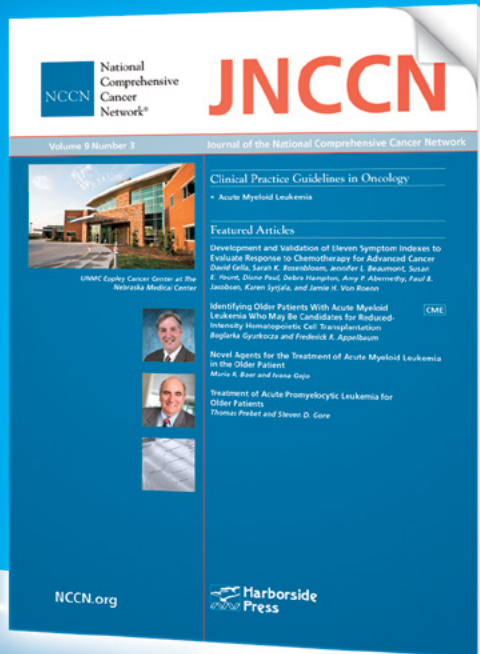


2012 INFORMATION FOR ADVERTISERS

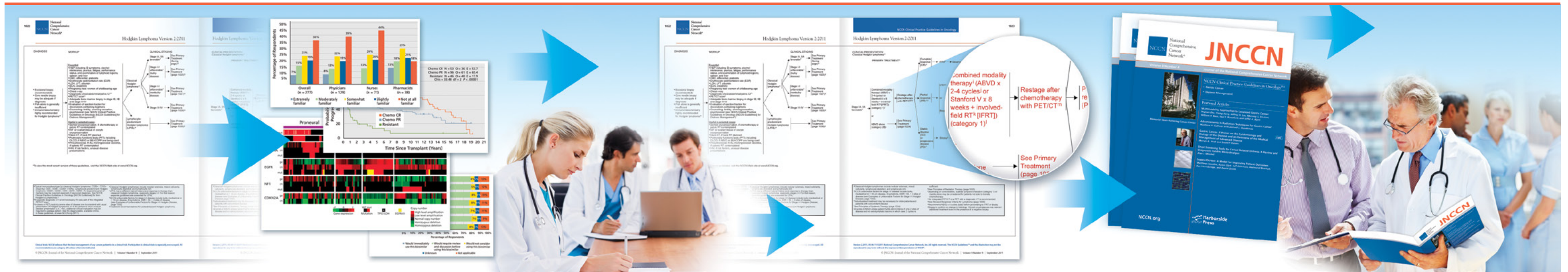


NEW FOR 2012

- Expanded NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) "Redlines" section to include 2-4 different tumor types in each issue!
 - NCCN Guidelines® with important updates clearly marked
- Never-before published discussions of Panel decisions; available only in *JNCCN*
- NCCN Drugs & Biologics Compendium (NCCN Compendium®) Announcements
- And more...

*A Network of Knowledge
on Every Page*

Only in JNCCN – Updates to NCCN Guidelines and exclusive insight into their creation



NCCN Guidelines
New Data
NCCN Guidelines Panel Meets
Guidelines Updated using "Redlines"
Published in JNCCN
Insight Available Only in JNCCN

JNCCN is the ONLY journal that publishes the most widely used guidelines in oncology practice: the NCCN Guidelines

Highlights of the NCCN Guidelines User Survey (November 2010)

Also in Every Issue:

- Review Articles
- CME Articles
- NCCN News

Circulation

Specialty	Circulation
Medical Oncologists	5,100
Hematologists	2,004
Hematologists/Oncologists	7,106
Internal Medicine with Secondary Specialty in Oncology	654
Gynecological Oncologists	502
Radiation Oncologists	1,627
Surgical Oncologists	424
Oncology Nurse Practitioners	2,413
Oncology Physician Assistants	862
Oncology Pharmacists	1,648
NCCN Guidelines Panel Members	360
Other Oncology Professionals	443
Total	23,143

(For bonus distribution, see page 6.)

New in 2012

- NCCN Guidelines "Redlines":
 - 2-4 NCCN Guidelines updates in each issue of JNCCN
 - Containing sections of the NCCN Guidelines with important updates — with those updates clearly shown in colored ink
- New discussion section: For the first time, readers are given insight into the Guidelines Panel discussions
- NCCN Compendium® Announcements
- Retrospective articles
- Refreshed cover for 2012

Incentives for Advertisers

- 12-Time Discount:** Advertise a product in 10 issues of JNCCN, and receive 2 free insertions.
- 6-Time Discount:** Advertise a product in 5 issues of JNCCN, and receive 1 free insertion.
- e-TOC Combination Discount
- JNCCN.org banner ad discounts for print advertisers

On October 11, 2010, the NCCN Guidelines User Survey was sent to approximately 60,000 individuals who had engaged with NCCN. A link to the survey was sent via e-mail.

