

# JCO Oncology Practice Media Kit | 2023

## ASCO & JCO Oncology Practice Overview



## Working Together to Improve the Delivery of Cancer Care



The story of ASCO is the story of progress against cancer. There is currently tremendous clinical research being done to improve the lives of patients with cancer, and the U.S. cancer care delivery system is constantly changing to better meet the needs of patients. But despite rapid progress, major hurdles prevent patients from accessing the best, high-quality care.

As an integral member of ASCO's portfolio of oncology publications, the *JCO Oncology Practice* (*JCO OP*) provides the tools for the practicing oncologist to navigate the ever-increasing complexity of the cancer care delivery system.

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# JCO<sup>®</sup> Oncology Practice

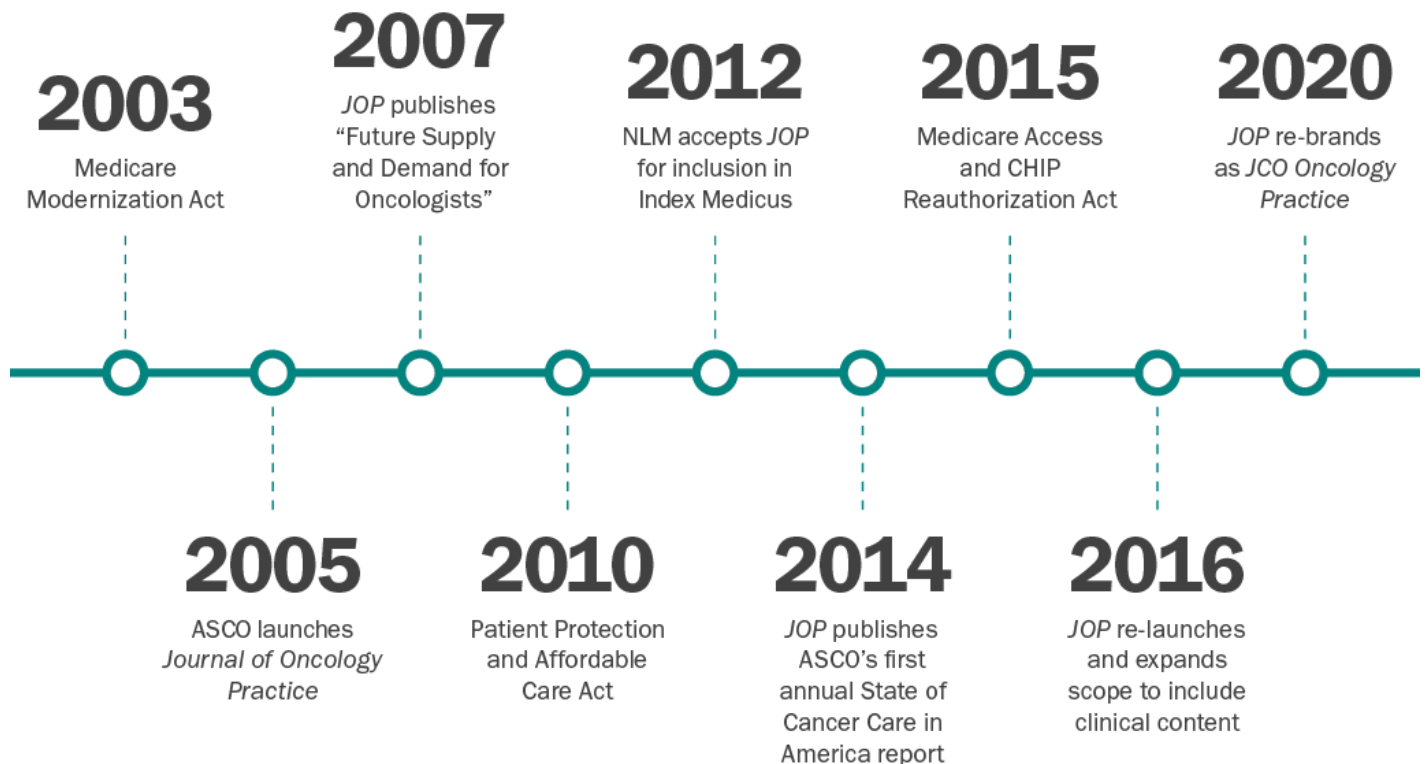
An American Society of Clinical Oncology Journal

## Filling an Important Role in Oncology

*JCO OP* (originally *Journal of Oncology Practice*) was launched in 2005 in response to the Medicare Modernization Act (MMA), which brought about a seismic shift in the health care landscape. The years since MMA have brought many legislative, economic, and administrative challenges to the practice of cancer care in the United States, challenges that oncologists and practice managers still grapple with today. Now, more than ever, oncologists need to stay abreast of the latest information and insights to keep their practices current and to continue to deliver high-quality care to cancer patients.

*JCO OP* is a unique oncology journal that bridges the gap between the clinical challenges of oncology and the mechanics of practice (also known as care delivery). All content dealing with understanding the provision of care is the purview of *JCO OP*. Additionally, *JCO OP* addresses the need of practicing physicians to have contemporary clinical problems discussed in a concise, accessible way. In 2020, *Journal of Oncology Practice* was brought under the *JCO* umbrella and re-named *JCO Oncology Practice*.

## *JCO OP* Timeline of Important Events



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## A One-Two Punch – Editorial Covering the Business and Clinical Sides of Oncology

From the business of oncology, to health care policy, to the latest clinical and therapeutic advances, the editorial content of *JCO OP* offers concise, engaging insights into all aspects of oncology practice. The original research published in the journal covers topics that are indispensable to running a successful oncology practice, such as care delivery, reimbursement, health policy, business management, quality, and value of care. In addition, *JCO OP* provides focused, expert reviews that answer the pressing clinical concerns faced by oncologists every day.

