



Journal of  
Clinical Oncology®

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MEDIA  
KIT 2024



# 1<sup>st</sup>

**#1** Ranked  
Publication  
for Oncologists  
and Hematologist/  
Oncologists

**#1** In Average  
Page Exposures

**#1** In Total Readers

Kantar Media 2023 Med/Surg Readership Study  
(Med Onc + Hem Onc), Table 402

## About the *Journal of Clinical Oncology*

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

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

### **ASCO® HISTORY, MISSION, AND VISION**

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

# 1983

The year of the inaugural issue of JCO

# 180,238 Total Citations

Clarivate, 2022 Journal Citation Reports, June 2022

\*Clarivate, 2021 Journal Citation Reports, June 2022

\*\*Journal Citation Reports, June 2022\*\*



“  
The Journal of Clinical Oncology serves its readers as the single most credible, authoritative resource for disseminating significant clinical oncology research.

## ASCO U.S. Member Profile

### U.S. PRIMARY FOCUS OF PROFESSIONAL ACTIVITY

Breast Cancer	4,224
Clinical Trials/Biostatistics/Epidemiology	3,585
Lung Cancer	3,048
Gastrointestinal Cancer	2,451
Drug Development	2,302
Genitourinary Cancer	3,232
Tumor Biology	968
Gynecologic Cancer	1,207
Liver Cancer	987
Developmental Therapeutics	1,329
Biologic Therapy	1,156
Head and Neck Cancer	1,117
Cancer Education	1,485
BMT (Autologous/Allogeneic/Stem Cell)	827



## ASCO U.S. Member Profile

### U.S. BOARD CERTIFICATION

Medical Oncology	9,487
Internal Medicine	8,910
Hematology	5,995
Radiation Oncology	1,128
Surgery (incl. Surgical Oncology)	679
Other	3,407
Pediatrics (incl. Pediatric Oncology)	1,038
Gynecologic Oncology	392
Oncology Pharmacy	323
Oncology Nurse	254

Members may choose more than one category and not all give a response—updated May 2022.

### U.S. PRACTICE LOCATION

Academic Medical Center/University	11,540
Private Practice (Office or Hospital Based)	6,601
Training Program	4,100
Pharmaceutical/Biotech Company	6,164
Administration	749
Government Agency	426
Staff Model HMO	264
Laboratory Research	326



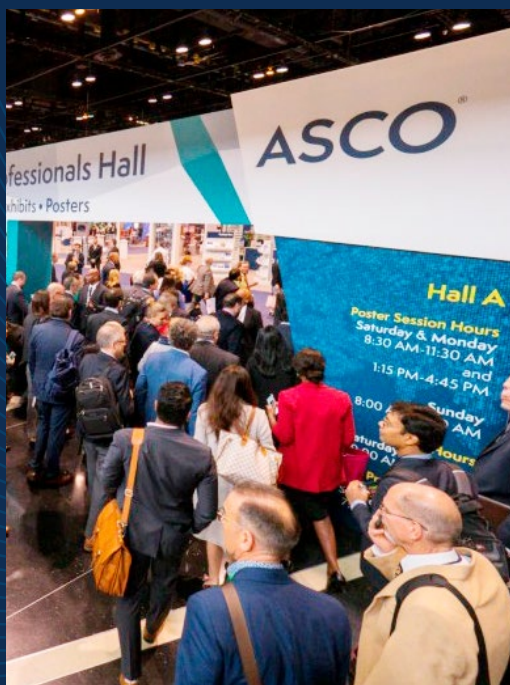
# Circulation

## U.S. ONLY

Specialty	Circulation
Medical Oncology	2,723
Hematology/Oncology	5,180
Radiation Oncology	597
Internal Medicine	990
Surgical Oncology	400
Gynecologic Oncology	270
Pediatric Hematology-Oncology	151
Urology	100
Pathology	63
Oncology Pharmacy	57
Neurology	85
Hospice and Palliative Medicine	112
ASCO Members-in-training	2,584
Other*	2,750
<b>TOTAL</b>	<b>16,062</b>

