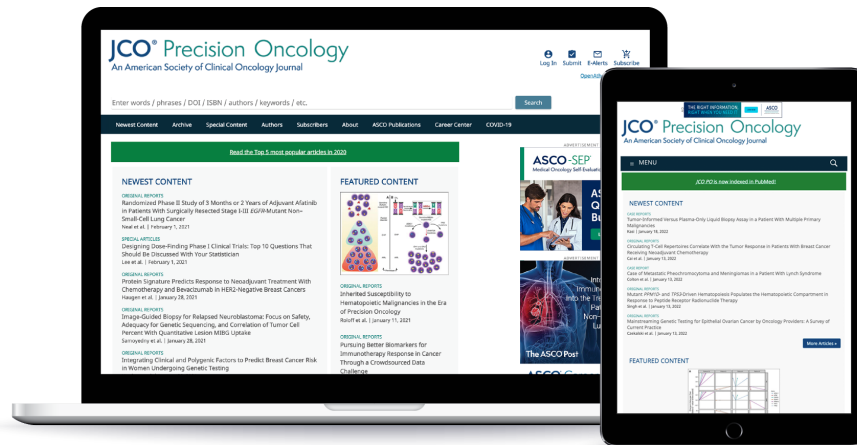


JCO Precision Oncology Media Kit | 2023

About JCO Precision Oncology



JCO Precision Oncology is a peer-reviewed, online-only journal dedicated to advancing the science and practice of precision oncology and defining genomics- and other biomarker-driven clinical care of patients with cancer. Innovative and timely scientific and educational content provide a deeper understanding of actionable cancer genomics, personalized translational and clinical oncology research, and recent treatment advances based on tumor molecular profiling.

The scope of publications includes all types of clinical research (basket trials, exceptional response results, informatics, computational approaches, mechanism- and evidence-based case reports and small series of educational value), and extensive expert-driven commentary, editorials, and reviews considering the



challenges and value of targeted therapies based on genomic analyses.

JCO Precision Oncology gives authors the opportunity to have their research widely read and disseminated through ASCO's vast promotional and content network, including news media coverage. The journal welcomes articles written by ASCO members and non-members alike and encourages authors from all regions of the world to submit.

James M. Ford, MD, FASCO
Editor-in-Chief

Article types include:

- Original reports
- Review articles
- Commentaries
- Correspondence
- Special articles
- Editorials
- Case reports
- Molecular tumor board case discussions

Website Advertising



View Ad Sizes and Placements

The **JCO Precision Oncology** website (ascopubs.org/journal/po) is home to all content published in *JCO Precision Oncology*.

Rates

Now available via ASCO Publication Network Segments. Please contact your representative for details.

Mechanical Specifications

Leaderboard: 728 × 90 pixels

Medium Rectangle: 300 × 250 pixels

Mobile: 300/320 × 50 pixels

[View Ad Sizes and Placement](#)

Required Files

Please see [Digital Specifications, Ad Formats \(Website\)](#), for more information.

JCO Precision Oncology U.S. 2022 Average Stats*

Metric	Total
Sessions Per Month	20,000
Users Per Month	13,600
Pageviews Per Month	30,675
Pages Per Session	1.51
Time on Site	4:35
Impressions Per Month	71,000
In View	77%

*Based on Google Analytics, January-July 2022.

Note: Time on Site is based on non-bounce users.

JCO Precision Oncology Global 2022 Average Stats*

Metric	Total
Sessions Per Month	43,000
Users Per Month	27,500
Pageviews Per Month	69,000
Pages Per Session	1.6
Time on Site	2:11
Impressions Per Month	156,000

*Based on Google Analytics, January-July 2022.

Note: Time on Site is based on non-bounce users.

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

High Impact Advertising:

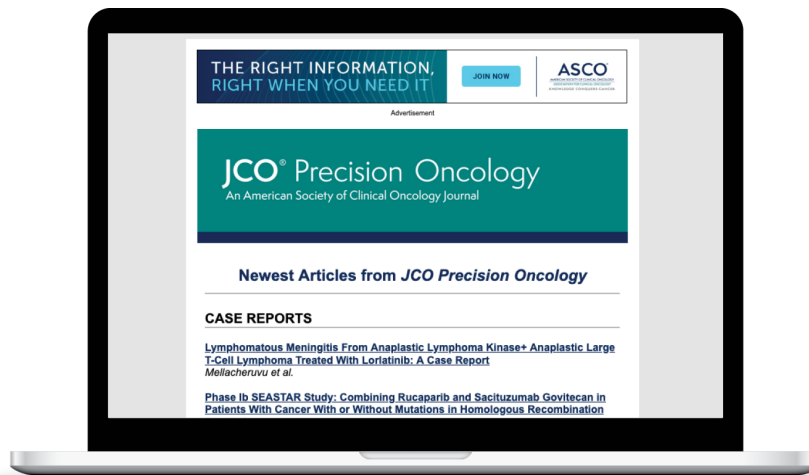
Homepage Takeover

- Run exclusive roadblocks on the ascopubs.org & JCO homepage
 - Roadblocks available in 2-4 week intervals
 - Great for indication day/month of the year and conference adjacency
-

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
 - Rare Diseases
 - Renal Cell
 - Supportive Oncology
 - And more...
-
-

Email Advertising



[View Ad Sizes and Placements](#)

The *JCO Precision Oncology* eTOCs are sent twice monthly to ASCO members.