### Every issue of *JCO OP* includes:

- Practice-changing Original Contributions
  - Insightful Editorials and Commentaries
  - Focused, authoritative Clinical Reviews by thought leaders in oncology
  - Practical summaries of the latest ASCO Guidelines
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# State of the Oncology Workforce in America

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2020 SNAPSHOT

## State of the Oncology Workforce in America



In 2020, there will be an estimated 1.8 million new cancer cases in the United States and 16.9 million people living with a history of cancer.<sup>1</sup> As the demand for cancer services increases, it's especially important to monitor the workforce available to diagnose, treat, and continue to care for people with cancer. The 2020 Snapshot on the State of the Oncology Workforce in America provides highlights from the American Society of Clinical Oncology's (ASCO) Workforce Information System, which assembles the latest available data on oncologist supply and demand in the United States to provide a close look at a critical segment of the workforce who care for people with cancer. The 2020 Snapshot includes a special focus on the oncology workforce in rural America.

## THE U.S. ONCOLOGY WORKFORCE

**12,940\***

Oncologists engaged in patient care<sup>2</sup>

**1,698**

Oncology practices<sup>3</sup>

### AGE OF WORKFORCE



**19.7%** Oncologists nearing retirement age (64+)<sup>4</sup>

**15.6%** Early career oncologists (40 and under)<sup>5</sup>

**601** Fellows graduated from an oncology program<sup>6</sup>

### DIVERSITY IN ONCOLOGY



**4.7%** Oncologists who are Hispanic or Latino<sup>7</sup>

**3%** Oncologists who are Black or African American<sup>8</sup>

**0.1%** Oncologists who are American Indian or Alaska Native<sup>9</sup>

**34.4%** Oncologists who are female<sup>10</sup>

### GEOGRAPHY



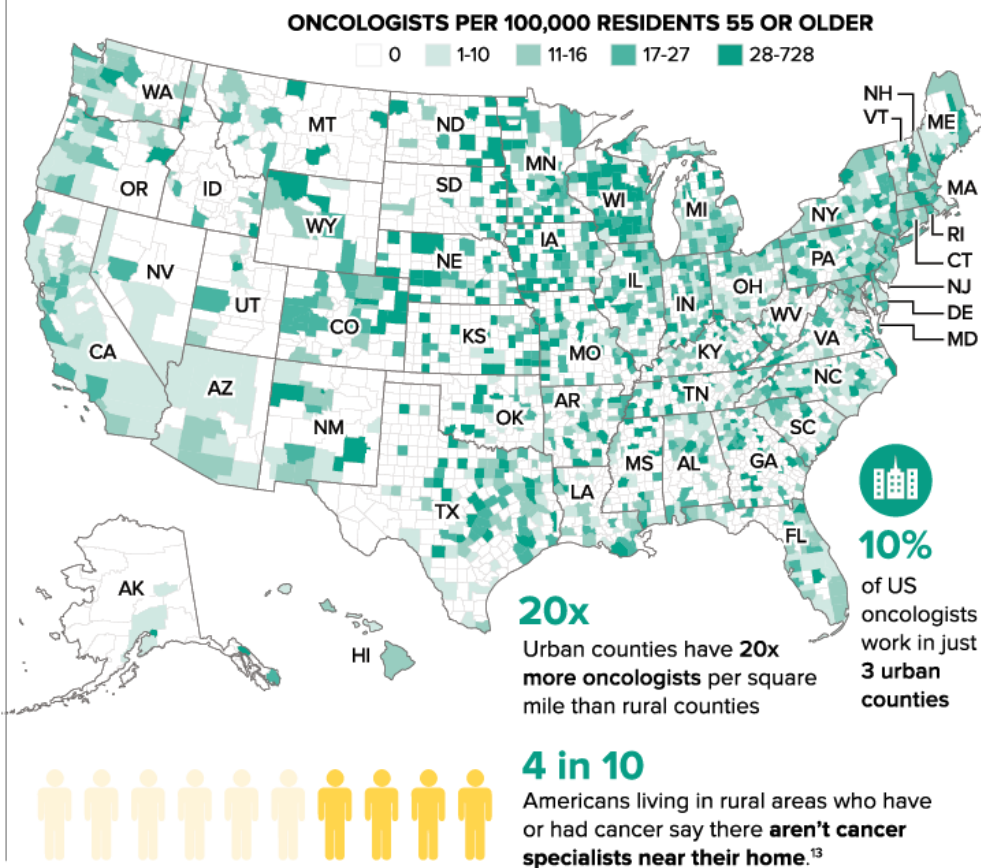
**11.6%** Oncologists who practice in a rural area<sup>11</sup>

## IN FOCUS: Oncology Workforce in Rural America<sup>12</sup>

**1 in 6**  
Americans live in a rural area

**66%**  
of rural counties have no oncologist

**32 million**  
Americans live in counties without an oncologist



\*Includes physicians who report hematology, hematology/oncology, and medical oncology as primary specialty

To read the full Workforce Information System report, visit [asco.org/state-of-cancer-care](https://www.asco.org/state-of-cancer-care)

#### Sources

1. American Cancer Society: Cancer Facts and Figures 2020: [www.cancer.org/research/cancer-facts-statistics/all-cancer-facts-figures/cancer-facts-figures-2020.html](https://www.cancer.org/research/cancer-facts-statistics/all-cancer-facts-figures/cancer-facts-figures-2020.html);
2. Physician Compare datasets, Centers for Medicare & Medicaid Services: [data.medicare.gov/data/physician-compare](https://data.medicare.gov/data/physician-compare);
3. Ibid;
4. AMA Physician Masterfile, American Medical Association: [www.ama-assn.org/practice-management/masterfile/ama-physician-masterfile](https://www.ama-assn.org/practice-management/masterfile/ama-physician-masterfile);
5. Ibid;
6. Brotherton SE, Etzel SI. Graduate Medical Education, 2018-2019. JAMA. 2019;322(10):996-1016.;
7. Diversity in Medicine: Facts and Figures 2019, Association of American Medical Colleges: [www.aamc.org/data-reports/workforce/report/diversity-medicine-facts-and-figures-2019](https://www.aamc.org/data-reports/workforce/report/diversity-medicine-facts-and-figures-2019);
8. Ibid;
9. Ibid;
10. Physician Compare datasets, Centers for Medicare & Medicaid Services: [data.medicare.gov/data/physician-compare](https://data.medicare.gov/data/physician-compare);

