

Journal of Clinical Oncology Media Kit | 2023

About the Journal of Clinical Oncology



#1 RANKED PUBLICATION FOR ONCOLOGISTS

#1 in High Readers

#1 in Average Page Exposures

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**.

Acceptance of articles to online publication time: 41 days

Acceptance of articles to print publication time: 104 days

Manuscript acceptance rate: 20% (12% for Original Reports)



1983

The year of the
inaugural issue of
JCO



197,709

Total Citations

- Most Cited Journal in Oncology

Clarivate, 2021 Journal Citation Reports, June 2022



50.717

Impact Factor

- Top 1% of All Journals
- Highest Impact Factor in The Journal's History

Journal Citation Reports, June 2022

ASCO[®]

AMERICAN SOCIETY OF CLINICAL ONCOLOGY

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
-

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

Note: Members may choose more than one category and not all give a response. Updated May 2022.

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

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
Staff Model HMO	264

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
TOTAL	16,062

*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	11/23/22	11/30/22	12/7/22	
Jan 10th	12/7/22	12/14/22	12/21/22	ASCO GI - ASCO Gastrointestinal
Jan 20th	12/16/22	12/23/22	12/30/22	
Feb 1st	12/28/22	1/4/23	1/11/23	ASCO GU - ASCO Genitourinary
Feb 10th	1/6/23	1/13/23	1/20/23	
Feb 20th	1/18/23	1/25/23	2/1/23	
Mar 1st	1/25/23	2/1/23	2/8/23	
Mar 10th	2/3/23	2/10/23	2/17/23	SSO - Society of Surgical Oncology & HOPA - Hematology/Oncology Pharmacy Association
Mar 20th	2/15/23	2/22/23	3/1/23	NCCN Annual Conference, American Physiology Summit (formerly Experimental Biology)
Apr 1st	2/27/23	3/6/23	3/13/23	
Apr 10th	3/8/23	3/15/23	3/22/23	ONS - Oncology Nursing Society & American College of Physicians (ACP)
Apr 20th	3/17/23	3/24/23	3/31/23	
May 1st	3/29/23	4/5/23	4/12/23	
May 10th	4/6/23	4/13/23	4/20/23	
May 20th	4/14/23	4/21/23	4/28/23	ASCO Annual Meeting
Jun 1st	4/27/23	5/4/23	5/11/23	ASCO Annual Meeting
Jun 10th	5/5/23	5/12/23	5/19/23	
Jun 20th	5/16/23	5/23/23	5/30/23	
Jul 1st	5/26/23	6/2/23	6/9/23	
Jul 10th	6/5/23	6/12/23	6/19/23	Best of ASCO Seattle & ASCO Breakthrough
Jul 20th	6/15/23	6/22/23	6/29/23	
Aug 1st	6/26/23	7/3/23	7/10/23	
Aug 10th	7/7/23	7/14/23	7/21/23	

Aug 20th	7/14/23	7/21/23	7/28/23	IASLC World Lung Conference
Sep 1st	7/27/23	8/3/23	8/10/23	
Sep 10th	8/4/23	8/11/23	8/18/23	NCCN Heme
Sep 20th	8/16/23	8/23/23	8/30/23	ASTRO - American Society for Radiation Oncology, ESMO - European Society for Medical Oncology
Oct 1st	8/25/23	9/1/23	9/8/23	
Oct 10th	9/6/23	9/13/23	9/20/23	ASCO Quality Care & American Society of Human Genetics (ASHG)
Oct 20th	9/15/23	9/22/23	9/29/23	JADPRO Live
Nov 1st	9/27/23	10/4/23	10/11/23	
Nov 10th	10/6/23	10/13/23	10/20/23	
Nov 20th	10/16/23	10/23/23	10/30/23	ASH - American Society of Hematology & SABCS - San Antonio Breast Cancer Symposium
Dec 1st	10/26/23	11/2/23	11/9/23	
Dec 10th	11/2/23	11/9/23	11/16/23	
Dec 20th	11/15/23	11/22/23	11/29/23	

