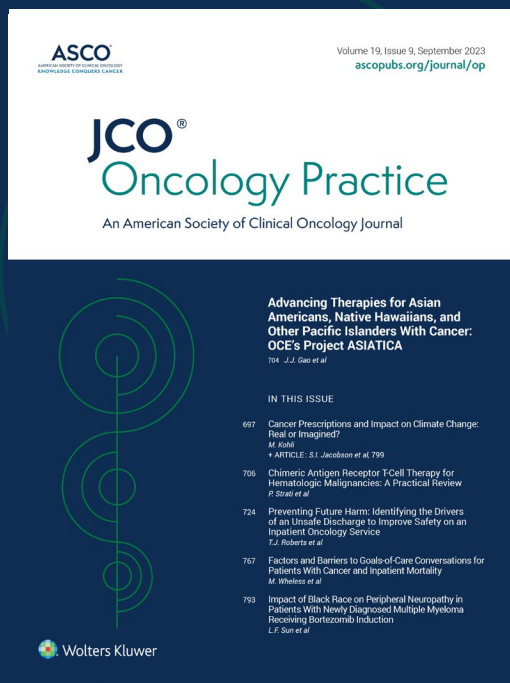




JCO[®]
Oncology Practice

MEDIA KIT 2024



ASCO & JCO Oncology Practice Overview

WORKING TOGETHER TO IMPROVE THE DELIVERY OF CANCER CARE

ASCO

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.

JCO OP (ORIGINALLY JOURNAL OF ONCOLOGY PRACTICE)

JCO OP 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*.