11. Rural-Urban Continuum Codes, United States Department of Agriculture: [www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx](http://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx);
12. Levit, Laura A et al. "Closing the Rural Cancer Care Gap: Three Institutional Approaches." *JCO Oncology Practice*, OP2000174. 23 Jun. 2020, doi:10.1200/OP.20.00174;
13. American Society of Clinical Oncology, 2019 National Cancer Opinion Survey: [www.asco.org/sites/new-www.asco.org/files/content-files/blog-release/pdf/2019-ASCO-Cancer-Opinion-Survey-Final-Report.pdf](http://www.asco.org/sites/new-www.asco.org/files/content-files/blog-release/pdf/2019-ASCO-Cancer-Opinion-Survey-Final-Report.pdf)

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## Circulation and Bonus Distribution

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### Circulation

Specialty	Circulation
Medical Oncology (AMA & ASCO)	4,773
Hematology/Oncology (AMA & ASCO)	6,480
Hematology (ASCO)	4,793
Internal Medicine (ASCO)	940
Pediatric Hematology/Oncology (ASCO)	127
Urology (ASCO)	90
Surgical Oncology (ASCO)	424
Radiation Oncology (ASCO)	620
Gynecologic Oncology (ASCO)	266
NP & PA (ASCO)	461
Practice Management	1,700
Non-Member Paid Subscribers	92
Other*	4,782

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**Total****25,548**

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

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## Bonus Distribution\*

<b>Conference</b>	<b>Issues</b>
ASCO GI - ASCO Gastrointestinal	December '22
ASCO GU - ASCO Genitourinary	January
SSO - Society of Surgical Oncology	February
HOPA - Hematology/Oncology Pharmacy Association	February
NCCN Annual Conference	March
ONS - Oncology Nursing Society	March
American College of Physicians (ACP)	March
ASCO Annual Meeting	April
ASCO Annual Meeting	May
Best of ASCO Seattle	June
ASCO Breakthrough	June
NCCN Heme	August
IASLC World Lung Conference	August
ASTRO - American Society for Radiation Oncology	September
ESMO - European Society for Medical Oncology	September
ASCO Quality Care	September
JADPRO Live	October
ASH - American Society of Hematology	November
SABCS - San Antonio Breast Cancer Symposium	November

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\*Bonus Distribution is subject to change and 2023 conferences may potentially change to a virtual setting

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## Print Advertising Rates

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### Black & White Rates

Frequency	Page	1/2 page	1/4 page
1x	\$3,450	\$2,255	\$1,345
6x	\$3,340	\$2,110	\$1,305
12x	\$3,265	\$2,065	\$1,265
24x	\$3,150	\$2,015	\$1,240
36x	\$3,030	\$1,970	\$1,215
48x	\$2,960	\$1,890	\$1,185
60x	\$2,915	\$1,860	\$1,150
72x	\$2,875	\$1,850	\$1,105
96x	\$2,795	\$1,765	\$1,105
120x	\$2,755	\$1,725	\$1,105

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### Insert Rates

Frequency	2 page insert	4 page insert	6 page insert	8 page insert
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1x	\$7,900	\$14,800	\$21,700	\$28,600
6x	\$7,680	\$14,360	\$21,040	\$27,720
12x	\$7,530	\$14,060	\$20,590	\$27,120
24x	\$7,300	\$13,600	\$19,900	\$26,200
36x	\$7,060	\$13,120	\$19,180	\$25,240
48x	\$6,920	\$12,840	\$18,760	\$24,680
60x	\$6,830	\$12,660	\$18,490	\$24,320
72x	\$6,750	\$12,500	\$18,250	\$24,000
96x	\$6,590	\$12,180	\$17,770	\$23,360
120x	\$6,510	\$12,020	\$17,530	\$23,040

Insert samples must be forwarded to Harborside prior to reservation deadline.

## Net Rates Cover Tips Supplied

Frequency	2-Pg Supplied	2-PG Supplied Plus PI
1x	\$23,700	\$29,700
6x	\$23,040	\$29,040
12x	\$22,590	\$28,590
24x	\$21,900	\$27,900
36x	\$21,180	\$27,180
48x	\$20,760	\$26,760
60x	\$20,490	\$26,490
72x	\$20,250	\$26,250
96x	\$19,770	\$25,770
120x	\$19,530	\$25,530

# Outsert Pricing

## Rates (Supplied)

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U.S. Only	\$19,750 net
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Price based on 2-4 page outsert within specs

**Contact your representative for more information**

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## Color Charges

Color	Charge
4 color	\$2,670
2 color standard	\$980
2 color matched	\$1,060
5 color	\$3,730

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## Premium Position Fees

Position	Charge
Cover 4	50% B&W Rate
Cover 2	25% B&W Rate
Opposite TOC	15% B&W Rate
Following TOC	10% B&W Rate
Preceding First Article	10% B&W Rate
Consecutive Right Hand Pages	20%* over B&W Rate

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

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# Frequency: Monthly

## Issue Dates

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Jan 15, Feb 15, Mar 15, Apr 15, May 15, Jun 15, Jul 15, Aug 15,  
Sep 15, Oct 15, Nov 15, Dec 15

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**Earned Rates:** Each page or fraction thereof qualifies for earned annual contract frequency discounts for all affiliates of advertiser's parent company.