Please send all insertion orders to hspadorders@hbside.com

Print Advertising Rates

U.S. Circulation Rates

Black and White

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$4,070	\$2,630	\$1,520
6x	\$3,950	\$2,430	\$1,440
12x	\$3,875	\$2,385	\$1,410
24x	\$3,740	\$2,340	\$1,375
36x	\$3,620	\$2,295	\$1,345
48x	\$3,555	\$2,225	\$1,315
60x	\$3,550	\$2,215	\$1,315
72x	\$3,535	\$2,205	\$1,315
96x	\$3,445	\$2,115	\$1,315
120x	\$3,410	\$2,075	\$1,315
144x	\$3,375	\$2,060	\$1,315
170x	\$3,280	\$2,015	\$1,315
194x	\$3,235	\$2,015	\$1,315
216x	\$3,225	\$2,015	\$1,315
242x	\$3,175	\$2,015	\$1,315
268x	\$3,155	\$2,015	\$1,315
304x	\$3,105	\$2,015	\$1,315
340x	\$3,045	\$2,015	\$1,315
376x	\$3,020	\$2,015	\$1,315

Insert

Frequency	2-Page	4-Page	6-Page	8-Page
1x	\$9,340	\$17,480	\$25,620	\$33,760

6x	\$9,100	\$17,000	\$24,900	\$32,800
12x	\$8,950	\$16,700	\$24,450	\$32,200
24x	\$8,680	\$16,160	\$23,640	\$31,120
36x	\$8,440	\$15,680	\$22,920	\$30,160
48x	\$8,310	\$15,420	\$22,530	\$29,640
60x	\$8,300	\$15,400	\$22,500	\$29,600
72x	\$8,270	\$15,340	\$22,410	\$29,480
96x	\$8,090	\$14,980	\$21,870	\$28,760
120x	\$8,020	\$14,840	\$21,660	\$28,480
144x	\$7,950	\$14,700	\$21,450	\$28,200
170x	\$7,760	\$14,320	\$20,880	\$27,440
194x	\$7,670	\$14,140	\$20,610	\$27,080
216x	\$7,650	\$14,100	\$20,550	\$27,000
242x	\$7,550	\$13,900	\$20,250	\$26,600
268x	\$7,510	\$13,820	\$20,130	\$26,440
304x	\$7,410	\$13,620	\$19,830	\$26,040
340x	\$7,290	\$13,380	\$19,470	\$25,560
376x	\$7,240	\$13,280	\$19,320	\$25,360

Color Charges

4 color	\$2,640
2 color standard	\$970
2 color matched	\$1,050
5 color	\$3,610

Other color charges Contact Harborside at
hspadorders@harborsidepress.com

Outserts

Rates (Supplied)

U.S. Only

\$23,350 Net/Issue

Price based on 2-4 page outsert within specs

Cover Tips

Net Rates (Supplied)

Frequency	2-PG Supplied	2-PG PLUS PI
1x	\$28,020	\$34,020
6x	\$27,300	\$33,300
12x	\$26,850	\$32,850
24x	\$26,040	\$32,040
36x	\$25,320	\$31,320
48x	\$24,930	\$30,930
60x	\$24,900	\$30,900
72x	\$24,810	\$30,810
96x	\$24,270	\$30,270
120x	\$24,060	\$30,060
144x	\$23,850	\$29,850
170x	\$23,280	\$29,280
194x	\$23,010	\$29,010
216x	\$22,950	\$28,950
242x	\$22,650	\$28,650
268x	\$22,530	\$28,530
304x	\$22,230	\$28,230
340x	\$21,870	\$27,870
376x	\$21,720	\$27,720

Prices are net and for supplied materials.

Journal Marks

Rates

U.S. Only	\$17,480 net (2-page)
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Rates include printing.

Rates are for 2-page ad units plus the removable tab.

For larger ad units, please contact Harborside for a custom quote.

Full-Circulation Rates

To reach the full circulation, including ex-U.S. distribution, add 25% to domestic gross rates above.