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





## Closing Dates & Bonus Distribution

Issue	Insertion Orders Due	Ad Material Due	Insert Material Due at Printer	Bonus Distribution
Jan 1st	11/22/23	11/29/23	12/6/23	
Jan 10th	12/6/23	12/13/23	12/20/23	ASCO GI - ASCO Gastrointestinal
Jan 20th	12/15/23	12/22/23	12/29/23	ASCO GU - ASCO Genitourinary
Feb 1st	12/27/23	1/3/24	1/10/24	
Feb 10th	1/5/24	1/12/24	1/19/24	
Feb 20th	1/17/24	1/24/24	1/31/24	
Mar 1st	1/24/24	1/31/24	2/7/24	
Mar 10th	2/2/24	2/9/24	2/16/24	HOPA – Hematology/Oncology Pharmacy Association
Mar 20th	2/14/24	2/21/24	2/28/24	NCCN Annual Conference
Apr 1st	2/26/24	3/4/24	3/11/24	
Apr 10th	3/7/24	3/14/24	3/21/24	ONS – Oncology Nursing Society
Apr 20th	3/18/24	3/25/24	4/1/24	
May 1st	3/28/24	4/4/24	4/11/24	
May 10th	4/5/24	4/12/24	4/19/24	
May 20th	4/15/24	4/22/24	4/29/24	ASCO Annual Meeting
Jun 1st	4/26/24	5/3/24	5/10/24	ASCO Annual Meeting
Jun 10th	5/6/24	5/13/24	5/20/24	
Jun 20th	5/17/24	5/24/24	5/31/24	
Jul 1st	5/24/24	5/31/24	6/7/24	Best of ASCO Annual Meeting (Boston)
Jul 10th	6/4/24	6/11/24	6/18/24	

## Closing Dates & Bonus Distribution

Issue	Insertion Orders Due	Ad Material Due	Insert Material Due at Printer	Bonus Distribution
Jul 20th	6/14/24	6/21/24	6/28/24	
Aug 1st	6/25/24	7/2/24	7/9/24	
Aug 10th	7/8/24	7/15/24	7/22/24	
Aug 20th	7/15/24	7/22/24	7/29/24	IASLC World Lung Conference
Sep 1st	7/26/24	8/2/24	8/9/24	ESMO – European Society for Medical Oncology
Sep 10th	8/5/24	8/12/24	8/19/24	ASCO Quality Care, ASTRO – American Society for Radiation Oncology, NCCN Heme
Sep 20th	8/15/24	8/22/24	8/29/24	
Oct 1st	9/5/24	9/2/24	9/9/24	
Oct 10th	9/5/24	9/12/24	9/19/24	
Oct 20th	9/19/24	9/23/24	9/30/24	JADPRO Live
Nov 1st	9/27/24	10/4/24	10/11/24	
Nov 10th	10/7/24	10/14/24	10/21/24	
Nov 20th	10/15/24	10/22/24	10/29/24	ASH – American Society of Hematology & SABCS – San Antonio Breast Cancer Symposium
Dec 1st	10/24/24	10/31/24	11/7/24	
Dec 10th	11/4/24	11/11/24	11/18/24	
Dec 20th	11/15/24	11/22/24	11/29/24	

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



## U.S. Circulation Rates

### BLACK AND WHITE

Frequency	Full Page	½ Page	¼ Page
1 ×	\$4,190	\$2,710	\$1,565
6 ×	\$4,070	\$2,505	\$1,485
12 ×	\$3,990	\$2,455	\$1,450
24 ×	\$3,850	\$2,410	\$1,415
36 ×	\$3,730	\$2,365	\$1,385
48 ×	\$3,660	\$2,290	\$1,355
60 ×	\$3,655	\$2,280	\$1,355
72 ×	\$3,640	\$2,270	\$1,355
96 ×	\$3,550	\$2,180	\$1,355
120 ×	\$3,510	\$2,135	\$1,355
144 ×	\$3,475	\$2,120	\$1,355
170 ×	\$3,380	\$2,075	\$1,355
194 ×	\$3,330	\$2,075	\$1,355
216 ×	\$3,320	\$2,075	\$1,355
242 ×	\$3,270	\$2,075	\$1,355
268 ×	\$3,250	\$2,075	\$1,355
304 ×	\$3,200	\$2,075	\$1,355
340 ×	\$3,135	\$2,075	\$1,355
376 ×	\$3,110	\$2,075	\$1,355