**Bleed:** No charge

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## BRC Insert Charge

BRCs are billed as 1/2 page B&W inserts with minimum full-page ad opposite. A sample of the BRC and paper must be submitted to Harborside for approval.

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## List Match Charge

Harborside will match any client list to *JCO OP's* circulation. The first 2 list matches are free; charge of \$2,500 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.

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## Split-Run Insert 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 \$2,500. For a run-of-book split-run charge, please contact Harborside.

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

All published rates are in USD

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## Print Discounts and Incentives

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### NEW FOR 2023: ASCO Publication Network: Six Pack Program

**Maximize your exposure with the #1 Read Oncology Publications!** Run your advertisement in all 6 issues of the ASCO Publications Network in the same month

Monthly Package Includes:

- 3 issues of *JCO* in the three issues of the month
- 2 issues of *ASCO Post* in the two issues of the month (2 of the 3 in JUNE)
- 1 issue of *JCO-OP* (THIS ONE WILL BE FREE!)
- Placements in *JCO* and *The ASCO Post* 20% off of your earned rate!
- Estimated Total Discount: 30%



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## ASCO Publications Combined Frequency Rate

Advertisers in ASCO Publications: *The ASCO Post*, *Journal of Clinical Oncology (JCO)*, and *JCO Oncology Practice (JCO OP)* combine for pages to earn the frequency rate in *JCO OP* 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.

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## PI Discount

Advertise 3 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.

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## 6-Time Discount

Advertise a product in 5 issues of *JCO OP* and receive the 6th 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.

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# Print Advertising Specifications

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## Advertising Sizes

Ad Sizes	Bleed	Trim	Live
2-Page spread	16.5" × 11.125"	16.25" × 10.875"	15.75" × 10.375" *

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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"
1/3-Page (vertical)	2.825" × 11.125"	2.675" × 10.875"	2.25" × 10.625"
1/3-Page (horizontal)	8.375" × 3.75"	8.125" × 3.5"	7.625" × 3"

\* with a 0.5" safety down the middle

## Requirements for Cover Tips, Inserts and Outserts

Two mockups must be provided for proposed piece. Mockups are needed to head off potential problems during binding and allow Harborside 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**.

## Cover Tips

Cover tip should be supplied trimmed.

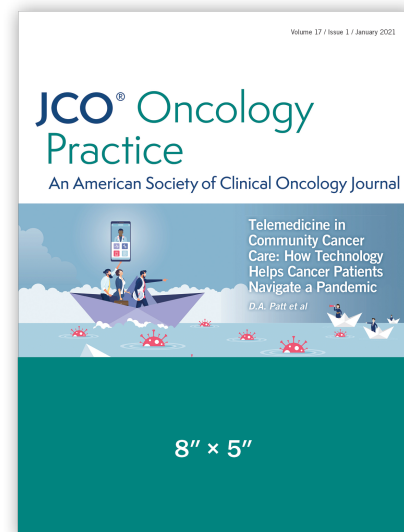
**Minimum paper weight:** 70#

**Quantity:** TBD

**Size:** 8" wide x 5" high or 3.5" wide x 6" 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.

Two plain paper mockups must be submitted for evaluation and approval. Mock-ups are needed to head off potential problems during binding. The idea is to give you feedback prior to having the piece printed. For a simple two-sided piece, a mockup would not be necessary. However, if you are considering something more complex (i.e. a pita pocket or an attached PI), a mockup is required.

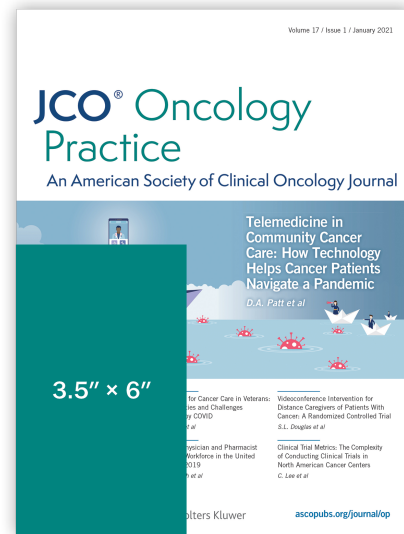
**Send mockup to:**

Norman Virtue  
244 Hillside Avenue  
Valley Stream, NY 11580  
Send PDF file for ASCO approval to  
[nvirtue@hbside.com](mailto:nvirtue@hbside.com)

**Once approved, ship printed pieces to:**

**Send bulk of ad material to:**

Quad  
ONP- ONP004 / Issue Date  
Attn: Stacy Darby  
555 South 108th Street  
West Allis, WI 53214-1145  
414-566-3500



**Send 2 printed pieces to:**

Quad  
ONP- ONP004 / Issue Date  
Attn: Stacy Darby  
4766 N Dickenson Rd, Coleman, MI 48618

**Send 2 printed pieces to:**

ONP- ONP004 / Issue Date  
Norman Virtue  
244 Hillside Ave  
Valley Stream, NY 11580

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## Insert Specifications

**Quantity:** 27,750

**Paper Weight:** 80# – 100# Text

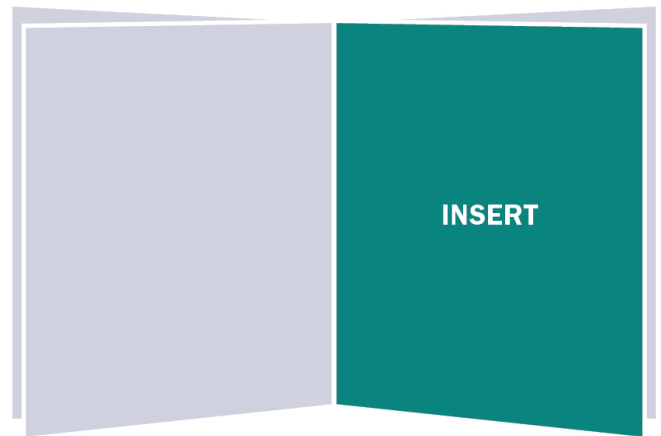
**Specifications:**

Insert Height: 11.125"; head trim .125"; foot trim .125"

Insert Width: 8.375"; spine grindoff .125"; outside edge trim .125"

Inserts should be supplied folded.