Ex-U.S. Rates

Please contact Harborside directly for any non-U.S. circulation inquiries.

All published rates are in USD

Print Discounts and Incentives

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%



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.

**BUY 5
GET THE
6TH FREE**



ASCO Publications Combined Frequency Rate

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

*Guaranteed frequency is based on the number of pages placed between July 2021-June 2022



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 on discounted PI pages.

Print Advertising Specifications

Ad Materials to:

Color Proofs to:

hspadmats@hbsside.com
FTP: prodweb2.hbrsd.com
Username: hspsales
Password: Connect#9

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

Norman W. Virtue
Tel: 631-935-7682
Fax: 631-692-0805

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

JCO - JCO004/Issue Date

Attn: Stacy Darby
555 South 108th Street
West Allis, WI 53214-1145
414-566-3500

Send 2 printed samples to:

JCO - JCO004/Issue Date

Norman Virtue
244 Hillside Ave
Valley Stream, NY 11580

File Submissions

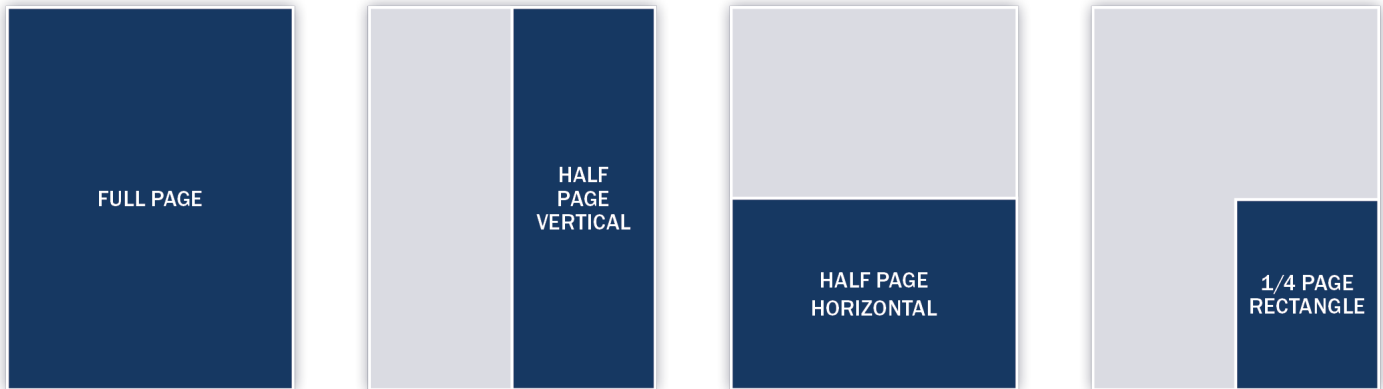
SWOP standards apply. Submit only high-resolution CMYK PDF formatted files. Convert all spot colors to CMYK. All fonts and images must be embedded. Files should indicate trim and bleed.

Contact the Production Manager at nvirtue@hbsside.com for additional specifications and production questions.

Mechanical Requirements

Ad Sizes	Bleed	Trim	Live
2-Page spread	16.5" × 11.125"	16.25" × 10.875"	15.75" × 10.375"*
Full Page	8.375" × 11.125"	8.125" × 10.875"	7.625" × 10.375"
1/2-Page (vertical)	4.25" × 11.125"	3.875" × 10.875"	3.5" × 10.375"
1/2-Page (horizontal)	8.375" × 5.625"	8.125" × 5.25"	7.625" × 4.75"
1/4-Page (square)	4.25" × 5.625"	3.875" × 5.25"	3.5" × 4.75"

*with a 0.5" safety down the middle



Insert Requirements

2-Page Insert	8-3/8" × 11-1/8"
4-Page Insert	16.75" × 11.125", 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, Ex-U.S.: contact Harborside

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" x 10.875"). Outserts should be no smaller than 4" x 6".

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

Outsert may be no heavier than 3 oz.

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



Cover Tips

Cover Tips are available on all issues.