## U.S. Circulation Rates

### INSERT

Frequency	2-Page	4-Page	6-Page	8-Page
1 ×	\$9,580	\$17,960	\$26,340	\$34,720
6 ×	\$9,340	\$17,480	\$25,620	\$33,760
12 ×	\$9,180	\$17,160	\$25,140	\$33,120
24 ×	\$8,900	\$16,600	\$24,300	\$32,000
36 ×	\$8,660	\$16,120	\$23,580	\$31,040
48 ×	\$8,520	\$15,840	\$23,160	\$30,480
60 ×	\$8,510	\$15,820	\$23,130	\$30,440
72 ×	\$8,480	\$15,760	\$23,040	\$30,320
96 ×	\$8,300	\$15,400	\$22,500	\$29,600
120 ×	\$8,220	\$15,240	\$22,260	\$29,280
144 ×	\$8,150	\$15,100	\$22,050	\$29,000
170 ×	\$7,960	\$14,720	\$21,480	\$28,240
194 ×	\$7,860	\$14,520	\$21,180	\$27,840
216 ×	\$7,840	\$14,480	\$21,120	\$27,760
242 ×	\$7,740	\$14,280	\$20,820	\$27,360
268 ×	\$7,700	\$14,200	\$20,700	\$27,200
304 ×	\$7,600	\$14,000	\$20,400	\$26,800
340 ×	\$7,470	\$13,740	\$20,010	\$26,280
376 ×	\$7,420	\$13,640	\$19,860	\$26,080

### COLOR CHARGES

4 color	\$2,720
2 color standard	\$1,000
2 color matched	\$1,080
5 color	\$3,720

Other color charges contact  
Harborside at [hspadorders@broadcastmed.com](mailto:hspadorders@broadcastmed.com)



## U.S. Circulation Rates

### COVER TIPS Net Rates (Supplied)

Frequency	2-PG Supplied	2-PG Plus PI
1 ×	\$28,740	\$34,740
6 ×	\$28,020	\$34,020
12 ×	\$27,540	\$33,540
24 ×	\$26,700	\$32,700
36 ×	\$25,980	\$31,980
48 ×	\$25,560	\$31,560
60 ×	\$25,530	\$31,530
72 ×	\$25,440	\$31,440
96 ×	\$24,900	\$30,900
120 ×	\$24,660	\$30,660
144 ×	\$24,450	\$30,450
170 ×	\$23,880	\$29,880
194 ×	\$23,580	\$29,580
216 ×	\$23,520	\$29,520
242 ×	\$23,220	\$29,220
268 ×	\$23,100	\$29,100
304 ×	\$22,800	\$28,800
340 ×	\$22,410	\$28,410
376 ×	\$22,260	\$28,260

Prices are net and for supplied materials.

### OUTSERTS Rates (Supplied)

**U.S. Only** \$23,950 Net/Issue

Price based on 2-4 page outsert within specs

### JOURNAL MARKS Rates include printing

**U.S. Only** \$17,480 net (2-page)

Rates are for 2-page ad units plus the removable tab. For larger ad units, please contact Harborside for a custom quote.

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



## Continuity Discounts

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

## 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.



## Print Advertising Specifications

### AD MATERIALS TO:

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 Proofs to:

Norman W. Virtue

Tel: 631-935-7682

Fax: 631-692-0805

### FILE SUBMISSIONS

SWOP standards apply. Submit only high-resolution CMYK PDF formatted files. Convert all spot colors to CMYK. All fonts and images must be embedded. Files should indicate trim and bleed.

Contact the Production Manager at norman.virtue@broadcastmed.com for additional specifications and production questions.