Email Pricing:

Now available via ASCO Publication Network Segments. Please contact your representative for details.

Circulation

Global: 83,000

U.S.: 47,000

Open Rate: 23.80%

Mechanical Specifications

Leaderboard: 728×90 pixels

Medium Rectangle: 300×250 pixels

[View Ad Sizes and Placement](#)

Please see [Digital Specifications, Ad Formats \(eTOC\)](#), for more information.

JCO Precision Oncology Print Circulation

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

Pricing:

Please contact apninfo@hbside.com for details.



Digital Specifications

Specification	Website	eTOC
Accepted ad sizes	Leaderboard (728 × 90) Medium Rectangle (300 × 250) Mobile (320/300 × 50)	Leaderboard (728 × 90) Medium 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	N/A

visible close controls. Rollover to expand ads are not accepted.

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 1 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. Flash™, 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.

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

Interactive ads will allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad.

File weight calculation: All files for the ad, including supporting files and agency supplied tracking scripts, must be included as part of the maximum file weight calculation for all file limits load.

For E-TOC images, please provide alternative text (up to 64 characters including spaces).

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:

HTML5 ads are like mini web pages. You can improve initial display by following a few guidelines:

- Provide inline css and use HTML to deliver initial display resources as much as possible.
- Limit initial dependencies on any render-blocking .js or .css
- Load interactive elements as a deferred or secondary subload, but keep them efficient using techniques such as caching.
- Defer heavy file weights until user initiates interaction.
- Use techniques such as byte-serving to download partial content and to optimize for auto-play video.
- Avoid any unnecessary downloads.
- Combine all supporting files (e.g. JavaScript toolkits, libraries, HTML, and CSS) whenever possible.

Ads must not load more than 15 supporting files, including any agency supplied tracking scripts.

Use well-distributed, cached libraries to provide supporting files instead of providing them with the ad.

Check device, bandwidth, 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 Precision Oncology* 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 Precision Oncology* site, including the fact that someone is a *JCO Precision Oncology* 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

Acceptance of Advertising

All advertising is subject to approval of the Editor-in-Chief, publisher and advertising representative, and ASCO. New advertisements are to be received by the publisher and advertising representative at least two weeks before the closing date. Please email all ad proofs to Norman W. Virtue at nvirtue@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.

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

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

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

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

The publisher and advertising representative reserves the right to label any advertisement as such for any ads that contain significant editorial content or that look like text pages. The publisher and advertising representative is not liable for delays in delivery and/or nondelivery due to any condition beyond the control of the publisher and advertising representative affecting production or delivery in any manner.

The publisher and advertising representative reserves the right to reject any advertising that it believes is not in keeping with the publication's standards.

Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher and advertising representative from any and all liability for content (including text, illustrations, representatives, sketches,

maps, trademarks, labels, or other copyrighted matter) of advertisement printed or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.

Additional Terms and Conditions

The publisher and advertising representative is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher and advertising representative affecting production or delivery in any manner.

Insertion Order and Copy Regulations: Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instruction such as bleed and color.

Cancellation of space order forfeits the right to position protection.

The publisher and advertising representative's liability for any error will not exceed the charge for the advertisement in question.

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

When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.

Requests for specified position at ROB rates are given consideration, but no guarantee is made unless the position premium has been agreed to in the contract.

The publisher and advertising representative reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher and advertising representative.

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

Payment Terms: Net 30 days of invoice date. Pre-payment discounts are available, contact publisher and advertising representative for more details.

Under-delivered Campaigns: Credits must be requested within 90-days of campaign conclusion.

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 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 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.

Cancellation Policies

Digital Cancellations

Advertiser may cancel the insertion order as follows:

Cost per Thousand (CPM) Placements

- CPM cancellations range 30–90 days, by offering/timing
- With minimum 30–90 days, prior written notice: No penalty
- With less than 30–90 days, prior written notice: Advertiser is responsible for any contracted media to be served within 30–90 days

Cost per Engagement (CPE) Placements

- With minimum 90 days, prior written notice: No penalty
- With less than 90 days, prior written notice: Advertiser is responsible for any contracted media to be served within 90 days
- Viewability requirements will not be honored on CPE Campaigns

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

Print Cancellations

Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication unless otherwise agreed to by both parties in writing.

Premium Position, Cover Tip, and Outsert Cancellations:

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

All materials and insertion orders should be sent to digitalads@hbside.com

Contact

JCO[®] Precision Oncology

JCO Precision Oncology

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