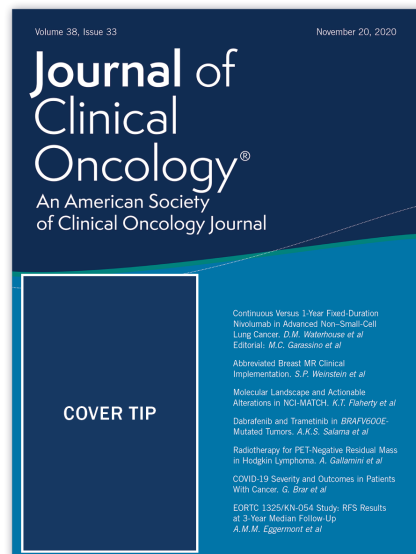
Dimensions: 3-1/2" x 6"

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 \$2,500 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.

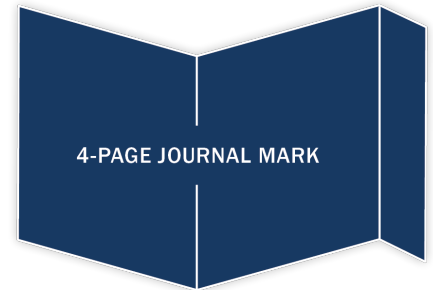
Artwork, design, and content must be approved by ASCO.

The folded dimensions are 9.875" × 11.125".

For a detailed diagram view the following PDF:

[Journal Mark Specs](#)

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

Best of *JCO*

The Best of *JCO* offers two different opportunities to enhance your reach.

ASCO Annual Meeting Top Abstracts Editions

The Best of *JCO*—Top ASCO Abstracts editions are a compilation of ASCO's Top Abstracts presented at the ASCO Annual Meeting. These editions are tumor-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](https://www.jco.org)
- Targeted website banners on [JCO.org](https://www.jco.org)

Abstract Edition	Mail Date	Print Circulation	Digital		Website
			eTOC #1	eTOC #2	Impressions
Breast	6/10	2,260	18,000	2,500	200–800
Multiple Myeloma	7/1	5,100	18,000	4,250	200–800
Gastrointestinal	6/10	2,400	18,000	1,800	200–800
Genitourinary	6/20	1,600	18,000	1,400	200–800
Gynecologic	7/1	2,500	18,000	700	200–800
Hematologic Malignancies	6/20	5,100	18,000	4,000	200–800
Lung	6/10	1,800	18,000	1,500	200–800
Immunotherapy	6/20	16,000	18,000	1,900	200–800
Other*	6/10	TBD	18,000		200-800

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

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.

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](https://www.jco.org)
- Retargeted website banners on [JCO.org](https://www.jco.org)
- **Bonus distribution at conference**

Conference	Mail Date	Digital		Website
		eTOC #1	eTOC #2	Impressions
Gastrointestinal Cancers Symposium	1/20	18,000	1,400	200–800
Genitourinary Cancers Symposium	2/10	18,000	1,400	200–800
Best of <i>JCO</i> Thoracic Cancer Edition (IASLC)	10/10	18,000	1,500	200–800
Best of <i>JCO</i> Medical Oncology Edition (ESMO)	10/20	18,000	5,000	200–800
Best of <i>JCO</i> Radiation Oncology (ASTRO)	10/1	18,000	600	200–800
Best of <i>JCO</i> Breast Cancer Edition (SABCS)	12/10	18,000	2,500	200–800