### PRINTING INSTRUCTIONS

JCO is printed at Quad. These are cover tip, insert, and outsert instructions.

#### Mock-ups for evaluation with contact information must be sent 6 weeks prior to insertion to:

Norman Virtue  
244 Hillside Ave  
Valley Stream, NY 11580

#### Send 2 printed samples to:

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

#### Send bulk of ad material to:

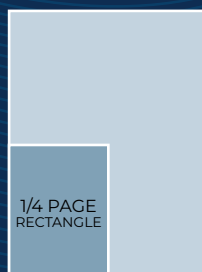
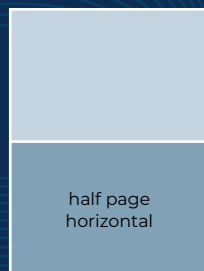
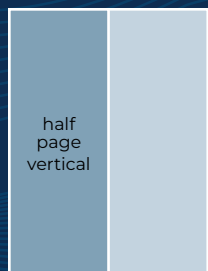
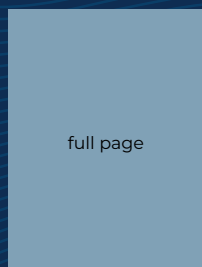
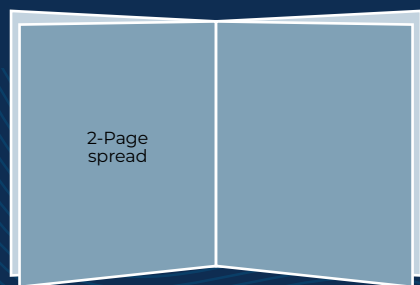
Quad Receiving  
N61 W23044 Harry's Way  
Sussex, WI 53089-3995  
(414) 566-6000 phone  
REF: Job Number XX-XXXX-X

#### Send 2 printed samples to:

JCO - JCO004/Issue Date  
Norman Virtue  
244 Hillside Ave  
Valley Stream, NY 11580



# Print Advertising Specifications



## MECHANICAL REQUIREMENTS

\*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"

## INSERT REQUIREMENTS

2-Page Insert	8.375" × 11.125"
4-Page Insert	16.75" × 11.25", supply folded 8.375" × 11.125"
Trimming	0.125" Top, bottom, gutter, and outside edge; margin for live matter 0.5" inside all edges of untrimmed insert
Stock	80#-100# text stock maximum
Quantity	U.S. Only: 18,500 per run, Full Run: 26,000 per run

All inserts must be supplied as a single unit

## OUTSERTS

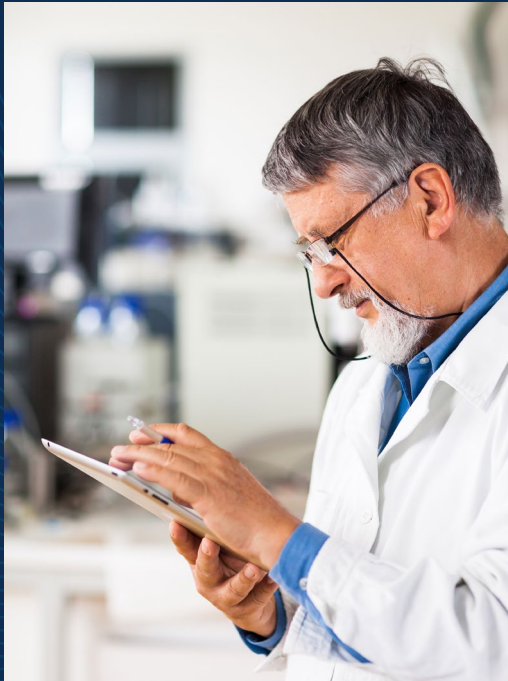
Outserts are a premium position offered in each issue. Availability is limited. Please contact Harborside for information regarding outsert list matching, printing, and availability.

- Dimensions: Outsert dimensions are limited by the host publication (8.125" × 10.875"). Outserts should be no smaller than 4" × 6".
- Artwork, design, and content must be approved prior to printing.
- Outsert may be no heavier than 3 oz.