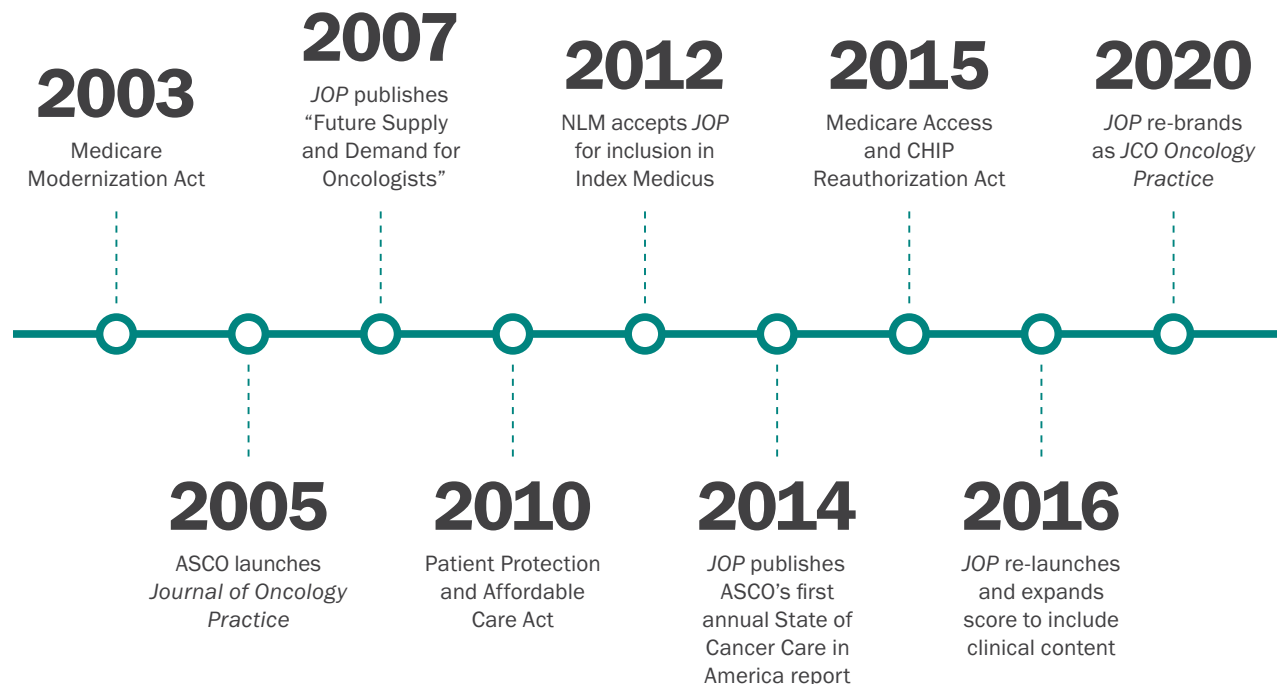
ASCO & JCO Oncology Practice Overview

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



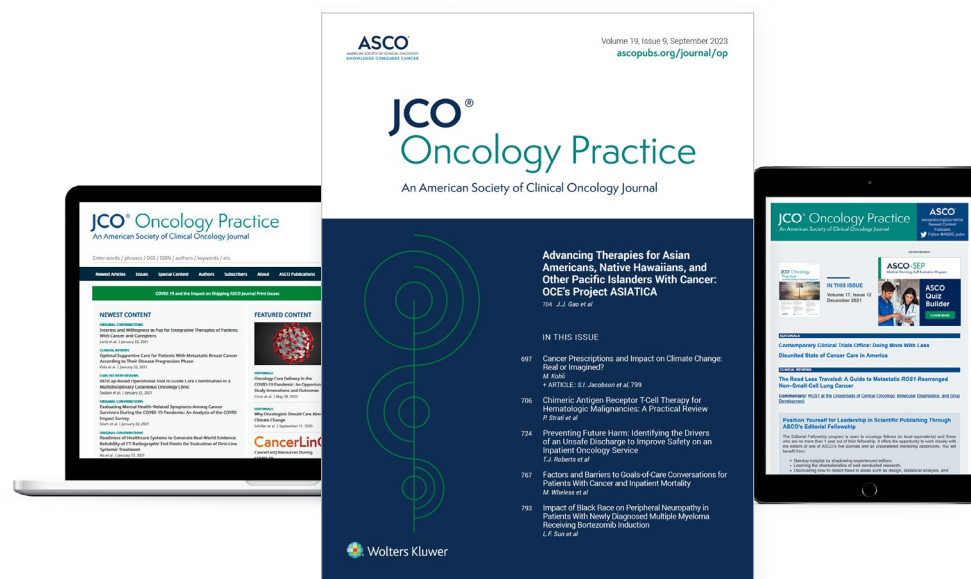
ASCO & JCO Oncology Practice Overview

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



State of the Oncology Workforce in America

Increasing the diversity of the oncology workforce is critical to increasing equity in cancer prevention, screening, care, and outcomes. The American Society of Clinical Oncology's (ASCO) 2022 Snapshot on the State of the Oncology Workforce in America provides an overview of the U.S. medical oncology workforce, with a special focus on oncologists who identify as Hispanic or Latinx. Despite initiatives aimed at increasing diversity in the oncology workforce, people who are Hispanic/Latinx remain underrepresented:





State of the Oncology Workforce in America

To read the full Workforce Information System report, visit asco.org/state-of-cancer-care

