advanced practitioner in maintaining adherence in patients on oral oncology. Case studies illustrate common challenges to non-adherence, and steps to successful implementation of oral oncology are reviewed.

PATIENT EDUCATION
 Helping patients adhere to their often-complicated regimens of oral oncology begins and ends with communication. Share this resource with your patients as a way to start the conversation about which strategies for adherence will work best for them.

ONLINE RESOURCES
 Here you'll find a collection of articles and websites to help you learn more about ways you can support your patients taking oral oncology.

NEW! JADPRO Resource Center

The newly launched JADPRO Resource Center is a unique way to engage and educate oncology APs on a particular disease state or topic through a variety of formats designed to appeal to different learning styles and situations. Developed with KOLs guiding the content throughout the lifetime of the project, each Resource Center will be a “one-stop shop” for APs to stay current on practice-changing developments in the field. See below for the full list of Resource Center content suite offerings.

To include:

- 100% SOV on all pages of the resource center
- 100% SOV on 12 of the Updates for the Advanced Practitioners newsletters (deployed to 8,000 US-based APs)
- New Content Suite Includes:
 - » “News” (Powered by *The ASCO Post*)
 - » Literature Highlights
 - » Interactive Quizzing
 - » Educational Slide Library
 - » Multimedia Interviews and Fast Fact Videos

Guarantees: CPE Program

JADPRO Live Roundup Email

- Package of 5 emails: Highlights from each day at JADPRO Live starting on day 1 of conference
- Distribution to:
 - » 1,400+ JADPRO Live AP attendees
 - » 5,069 JADPRO AP requestors
- Limited availability! 50% SOV - (1) 728 × 90 ad unit per package

2019 Average Stats

- Distribution: 5,383
- Gross Open Rate: 22.18%
- Delivery Rate: 99.63%
- Click-Through Rate: 6.51%

2019 JADPRO Live ROUNDUP
 Your daily recap of highlights from the conference

ADVERTISEMENT

LEADERBOARD

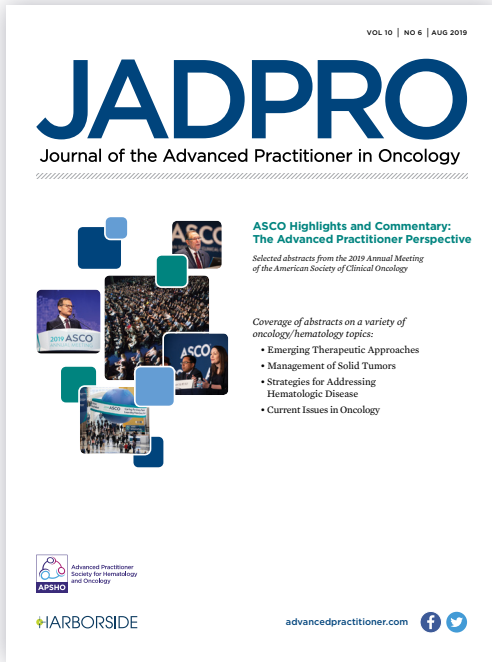
Multidisciplinary Panel Highlights the Role of the AP in Discussing the Cost of Cancer Care With Patients
 Kicking off day 2 of JADPRO Live 2018, panel members—including a clinical pharmacist, patient advocate, oncologist, oncology nurse practitioner, and clinical researcher—offered attendees their individual perspectives on how APs can effectively communicate with patients about the cost of their cancer treatment and connect them with available support options within their institution and in the community.

Session Updates APs on the Impact of New Drug Updates in Hematologic Malignancies
 In one of our most popular annual sessions, Rebecca J. Nelson, PharmD, BCOP, updated attendees on the latest pharmacologic advances in the treatment of hematologic malignancies, including approvals and pivotal clinical data from across the past year, the serious adverse events associated with these new drugs, and how they've impacted advanced practice.

Learn more about CE information here. For more information, visit JADPROLive.com. For all other questions regarding this event, please contact Carolyn Trachtenbroit at cctrachtenbroit@hbside.com

For pricing and other information, please contact Kristina O'Toole at kotoole@hbside.com

Additional Opportunities to Reach APs



Conference Highlights Supplements

Highlights from a conference of interest* accompanied by thoughtful advanced practitioner commentary and perspectives (print and/or digital).

Digital

- Video: Clinical perspectives from advanced practitioner(s) covering practice-changing information coming out of the conference; video is captured each day of the conference (2–3 videos per day)
- Email sent each day to JADPRO audience (5,487 requestors) with embedded video and headlines from top news stories
- 6–7 videos posted on landing page featuring Highlights supplements on **advancedpractitioner.com**
- 728 × 90 banner advertising (2) included on Highlights landing page, live for 3 months

Print

Supplement featuring insights by advanced practitioner thought leaders, mailed with the corresponding issue of JADPRO

Package A: Digital only - \$75,000 **Package B:** Print & digital - \$97,000

*Highlights supplement subject to conference coverage. Please reach out for additional information.