- Data was collected through October 27, 2010.
- A total of 1,687 respondents, including 579 physicians and 414 nurses, completed the survey.**
- 43.7% of the respondents reference the NCCN Guidelines at least 50% of the time with their patients.**

JNCCN is Among the Top Oncology Journals For:

- Average issue readers
- Ad page exposure

June 2011 Readership Data – Med/Surg Onc Specialty
Table 132 Oncology & Hem/Onc Office & Hospital

Respondents "Strongly Agreed" or "Agreed" that the NCCN Guidelines are:

A Reliable Reference Tool	97.8%
Up-To-Date	94.9%
Evidence-Based	94.1%
Objective and Balanced	92.6%
Useful in Patient Care and Education	88.0%
Helpful in Teaching	85.0%
Helpful in Discussions with Managed Care Organizations	60.7%
Helpful to Inform Policy in a Managed Care Organization	57.7%

Respondents use the NCCN Guidelines for the following:

As a Reference Tool	89.5%
For Patient Care Decision-Making	61.8%
For Professional Development	45.5%
For Teaching or Making Presentations	45.8%
For Multidisciplinary Tumor Boards	42.7%
To Inform Policy in a Managed Care Organization	17.7%



1. Editorial Staff

Editor-in-Chief:

Harold J. Burstein, MD, PhD
Dana-Farber Cancer Institute

Sr. Director, Professional and Patient Publications:

Kimberly A. Callan, MS, ELS
National Comprehensive Cancer Network

Assistant Managing Editor:

Kerrin M. Green, MA
National Comprehensive Cancer Network

Editorial Associate:

Genevieve Emberger Hartzman, MA
National Comprehensive Cancer Network

2. NCCN Leadership

Chairman of the Board:

Thomas A. D'Amico, MD
Duke Cancer Institute

Vice Chairman of the Board:

Samuel M. Silver, MD, PhD
*University of Michigan
Comprehensive Cancer Center*

Chief Executive Officer:

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Executive Vice President/Chief Operating Officer

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Senior Vice President, Finance/Chief Financial Officer

Lisa G. Kimbro, CPA, MBA

Senior Vice President,

Clinical Information and Publications

Joan S. McClure, MS

Vice President, U.S. & Global Development

C. Lyn Fitzgerald

3. Harborside Press Staff

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Wendy McGullam
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Executive Vice President, Editorial:

Conor Lynch
(631) 935-7653 / conor@harborsidepress.com

4. General Information

More than 23,000 oncologists and other cancer care professionals across the United States receive *JNCCN—The Journal of the National Comprehensive Cancer Network*. This peer-reviewed, indexed medical journal, edited by Harold J. Burstein, MD, PhD, provides the latest information about best clinical practices, oncology outcomes, and new research initiatives. *JNCCN* features updates on the NCCN Guidelines, review articles elaborating on guideline recommendations, and health services and clinical research papers. *JNCCN*'s goal is to improve the quality of cancer care by addressing oncology practice for all disease stages and presentations. Content covers the entire spectrum of oncologic health care, from prevention and screening to treatment and supportive care.

JNCCN is dedicated to improving the quality of cancer care locally, nationally, and internationally while enhancing the collaboration between academic medicine and the community physician. *JNCCN* is further committed to disseminating information across the cancer care continuum by publishing clinical practice guidelines and reporting rigorous outcomes data collected and analyzed by the experts from 21 of the world's leading cancer centers.

JNCCN is published 12 times per year. To view the editorial calendar,* please visit our website at JNCCN.org/site/misc/calendar.xhtml

For more information about the journal, please visit our website at JNCCN.org.

*This schedule represents the best information currently available. NCCN reserves the right to alter the editorial calendar without notice.

5. Rates

Black and White Rates

Page Size	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x
Full Page	\$3,675	\$3,635	\$3,410	\$3,190	\$2,845	\$2,635	\$2,505	\$2,375	\$2,260	\$2,145
1/2 Page	\$2,385	\$2,280	\$2,145	\$2,040	\$1,940	\$1,815	\$1,740	\$1,670	\$1,605	\$1,545
1/4 Page	\$1,415	\$1,355	\$1,290	\$1,220	\$1,165	\$1,095	\$1,055	\$1,010	\$970	\$930

Earned Rates:

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

Color Charges

Color scheme	Charge
Four color	\$2,326
Two color standard	\$998
Two color matched	\$1,108
Five color	\$3,355

Position Charges

Position	Charge
Fourth cover	50% over B&W rate
Third cover	25% over B&W rate
Second cover	25% over B&W rate
Table of Contents	15% over B&W rate
Opposite CME	15% over B&W rate
Opposite Guideline	15% over B&W rate