Sources

1. Association of American Medical Colleges (AAMC): Diversity in Medicine: Facts and Figures 2019: www.aamc.org/data-reports/workforce/report/diversity-medicine-facts-and-figures-2019;
2. Diversity in the Physician Workforce: Facts and Figures 2010, AAMC: <https://www.aamc.org/media/8046/download>;
3. Jones et al: 2020 Census Illuminates Racial and Ethnic Composition of the Country: <https://www.census.gov/library/stories/2021/08/improved-race-ethnicity-measures-reveal-united-states-population-much-more-multiracial.html>;
4. U.S. Department of Education, National Center for Education Statistics (NCES): Degrees conferred by race/ethnicity and sex (2018-2019): <https://nces.ed.gov/fastfacts/display.asp?id=72>;
5. Annual publications of the Journal of the American Medical Association's (JAMA's) Medical Education issue (2009-2021): <https://jamanetwork.com/journals/jama/fullarticle/2784381>;
6. Doctors and Clinicians Datasets, Centers for Medicare & Medicaid Services: <https://data.cms.gov/provider-data>;
7. MA Physician Masterfile, American Medical Association: www.ama-assn.org/practice-management/masterfile/ama-physician-masterfile;
8. Rural-Urban Continuum Codes, United States Department of Agriculture: www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx;
9. The Cancer Letter (TCL) and American Association of Cancer Institutes (AACI): First-ever TCL-AACI study of the leadership pipeline points to urgent need for more diversity at elite cancer centers, 2020, https://cancerletter.com/articles/20201009_1;
10. Miller et al: Cancer statistics for the US Hispanic/Latino population, 2021. CA: A Cancer Journal for Clinicians. 71(6), 466-487. <https://acsjournals.onlinelibrary.wiley.com/doi/abs/10.3322/caac.21695>; Siegel et al: Cancer Statistics, 2021. CA: A Cancer Journal for Clinicians. 71(6), 7-33. <https://acsjournals.onlinelibrary.wiley.com/doi/full/10.3322/caac.21654>

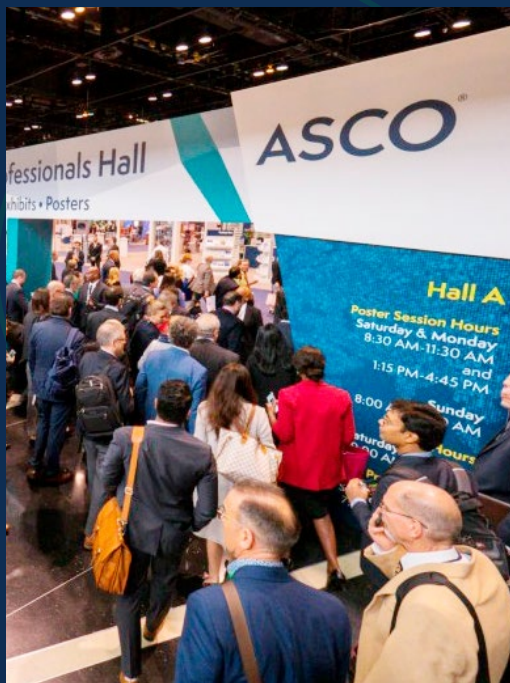


Circulation and Bonus Distribution

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
TOTAL	25,548

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



Circulation

BONUS DISTRIBUTION

Conference	Issues
ASCO GI - ASCO Gastrointestinal	December 2023
ASCO GU - ASCO Genitourinary	January
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

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



Print Advertising Rates

BLACK AND WHITE

Frequency	Full Page	½ Page	¼ Page
1 ×	\$3,450	\$2,255	\$1,345
6 ×	\$3,340	\$2,110	\$1,305
12 ×	\$3,265	\$2,065	\$1,265
24 ×	\$3,150	\$2,015	\$1,240
36 ×	\$3,030	\$1,970	\$1,215
48 ×	\$2,960	\$1,890	\$1,185
60 ×	\$2,915	\$1,860	\$1,150
72 ×	\$2,875	\$1,850	\$1,105
96 ×	\$2,795	\$1,765	\$1,105
120 ×	\$2,755	\$1,725	\$1,105

INSERT

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

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



Color Charges

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

For addt'l pages contact Publisher.