*Conference Distribution subject to change

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
-

The Best of *JCO*-Hematologic Malignancies (ASH) Conference Edition

Editorial

- Compilation of the top hematology specific clinical content in *JCO*

Circulation

- 5,100 self-identified hematology ASCO members
- Bonus distribution at ASH

SOV: 25%

- Only 4 advertisers in the entire issue

Position Available

- Cover-Tip, Cover 2, TOC, Cover 4

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

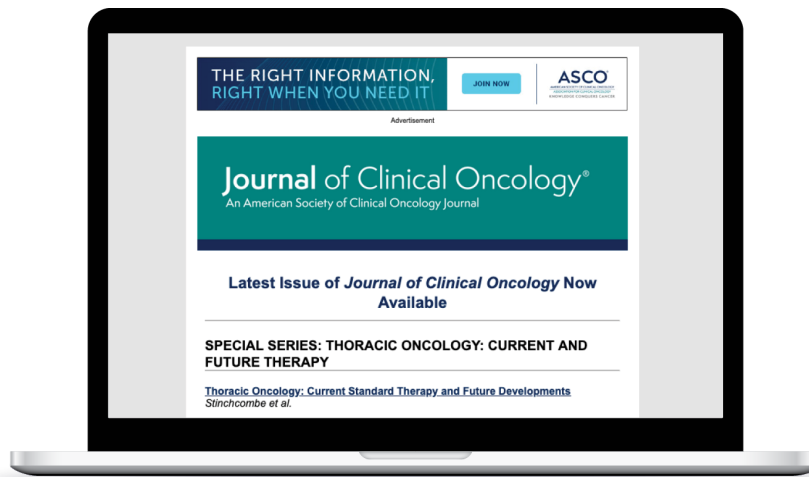
Maximum trim size: 8" wide × 5.5" high

Minimum trim size: 4" wide × 4" high

*larger cover tips accepted



Email Advertising Opportunities



[View Ad Sizes and Placements Online](#)

eTOC

The *JCO* eTOC features links and abstracts to articles posted online, before the print issue is released. Sponsorship includes 33% share of voice (SOV) on one eTOC.

Ads Available

- Leaderboard Banner: 728 × 90
- Medium Rectangle: 300 × 250

[View Ad Sizes and Placement](#)

eTOC Metrics

- Open Rate: 45%
- Email CTR: 22%
- Total Opens: 25,800

Distribution

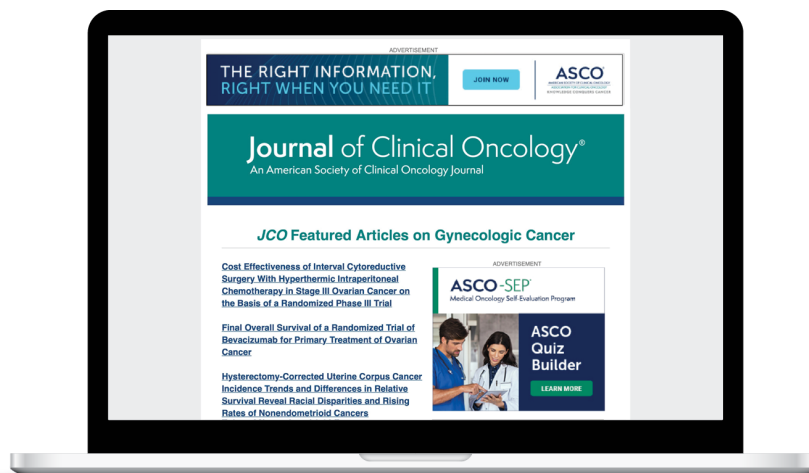
- U.S.: 55,000+
- Ex-U.S.: 110,000

Frequency

- 88 sends

Default is U.S. only for advertisers. International targeted coverage is available, inquire for pricing.

Discounts available for 6, 12 and 24 sends.
Please contact your representative for details.



[View Ad Sizes and Placements Online](#)

JCO Featured Articles E-Alerts

The JCO Featured Articles E-Alerts are a compilation of JCO's most recent top-downloaded original reports related to your target audience. All programs will be sent to ASCO member self-identified specialists.

Cost per send: \$8,000

Frequency: 3x per year

Share of Voice (SOV): 100%

Circulation: Varies by Specialty (see chart below)

Open rate: 40%

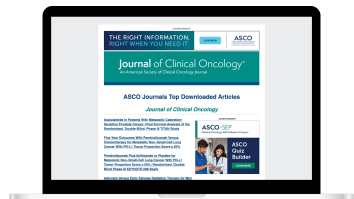
TOPIC*	Distribution
Breast	2,500
Multiple Myeloma	4,250
Gastrointestinal	1,800
Genitourinary	1,400
Gynecologic	700
Hematologic Malignancies	4,000

Lung	1,500
Immunotherapy	1,900

*Other topics may be available, contact your sales representative.