### Contact:

Norman W. Virtue  
norman.virtue@broadcastmed.com

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



## Print Advertising Specifications

### COVER TIPS

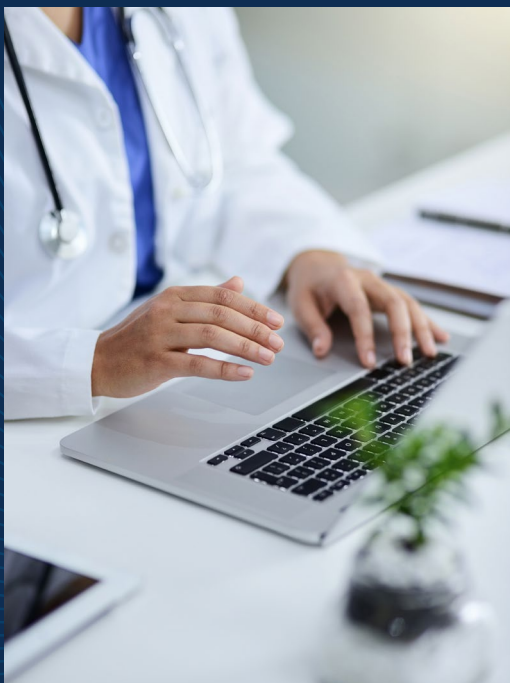
- Cover Tips are available on all issues.
- Dimensions: 3.5" x 6"
- Single leaf and single fold only, indicate front on order.
- Multiple page cover tips require wafer seals on all open edges; those inclusive of PI could have an upcharge.
- Artwork, design, and content must be approved prior to printing.
- 70 lb. minimum text stock required.
- Harborside will print upon request. Printing fee is \$3,500 net for a standard 2-page cover-tip. For larger units, please contact us for custom quote.

### JOURNAL MARKS

- Journal Marks offer advertisers excellent visibility by providing JCO readers a removable tab that carries your message.
- Journal Marks may run within the editorial well.
- Artwork, design, and content must be approved by ASCO.
- The folded dimensions are 9.875" x 11.125". For a detailed diagram view the following PDF: [Journal Mark Specs](#)  
Contact: Norman W. Virtue (norman.virtue@broadcastmed.com)

### LIST MATCHES

Harborside will match any client list to JCO's circulation. The first 2 list matches are free, and a charge of \$2,000 applies to all subsequent matches. If the client chooses to advertise to the selected audience through a demo insert, the appropriate demo charge will apply, and the initial list match fee will be waived. Maximum of 2 list matches per year per brand.



## The Best of JCO-ASCO Annual Meeting Abstracts Editions

The Best of JCO-ASCO Abstracts editions are a compilation of the top Abstracts presented at the ASCO Annual Meeting. These editions are disease specific.

### Opportunity

- Print Issue delivered to self-identified specialist ASCO members
- 1 email sent to JCO opt-ins
- 1 email sent to self-identified ASCO members
- 10,000 ROS impressions on JCO.org
- Retargeted website banners on JCO.org

Abstract Edition	Mail Date	Print Circulation	eTOC #1	eTOC #2	JCO.org Impressions
Breast	6/10	2,260	18,000	2,500	10,000
Multiple Myeloma	7/1	5,100	18,000	4,250	10,000
Gastrointestinal	6/10	2,400	18,000	1,800	10,000
Genitourinary	6/20	1,600	18,000	1,400	10,000
Gynecologic	7/1	2,500	18,000	700	10,000
Hematologic Malignancies	6/10	5,100	18,000	4,000	10,000
Lung	6/10	1,800	18,000	1,500	10,000
Immunotherapy	6/20	16,000	18,000	1,900	10,000
Other*	6/10	TBD	18,000		10,000

\*CNS, Head and Neck, Melanoma/Skin Cancer, Sarcoma, Supportive Care, etc. Please contact your representative for details.