Print Advertising Rates

Net Rates Cover Tips Supplied With PI Attached and Without

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

PREMIUM POSITION CHARGES

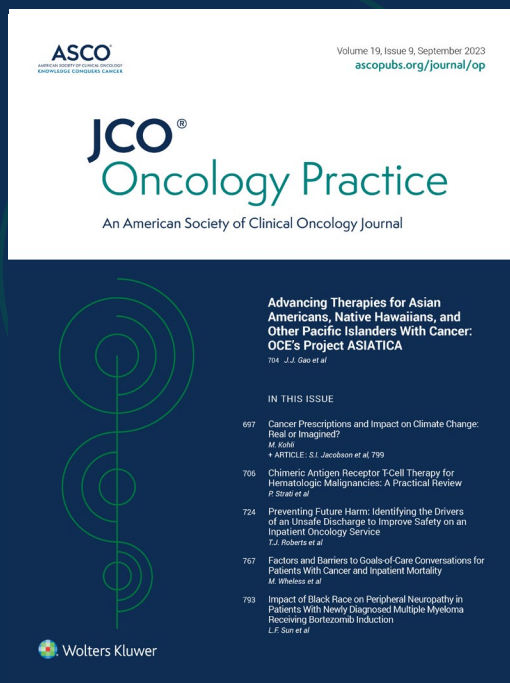
Position	
Fourth cover	50% over B&W rate
Third cover	15% over B&W rate
First ad	25% over B&W rate
Center spread	25% over B&W rate
Consecutive right-hand pages	20%* over B&W rate
All other guaranteed positioning	10% over B&W rate

*On 2nd and 3rd pages, up to 3 pages

OUTSERTS Rates (Supplied)

U.S. Only \$19,750 Net/Issue

Price based on 2-4 page outsert within specs



Print Advertising Rates

FREQUENCY: MONTHLY

Issue Dates

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

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

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.

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.

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.

BUY 5 GET THE 6TH 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.

Print Discounts and Incentives

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 *The ASCO® Post* as well as in all the ASCO journal publications. Space purchased by a parent company and subsidiaries is combined in calculating the earned rate. 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.

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
- 2 issues of *The ASCO Post*
- 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%

PRESCRIBING INFORMATION (PI) DISCOUNT

Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page. Multi-journal discount is not eligible for discounted PI pages.

MULTI-JOURNAL DISCOUNT

Each individual product advertising in ASCO's *Journal of Clinical Oncology (JCO)* **AND/OR** ASCO's *JCO Oncology Practice (JCO OP)* during the same month it advertises in *The ASCO® Post* will receive a \$500 per page discount in *The ASCO® Post*. Discount is based on the matching number of pages in *The ASCO® Post* and JCO or JCO OP in a given month.*



*Guaranteed frequency is based on the number of pages placed between July 2021-June 2024.

Send mockup to:

Norman Virtue
244 Hillside Avenue
Valley Stream, NY 11580
Send PDF file for ASCO approval to
nvirtue@broadcastmed.com

Once approved, ship printed pieces to:

Send bulk of ad material to:

Quad
ONP- ONP004 / Issue Date
Attn: Stacy Darby
N61 W23044 Harry's Way
Sussex, WI 53089-3995
414-566-6000

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

Print Advertising Specifications

ADVERTISING SIZES

*with a 0.5" safety down the middle

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"
½-Page (vertical)	4.25" × 11.125"	3.875" × 10.875"	3.5" × 10.375"
½-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"

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 BroadcastMed 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 × 5" high or 3.5" wide × 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.

Print Advertising Specifications

INSERT SPECIFICATIONS

Quantity: 27,750

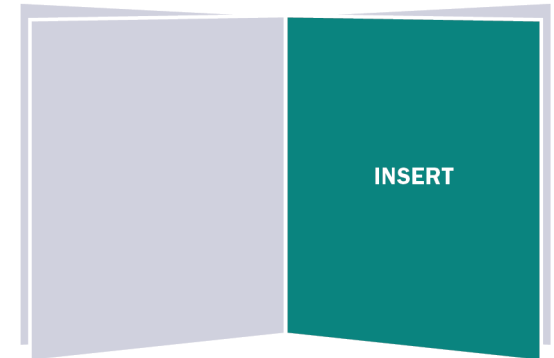
Paper Weight: 80# – 100# Text

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.



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.





Material Storage

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

Print Advertising Specifications

SHIPPING

Insertion Orders to:

email: hspadorders@broadcastmed.com
Insertion order should include an ad code or unique identifier to help properly identify the corresponding ad material.