Prior to printing, two samples or mockups made from the same paper stock as the final piece, must be submitted for pre-approval and evaluation, along with a PDF of the file for ASCO approval.



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## Outsert Specifications

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 the outsert.



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## Material Storage

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



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## Shipping

### Insertion Orders to:

email: [hspadorders@hbsside.com](mailto:hspadorders@hbsside.com)

Insertion order should include an ad code or unique identifier to help properly identify the corresponding ad material.

### Ad Materials to:

email: [hspadmats@hbsside.com](mailto:hspadmats@hbsside.com)

FTP: prodweb2.hbrsd.com

Username: hpsales

Password: Connect#9

We recommend using a secure file transfer protocol, such as SFTP FileZilla.

### Color proof to:

Norman Virtue

244 Hillside Avenue

Valley Stream, NY 11580

### Inserts to:

#### Send bulk of ad material to:

Quad

ONP- ONP004 / Issue Date

Attn: Stacy Darby

555 South 108th Street, West Allis, WI 53214-1145

414-566-3500

#### Send 2 printed pieces to:

Quad

ONP - ONP004 / Issue Date

Stacy Darby

4766 N Dickenson Rd, Coleman, MI 48618

#### Send 2 printed pieces to:

ONP- ONP004 / Issue Date

Norman Virtue

244 Hillside Ave, Valley Stream, NY 11580

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## Print Advertising Guidelines

### 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 Harborside for details.

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## Advertising Policies

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

**Publication Set Copy:** With proofs, 30 days preceding publication month.

**Disposal of Furnished Materials:** Files not called for within 1 year will be deleted without notification.

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## Reprint Orders

For inquiries in the United States and Canada, please send your request to [ReprintSolutions@wolterskluwer.com](mailto:ReprintSolutions@wolterskluwer.com); for inquiries regarding reprint use in other countries, please send your request to [InternationalReprints@wolterskluwer.com](mailto:InternationalReprints@wolterskluwer.com). To search for articles that support your messaging, please visit [www.reprints.ovid.com](http://www.reprints.ovid.com).

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## Production Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and files. Contact Harborside before ad is due for additional specifications. Submit in PDF (X-1a) format CMYK. File and proof should include bleeds and trim.

All material should be supplied to the following specs. 1/8" will be trimmed on ALL sides.

**Safety Margins for Live Matter:**

1/2" clear of all trim edges and the gutter

**Journal Trim Size:** 8-1/8" × 10-7/8"

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## Closing Dates and Acceptance of Advertising

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### Closing Dates

Issue Date	Insertion Order Due	Ad Material Due	Insert Due
Jan 15th	12/13/22	12/20/22	12/27/22
Feb 15th	1/13/23	1/20/23	1/27/23
March 15th	2/14/23	2/21/23	2/28/23
April 15th	3/16/22	3/23/22	3/30/22
May 15th	4/14/23	4/21/23	4/28/23
June 15th	5/12/23	5/19/23	5/26/23
July 15th	6/15/23	6/22/23	6/29/23
Aug 15th	7/14/23	7/21/23	7/28/23
Sept 15th	8/14/23	8/21/23	8/28/23
Octo 15th	9/15/23	9/22/23	9/29/23
Nov 15th	10/13/23	10/20/23	10/27/23
Dec 15th	11/15/23	11/22/23	11/29/23

Closing dates are subject to change. Supplement closing dates may vary.

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# Acceptance of Advertising

All advertising is subject to approval of the Editor-in-Chief, publisher, 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@hbsside.com](mailto:nvirtue@hbsside.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.

The advertiser and advertising agency recognize and accept that the following language appears within the publication: "The ideas and opinions expressed in *JCO OP* do not necessarily reflect those of ASCO. The mention of any product, service, 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, 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.

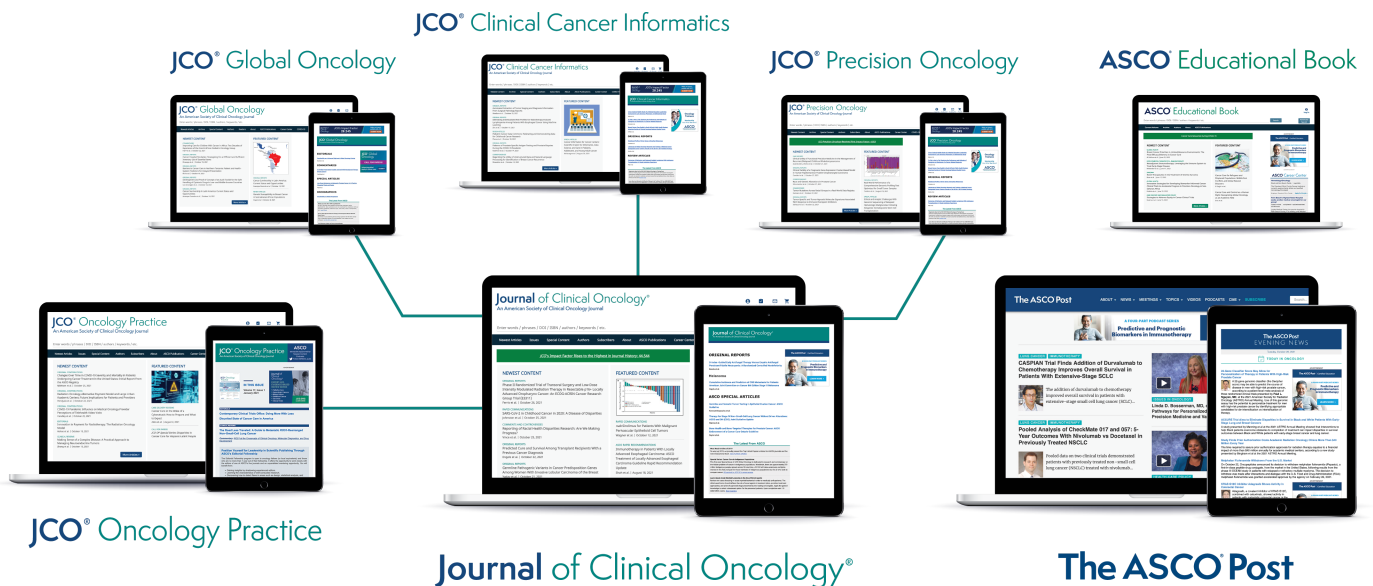
Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher and advertising representative from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisement printed 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.