Additional Email Opportunities

Top Downloaded



[View Ad Sizes and Placements Online](#)

The Top Downloaded Articles E-Alerts feature the top downloaded articles from both the *JCO* and *JCO -OP* websites.

Send Month*

January, April, July, October*

Distribution

17,000

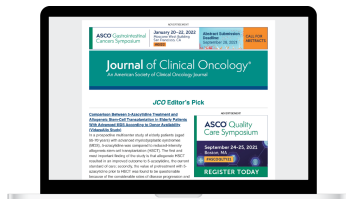
Share of Voice

50%

Open Rate

40%

JCO Editor's Pick



[View Ad Sizes and Placements Online](#)

The Editor's Pick E-Alert features *JCO*'s top articles, chosen by the editors at ASCO.

Send Month*

March, June, September, December*

Distribution

17,000

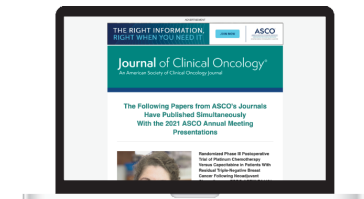
Share of Voice

50%

Open Rate

37%

ASCO Annual Meeting



[View Ad Sizes and Placements Online](#)

ASCO Publication's Annual Meeting E-Alert features two emails in conjunction with the ASCO Annual meeting; one is sent pre-conference, and the second is sent during the conference.

Send Month*

May & June*

Distribution

19,500+

Share of Voice

100%

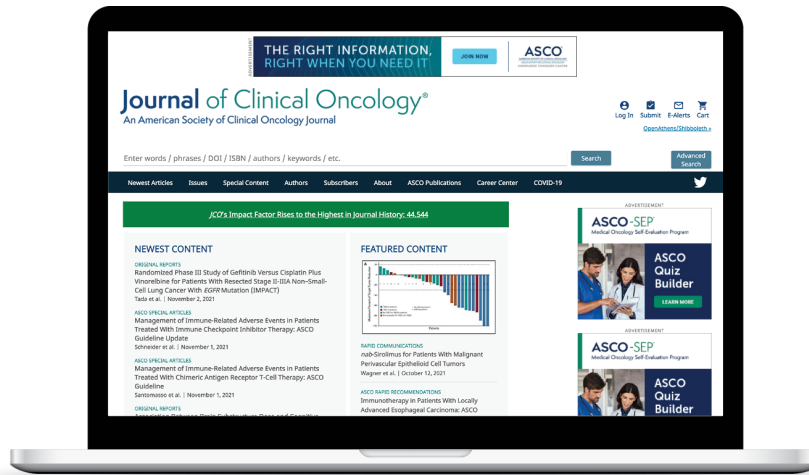
Open Rate

36%

*Send month subject to change

Send all digital material to digitalads@hbside.com

Website Advertising Opportunities



[View Ad Sizes and Placements Online](#)

JCO.ORG ranks # 2 in Media Used within the past 6 months of all 97 media evaluated among Med Oncs + Hem Oncs!

Source: Medical/Surgical-Media Measurement, 2022. Source Table 101

U.S. Metrics

2022 Monthly Snapshot

- U.S. Unique Monthly Visitors: **224,450**
- Time on Site per Session: **15:00**
- Viewability: **74.30%**
- Pageviews: **570,000**
- Sessions: **392,000**

*based on US average stats October 2022, Google Analytics, Google DFP, Google Ad Manager, Kantar Website Usage Study 2022

Ads Available

- Leaderboard Banner: 728 × 90

- Medium Rectangle: 300 × 250
- Mobile Leaderboard: 320 × 50

[View Ad Sizes and Placement](#)

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

For more information on international metrics/pricing, please contact your representative.