Ad Materials to:

email: hspadmats@broadcastmed.com
FTP: prodweb2.hbrsd.com
Username: [hspsales](#)
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
N61 W23044 Harry's Way
Sussex, WI 53089-3995
(414) 566-6000 phone

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



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.

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.

REPRINT ORDERS

For inquiries in the United States and Canada, please send your request to ReprintSolutions@wolterskluwer.com; for inquiries regarding reprint use in other countries, please send your request to InternationalReprints@wolterskluwer.com. To search for articles that support your messaging, please visit www.reprints.ovidds.com.
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"

Type of Binding: Perfect

Closing Dates and Acceptance of Advertising

Issue	Insertion Orders Due	Ad Material Due	Insert Due
Jan 15th	12/14/2023	12/21/2023	12/28/2023
Feb 15th	1/15/2024	1/22/2024	1/29/2024
March 15th	2/15/2024	2/22/2024	2/29/2024
April 15th	3/15/2024	3/22/2024	3/29/2024
May 15th	4/15/2024	4/22/2024	4/29/2024
June 15th	5/15/2024	5/22/2024	5/29/2024
July 15th	6/14/2024	6/21/2024	6/28/2024
Aug 15th	7/15/2024	7/22/2024	7/29/2024
Sept 15th	8/15/2024	8/22/2024	8/29/2024
Octo 15th	9/13/2024	9/20/2024	9/27/2024
Nov 15th	10/15/2024	10/22/2024	10/29/2024
Dec 15th	11/15/2024	11/22/2024	11/28/2024

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 norman.virtue@broadcastmed.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.



Closing Dates and Acceptance of Advertising

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.



Digital Specifications

Specification	Website	E-Toc
Accepted ad sizes	Leaderboard (728 × 90) Medium Rectangle (300 × 250) Mobile (320/300 × 50)	Leaderboard (728 × 90) Rectangle (300 × 250)
Ad expansion sizes	Leaderboard (728 × 315) (Expands down) Medium Rectangle (600 × 250) (Expands left)	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

Digital Specifications

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. FlashTM, 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.



Digital Specifications

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 a number of 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.



Terms and Conditions

The publisher and advertising representative is not liable for delays in delivery and/or non-delivery 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 BroadcastMed Finance Team at accounting@broadcastmed.com for more details.

Viewability: 70% Viewability is current industry standard. Ads taking more than 3 seconds to load will not qualify for viewability make-goods. If there is a 10% difference between third-party reporting, a conversation ensues between client and BroadcastMed.

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:

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/IA-B_4As-tsandcs-FINAL.pdf

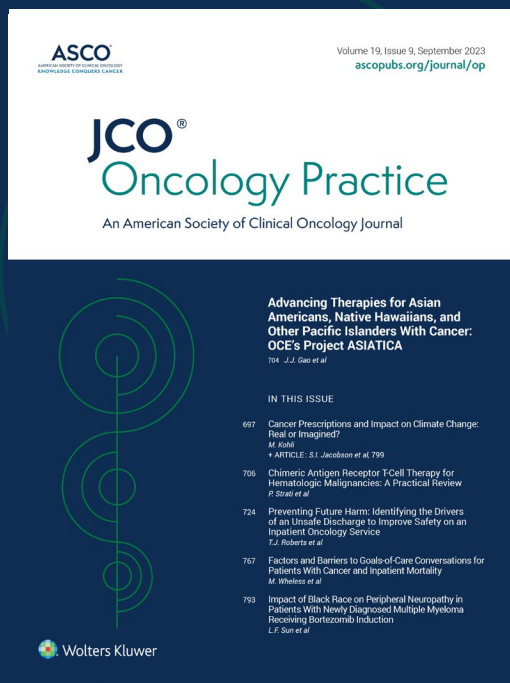
Advertiser may cancel the I/O as follows:

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



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