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# ASCO Publication Network

## NEW! Target list segments available across web and email.

ETarget List Segments include banner impressions on the ASCO Publications Network (Web & Email) to the your NPI matched List. This segment also includes contextual and behavioral target impressions



## Physician Level Data

**NEW:** HCP Level Data is now available!

Reporting will be provided weekly or monthly (depending upon campaign) based on appending user behavioral data to advertiser provided lists (PII).

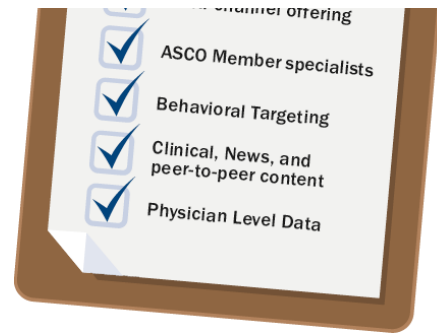
Reaching this audience has never been more efficient!



## Two Proven Strategies:

### Enhanced Target List Segments

- Web & E-mail ads served to advertiser provided target list (NPI-Level Targeting)
- Web ads served to self-identified ASCO members and/or high engagers of specific content(contextual/behavioral).



### Omni-Channel Topic Segments

- Web ads served to self-identified ASCO members and/or high engagers of specific content (contextual/behavioral).
- Broad reach via ROS advertising
- E-mail based advertising

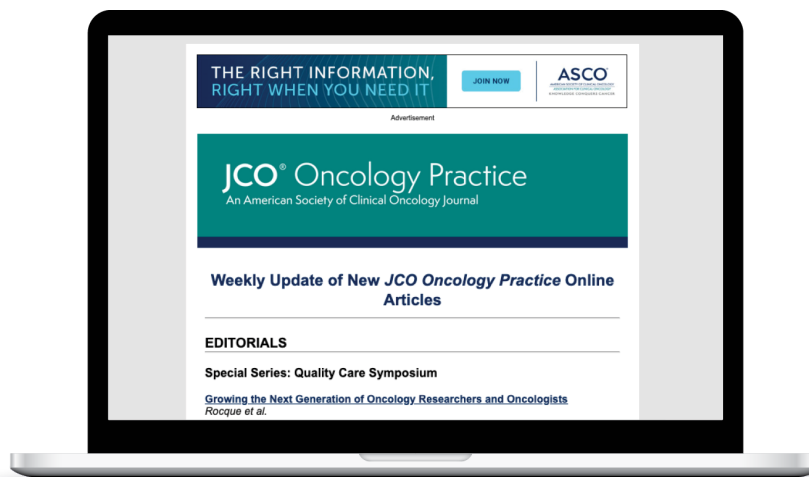
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## NEW! Hyper-targeted segments now available

- Breast
  - Colorectal
  - Gastrointestinal
  - Genitourinary
  - Gynecologic
  - Head & Neck
  - Hematology
  - Immunotherapy
  - Informatics
  - Leukemia
  - Lung
  - Lymphoma
  - Melanoma
  - Multiple Myeloma
  - Practice Management
  - Precision Oncology
  - Prostate
  - Rare Diseases
  - Renal Cell
  - Supportive Oncology
  - And more...
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# Digital Advertising Opportunities

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[View Ad Sizes and Placements](#)

## JCO OP e-TOCs

### 2022 Average Stats\*

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Open Rate	31.00%
Gross Opens	13,500
CTR %	8%

\*Based on U.S. average stats Jan-Oct 2022

### Distribution

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Total (Average)	81,000
Healthcare Professionals	43,000

## Five Emails for Every Issue of JCO OP

e-TOCs deploy weekly on Wednesdays and have content linking to the latest early-release articles published online in JCO OP, as well as the contents of each issue.

**For rates and availability, please contact your representative for details.**

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## JCO OP e-TOC Closing Dates

Email Date	Ad Due Date	Commitment Date
1/11/23	1/4/23	12/28/22
1/11/23	1/4/23	12/28/22
1/18/23	1/11/23	1/4/23
1/25/23	1/18/23	1/11/23
2/1/23	1/25/23	1/18/23
2/8/23	2/1/23	1/25/23
2/11/23	2/4/23	1/28/23
2/15/23	2/8/23	2/1/23
2/22/23	2/15/23	2/8/23
3/1/23	2/22/23	2/15/23
3/8/23	3/1/23	2/22/23
3/11/23	3/4/23	2/25/23
3/15/23	3/8/23	3/1/23
3/22/23	3/15/23	3/8/23
3/29/23	3/22/23	3/15/23
4/5/23	3/29/23	3/22/23
4/12/23	4/5/23	3/29/23
4/12/23	4/5/23	3/29/23
4/19/23	4/12/23	4/5/23
4/26/23	4/19/23	4/12/23
5/3/23	4/26/23	4/19/23
5/10/23	5/3/23	4/26/23
5/11/23	5/4/23	4/27/23
5/17/23	5/10/23	5/3/23
5/24/23	5/17/23	5/10/23
5/31/23	5/24/23	5/17/23
6/7/23	5/31/23	5/24/23