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...
-
-

Additional Advertising Opportunities

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



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



NEW! JCO - Journal of Clinical Oncology Resource Center

- The #1 Read Peer-Reviewed Oncology Publication
 - Reach YOUR audience as they read **topic specific content** from *JCO*
 - Contents include up to ten JCO Articles hand selected based on
 - Consumption habits
 - Latest research trends
 - Most read JCO articles
 - Sponsorship includes:
 - 100% SOV advertising
 - Asset housing
 - NPI List Match
-

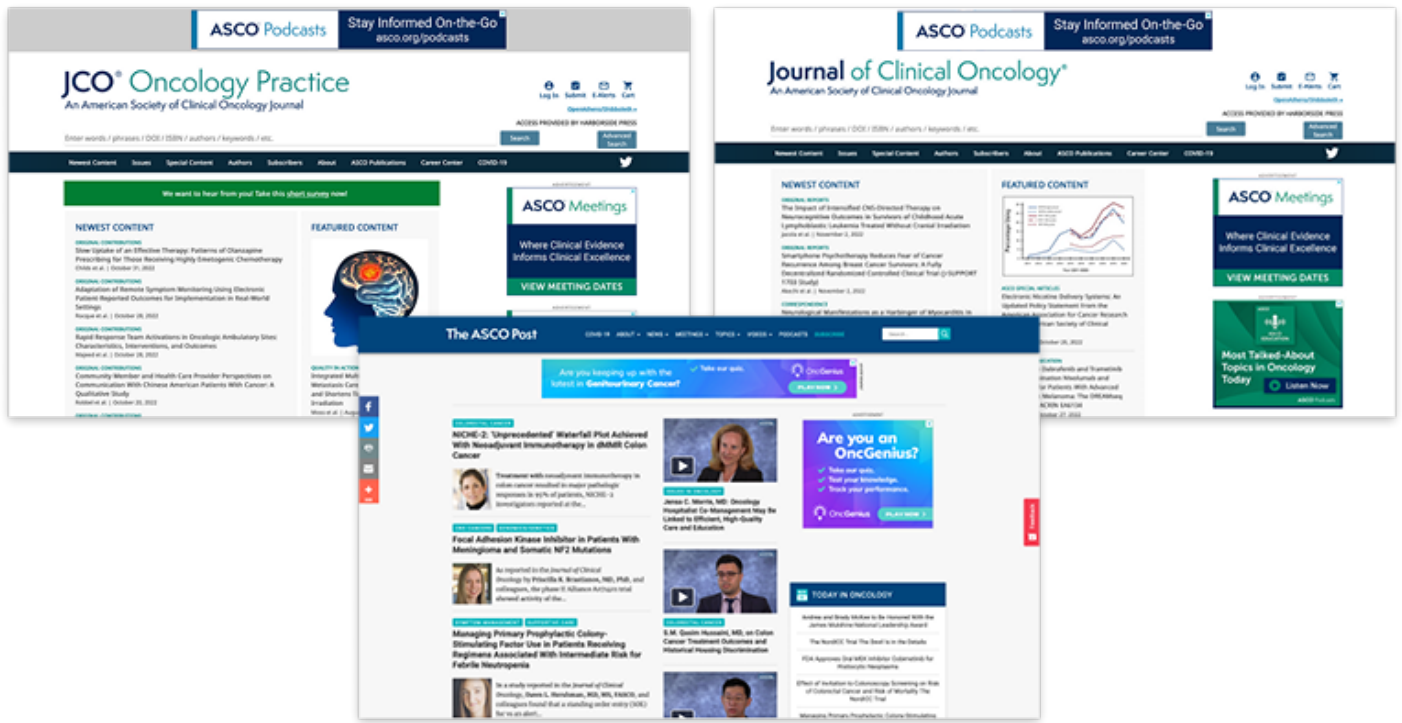
ASCO Pubs Homepage Takeover

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	Leaderboard (728 × 90) Medium Rectangle (300 × 250) Mobile (320/300 x 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 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. 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.

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.

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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.

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* 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 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*.

Contact

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send a message to:
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Angela Cochran

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