## Best of JCO: Conference Editions

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

Conference	Mail Date	Print Circulation	eTOC #1	eTOC #2	JCO.org Impressions
Gastrointestinal Cancers Symposium	1/10	1,350	18,000	1,400	10,000
Genitourinary Cancers Symposium	2/10	877	18,000	1,400	10,000
Best of JCO Thoracic Cancer Edition (IASLC)	9/1	1,516	18,000	1,500	10,000
Best of JCO Medical Oncology Edition (ESMO)	9/10	2,500	18,000	5,000	10,000
Best of JCO Breast Cancer Edition (SABCS)	11/20	2,500	18,000	2,500	10,000
Best of JCO-Hematology Malignancies Edition (ASH)	12/1	5,100	18,000	5,000	10,000

\*Conference Distribution subject to change

## PRICING FOR CONFERENCE AND TOP ABSTRACTS EDITIONS

	SOV #1	SOV #2
Print	Cover Tip + TOC	Cover 2 + Cover 4
eTOCs	Email #1 + Email #2 (Leaderboard)	Email #1 + Email #2 (Medium Rectangle)
Website	50% of impressions	50% of impressions
Cost	\$60,000 net	\$60,000 net

### Cover Tip Specs

Maximum trim size: 8" wide × 5.5" high

Minimum trim size: 4" wide × 4" high

\*larger cover tips accepted





## The Best of JCO-ASCO Annual Meeting Edition

### Editorial

Compilation of the top clinical content in JCO

### Circulation

Hand distributed to 15,000 ASCO Annual Meeting Attendees

### SOV: 25%

Only 4 advertisers in the entire issue

### Position Available

Cover-Tip, Cover 2, TOC, Cover 4





## 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 user, (ii) no such Pixel can be flash or object based, (iii) No cookies may be placed on a user's system, (iv) Advertiser will not link any non-PII that it collects to any PII that it may have from any other source and (v) Advertiser will not update any existing profile or create any profile in its database based on any data collected on the JCO site, including the fact that someone is a JCO user or any information derived from the information in the referring URL.

We cannot honor viewability related campaign goals if ads are supplied that do not meet the specifications supplied in the grid above.

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.





## Editor-in-Chief

Jonathan W. Friedberg,  
MD, MMSc

Dr. Friedberg began his tenure as Editor-in-Chief of the *Journal of Clinical Oncology (JCO)* in June 2021 after serving as Associate Editor since 2011. As ASCO's flagship journal, *JCO* publishes cutting-edge research on the diagnosis and treatment of patients with cancer and is one of the most highly cited oncology journals in the world.

A hematologic oncologist for more than 20 years, Dr. Friedberg is currently Director of the Wilmot Cancer Institute and Samuel Durand Professor of Medicine at the University of Rochester Medical Center in Rochester, New York. He chairs the SWOG Lymphoma Committee and is a U.S. National Institutes of Health R01-funded lymphoma researcher.

## 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 [norman.virtue@broadcastmed.com](mailto: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.

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

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

In the event that legal action or a claim is made against the publisher and advertis-

ing 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,

## Terms and Conditions

illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisement printed or the unauthorized use of any person's name or photograph 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 non-delivery 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

## Terms and Conditions

approved, Harborside payment terms are net 30 days. Contact the Harborside Finance Team at [accounting@broadcastmed.com](mailto: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 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 I/O 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 Cost per Engagement (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.

Please see Print Advertising Rates for list of Premium Positions.

Same conditions apply for Best of JCO.





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To report an error, please send a message to:  
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### Permissions

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### VP Publishing at ASCO

Angela Cochran

### Reprints

Reprints of journal articles may be purchased to support your commercial messaging.

For inquiries in the United States and Canada, please send your request to [ReprintSolutions@wolterskluwer.com](mailto:ReprintSolutions@wolterskluwer.com).

For inquiries regarding journal article reprint use in other countries, please send your request to:

[InternationalReprints@wolterskluwer.com](mailto:InternationalReprints@wolterskluwer.com).

For more information about reprints, visit the Reprints and Permissions page on the JCO website.

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