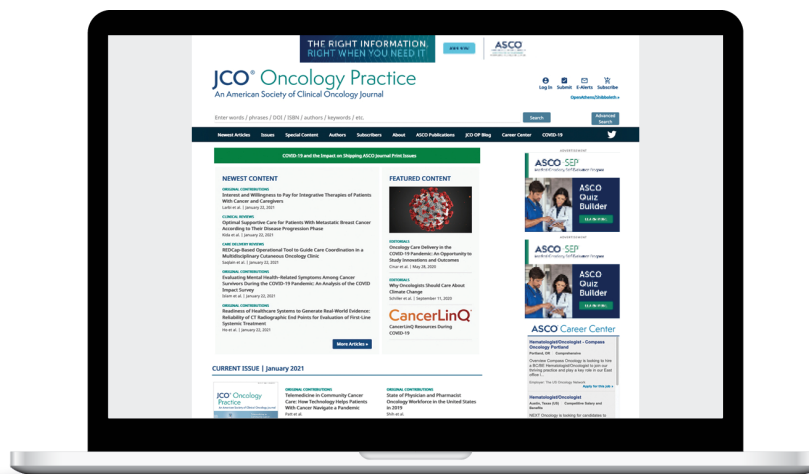
6/13/23	6/6/23	5/30/23
6/14/23	6/7/23	5/31/23
6/21/23	6/14/23	6/7/23
6/28/23	6/21/23	6/14/23
7/5/23	6/28/23	6/21/23
7/12/23	7/5/23	6/28/23
7/12/23	7/5/23	6/28/23
7/19/23	7/12/23	7/5/23
7/26/23	7/19/23	7/12/23
8/2/23	7/26/23	7/19/23
8/9/23	8/2/23	7/26/23
8/11/23	8/4/23	7/28/23
8/16/23	8/9/23	8/2/23
8/23/23	8/16/23	8/9/23
8/30/23	8/23/23	8/16/23
9/6/23	8/30/23	8/23/23
9/13/23	9/6/23	8/30/23
9/13/23	9/6/23	8/30/23
9/20/23	9/13/23	9/6/23
9/27/23	9/20/23	9/13/23
10/4/23	9/27/23	9/20/23
10/11/23	10/4/23	9/27/23
10/12/23	10/5/23	9/28/23
10/18/23	10/11/23	10/4/23
10/25/23	10/18/23	10/11/23
11/1/23	10/25/23	10/18/23
11/8/23	11/1/23	10/25/23
11/11/23	11/4/23	10/28/23
11/15/23	11/8/23	11/1/23
11/22/23	11/15/23	11/8/23

11/29/23	11/22/23	11/15/23
12/6/23	11/29/23	11/22/23
12/13/23	12/6/23	11/29/23
12/13/23	12/6/23	11/29/23
12/20/23	12/13/23	12/6/23

\*Dates are subject to change.

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

# Digital Advertising Opportunities and Custom Programs



View Ad Sizes and Placements

[op.ascopubs.org](http://op.ascopubs.org)

JCO OP 2022 Average Stats\* U.S.

- Sessions Per Month: 69,000
- Users Per Month: 53,000
- Time on Site: 4:48
- Pageviews: 92,600
- Impressions Per Month: 189,000

\*Based on U.S. average stats Oct 2022, Google Analytics, Google DFP, and MOAT Analytics.

## **JCO OP 2022 Average Stats\* GLOBAL**

- Sessions Per Month: 112,000
- Users Per Month: 84,400
- Time on Site: 3:42
- Pageviews: 158,800
- Impressions: 324,000

\*Based on Global average stats Oct 2022, Google Analytics, Google DFP, and MOAT Analytics.

**For rates and availability please contact your representative for details.**

## **Ad Sizes Available**

- Leaderboard: 728 x 90
- Medium Rectangle: 300 x 250
- Mobile Leaderboard: 320/300 x 50

[View Ad Sizes and Placement](#)

## Custom Programs

### Digital offerings

- Roundtable discussions with thought leaders
- Point-counterpoint discussions
- Interviews with the experts at oncology conferences
- Customized email programs

### Supplements

- Coverage of special events
- Poster roundups

For more information, contact [apninfo@hbsside.com](mailto:apninfo@hbsside.com)



For more information, contact [apninfo@hbsside.com](mailto:apninfo@hbsside.com)

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## Additional Advertising Opportunities

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### ASCO Annual Meeting Digital Program

- 15 ASCO Publication Emails (75,000 guaranteed impressions)



- 110,000 run-of-site and conference-targeted advertising
- Timeframe: May-July
- Total impressions: 185,000

25% SOV



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## ASH Annual Meeting Digital Program

- 15 ASCO Publication Emails (75,000 guaranteed impressions)
- 110,000 run-of-site and conference-targeted advertising
- Timeframe: Nov-Jan
- Total impressions: 185,000