NEW! Podcasts

- JADPRO will be premiering a new weekly podcast with coverage of JADPRO Live, journal articles, and featuring interviews with advanced practitioners
- Opportunity is a 100% SOV sponsorship on podcast landing page
- Topics may include:*
 - » Survivorship
 - » Supportive care
 - » Palliative care
 - » Professional development
- Pre-roll includes 15-second bumper before each podcast begins.
 - » For example, “This podcast is brought to you in part by (Company name). Learn more about (Company name)’s oncology products by visiting (Company URL).com”
- Available on iTunes, GooglePlay, Amazon Alexa, and other podcast platforms.
- 1 podcast per week
- \$5,000 net per month, includes all podcasts in the month

*subject to change



Journal Marks

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

AD UNIT	NET RATE
2 Pages	\$13,280
3 Pages	\$16,350
4 Pages	\$19,420

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

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

Digital Specifications

SPECIFICATION	WEBSITE	E-TOC
Accepted ad sizes	Leaderboard (728 × 90) Medium rectangle (300 × 250)	Leaderboard (728 × 90) Wide skyscraper (160 × 600)
Native Advertisement	N/A	220px wide × 150px tall, 72-dpi RGB (JPG, GIF, or PNG format) Max. 40 words
Ad expansion available	Yes	No
Ad expansion sizes	Leaderboard (728 × 315) Medium rectangle (600 × 250)	N/A
Ad expansion notes	Ad must require user click initiation for expansion. Expanded ad must include clearly visible close controls.	N/A
Ad formats	JPG, GIF, HTML5*, third-party served ads	JPG, GIF, animated GIF
Maximum initial file load size	160K	100K
Rich media file size	160K	N/A
Animation time	15 seconds/3 loops	15 seconds/3 loops**
Border	All ads with white or partially white background must use a 1-pixel black border	All ads with white or partially white background must use a 1-pixel black border
Third-party click and pixel tracking available [†]	No	No
Alternate text required [‡]	Yes	Yes
URL	Provide URL for any links	Provide URL for any links
Maximum Ad Resource Requests***	15	N/A

All ad creative is due one week prior to live date and is subject to approval by Harborside. Email Creative must be finalized no later than 72 hours prior to deployment. HTML5 ads must be provided as soon as possible for testing purposes.

*HTML5 ads must be provided at least TWO WEEKS before ad is scheduled to go live for testing purposes.

For times when the user's browser does not support creative functionality (i.e., HTML5), provide standard-image files.

[†]Please provide alternative text (up to 64 characters including spaces).

*** Resource request limits include any scripts that the agency/advertiser may be utilizing in conjunction with the campaign.

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:

When using HTML5, please adhere to IAB regulations and provide image files as backups.

All files for the ad, including supporting files and agency supplied tracking scripts must be within IAB standards.

70% Viewability is current industry standard. Ads taking more than 3 seconds to load will void Viewability make goods. 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 JADPRO 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 JADPRO site, including the fact that someone is a JADPRO 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.

Harborside does not recommend the utilization of blocking tags (e.g. Double Verify). These are commonly reconfigured or misused. Harborside utilizes Google Ad Manager for geo-targeting and will not honor make-goods for impressions lost due to geo-fencing issues.

2020 Classified Advertising

Display Rates

SPACE	1×	6×	12×
Full page	\$2,910	\$2,800	\$2,755
1/2 page horizontal	\$1,970	\$1,860	\$1,805
1/2 page vertical	\$1,970	\$1,860	\$1,805
1/4 page	\$1,565	\$1,460	\$1,395

Color Rates

Standard color	\$1,045 + B&W rate
4-color	\$2,437 + B&W rate

Line Rates

(Print) minimum charge	\$351
(Print) per word charge	\$4
Website listing	\$330 (max 400 words)

Added Value

Online Distribution

- All ad placements include 2-month rotation on advancedpractitioner.com.
- Additional online advertising opportunities are available.

2020 Issuance & Deadlines

ISSUE	RESERVATION	AD MATERIAL DUE
Jan/Feb	12/20/19	1/3/20
Mar	2/20/20	2/27/20
Apr	3/19/20	3/26/20
May/June	4/22/20	4/29/20
Jul	6/24/20	7/1/20
Aug	7/23/20	7/30/20
Sep/Oct	8/24/20	8/31/20
Nov/Dec	10/22/20	10/29/20

Closing dates are subject to change.

Submission

Display ads should be supplied electronically as PDF, EPS, or TIFF files, at a minimum of 600 dpi. All display ads not provided in the above format are subject to a black & white typesetting fee: 1 page, \$90; 1/2 page, \$70; 1/4 page, \$50; 1/8 page, \$30. Microsoft Word documents are accepted (for text only). Logo, if required, should be supplied as EPS or TIFF file. Specify issue dates and include name, address, and phone number.

Mechanical Requirements

SIZE	WIDTH	HEIGHT
Full page	6.75"	9"
1/2 page (horizontal)	6.75"	4.5"
1/2 page (vertical)	3.375"	9"
1/4 page (square)	3.375"	4.5"

Contact publisher for online specs.

Additional Terms and Conditions

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

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

When change of copy, covered by an uncancelled 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 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.

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

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 Kristina O'Toole (kotoole@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.

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 Cancellations

Must be prior to 90 days of the published insertion order due date. After the published closing date, any premium positions are non-cancelable, and full payment is due.

Premium Positions are listed on page 11.

Digital Cancellations

Advertiser may cancel the I/O as follows:

For Flat-Fee or Fixed Placements:

- With minimum of 60 days prior written notice: no penalty
- With less than 60 days prior written notice: Advertiser is responsible for any contracted media to be served within 60 days
- Viewability requirements will not be honored on Cost per Engagement (CPE) Campaigns



HARBORSIDE

The nexus of knowledge

Publications

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

JADPRO

The ASCO[®] Post

JCO[®] Oncology Practice

JNCCN

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

JCO[®] Global Oncology

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.

JADPRO *Live*

JNCCN 360

SMARTIE

ONCOLOGY GO

Partnerships

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

ASCO[®]

APSHO
Advanced Practitioner
Society for Hematology
and Oncology

NCCN
National
Comprehensive
Cancer
Network[®]

Cleveland Clinic

CANCERcare



HARBORSIDE

The nexus of knowledge

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