25% SOV



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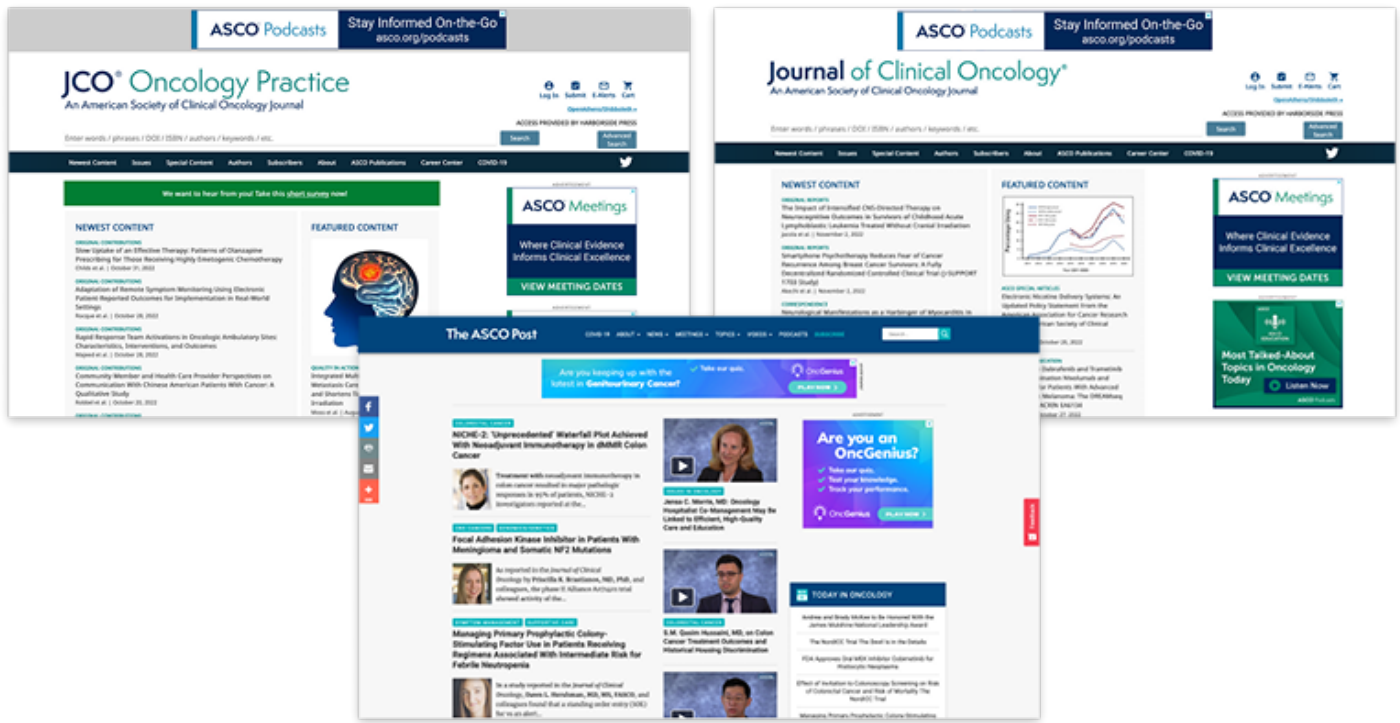
## ASCO Pubs Homepage Takeover

### Includes JCO & ASCO Post

- \*Timing: 2 weeks
- Impressions: 25,000

**\*Pick Any Two Weeks!**

\*Check on conference timing availability and pricing



# Digital Specifications

Specification	Website	eTOC
Accepted ad sizes	<ul style="list-style-type: none"> <li>Leaderboard (728 × 90 pixels)</li> <li>Medium Rectangle (300 × 250)</li> <li>Mobile (320/300 × 50)</li> </ul>	<ul style="list-style-type: none"> <li>Leaderboard (728 × 90)</li> <li>Medium Rectangle (300 × 250)</li> </ul>
Ad expansion sizes	<ul style="list-style-type: none"> <li>Leaderboard (728 × 315) (Expands down)</li> <li>Medium Rectangle (600 × 250) (Expands left)</li> </ul>	N/A
Ad expansion notes	Ad must require user click initiation for expansion. Expanded ad must include clearly visible close controls. Rollover to expand ads are not accepted.	N/A

Ad formats	JPG, GIF, HTML5, Javascript, third-party served ads	JPG, GIF, animated GIF
Maximum initial file size	160K	60K
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
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. 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.**

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. HTML5), provide a standard image file.

Animated .gif files should resolve into a comprehensive static image.

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

Keyword Blocking: If a keyword blocker is being utilized, all keywords need to be included within the IO in advance of acceptance. Failure to do so, will result in advertiser being billed for blocked impressions.

#### **HTML5 Best Practice Notes:**

- 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 several viewability/IVT analyzation tools for comprehensive data on advertising campaigns. 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 OP* 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 OP* site, including the fact that someone is a *JCO OP* 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.

IVT-related campaign requirements cannot be honored if logs including IP addresses and timestamps are not supplied of suspected IVT-generated impressions for verification. These logs also enable us to ensure that we filter out future IVT visitations from these addresses if deemed valid. Harborside will supply a report back of any IVT traffic deemed valid along with supporting evidence.

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## Additional Terms and Conditions

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The publisher and advertising representative is not liable for delays in delivery and/or nondelivery in the event of an 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 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's 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 the Harborside Finance Team at [accounting@hbside.com](mailto:accounting@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. If there is a 10% difference between third-party reporting, a conversation ensues between client and Harborside.

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# 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:

Cancellation must be made 60 days prior to the published issue closing date. After the published closing date, any premium position, cover tip, or outsert are non-cancelable, and full payment is due.

Please see [Print Advertising Rates](#) for list of premium positions

## 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
- IVT and Viewability Campaign requirements will not be honored on Flat-Fee (SOV) or Fixed Placements

### For Website or CPM Placements

- With minimum of 14 days prior written notice: no penalty
  - For a yearly buy, an advertiser can cancel twice with 14 days' notice. All ensuing cancellations will require 30 days prior notice to avoid penalty charge
-

# Contact

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Angela Cochran

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# ASCO<sup>®</sup>

AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
KNOWLEDGE CONQUERS CANCER

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## HARBORSIDE

The nexus of knowledge

POWERED BY  **BROADCASTMED**

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