Bleeds: No charge

Insert Rates

Page Size	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x
2 Page	\$8,355	\$8,265	\$7,825	\$7,385	\$6,690	\$6,270	\$6,005	\$5,750	\$5,520	\$5,290
4 Page	\$15,705	\$14,530	\$14,650	\$13,765	\$12,380	\$11,540	\$11,010	\$10,505	\$10,040	\$9,575
6 Page	\$23,060	\$22,795	\$21,475	\$20,150	\$18,065	\$16,810	\$16,015	\$15,255	\$14,560	\$13,865
8 Page	\$30,415	\$30,060	\$28,300	\$26,535	\$23,755	\$22,080	\$21,020	\$20,005	\$19,080	\$18,155

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

6. Discounts

Please contact the publisher for information regarding possible combination discounts.

7. Incentive Programs

12-Time Discount: Advertise a product in 10 issues of *JNCCN*, and receive 2 free insertions.

6-Time Discount: Advertise a product in 5 issues of *JNCCN*, and receive 1 free insertion.

8. List Match Charge

Harborside Press will match any client list to our circulation for a charge of \$1,000. If the client chooses to advertise to the selected audience through a demo insert, the appropriate demo charges will apply, and the initial list match fee will be waived.

9. Split-Run Inserts

Billing is based on the earned B&W rate times the number of pages and the percentage of circulation, with a minimum of 50% of the total circulation, plus a production charge of \$1,000. For run-of-book split-run charge, please contact the publisher.

10. Reprints

Reprints are available for order. Contact David Horowitz at (631) 692-7652 or at david@harborsidepress.com.

11. Agency Commission

Fifteen percent (15%) of gross billings on space, color, cover, and preferred position charges. Additional production charges are non-commissionable. Cash discounts are available. Contact the publisher for details.

12. Earned Frequency

Earned frequencies are determined by number of insertions in *JNCCN* to provide maximum frequency discounts to advertisers, regardless of size. Space purchased by a parent company and subsidiaries is combined in calculating earned rate. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. Please contact the publisher for details.

13. BRC Inserts

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 the publisher for approval.

14. Circulation

Specialty	Circulation
Medical Oncologists	5,100
Hematologists	2,004
Hematologists/Oncologists	7,106
Internal Medicine with Secondary Specialty in Oncology	654
Gynecological Oncologists	502
Radiation Oncologists	1,627
Surgical Oncologists	424
Oncology Nurse Practitioners	2,413
Oncology Physician Assistants	862
Oncology Pharmacists	1,648
NCCN Guidelines Panel Members	360
Other Oncology Professionals	443
Total	23,143

Bonus Distribution at Meetings in 2012	Issue
NCCN 17 th Annual Conference	Feb/Mar
ONS Annual Meeting	Apr/May
ASCO Annual Meeting	May/Jun
NCCN Annual Congress: Hematologic Malignancies	Aug/Sep
ONS Fall Institutes of Learning	Oct/Nov
Chemotherapy Foundation Symposium	Oct/Nov
ASH Annual Meeting	Nov/Dec
SABCS	Nov/Dec

15. Inserts

Quantity: 26,000

Paper Weight: 80# Maximum

Specifications:

Insert Height: 11-1/8"; head trim 1/8"; foot trim 1/8"

Insert Width: 8-3/8"; spine grindoff 1/8"; outside edge trim 1/8"

Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with Harborside Press for availability and other information required.

16. Material Storage

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

17. Reproduction 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 publisher before ad due for additional specifications. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. 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" x 10-7/8"

Type of Binding: Perfect

Ad Sizes	Non-Bleed	Bleed
2-Page Spread:	15" x 10"	16-1/2" x 11 1/8"
Full Page:	7" x 10"	8-3/8" x 11 1/8"
1/2-Page (Vertical):	3" x 9-5/8"	—
1/2-Page (Horizontal):	7" x 4-5/8"	—
1/4-Page (Square):	3" x 4-5/8"	—

18. Advertising Policies

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

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

Disposal of Furnished Materials: Film not called for within one year will be destroyed without notification.

19. Closing Dates

Issue Month	Insertion Order Due Date	Ad Material Due Date	Insert Due Date
Jan	11/28/11	12/2/11	12/9/11
Feb	12/23/11	12/30/11	1/6/12
Mar	1/25/12	2/1/12	2/8/12
Apr	3/2/12	3/9/12	3/16/12
May	4/2/12	4/9/12	4/16/12
Jun	5/1/12	5/8/12	5/15/12
Jul	6/1/12	6/8/12	6/15/12
Aug	7/2/12	7/9/12	7/16/12
Sep	8/1/12	8/8/12	8/15/12
Oct	9/4/12	9/10/12	9/17/12
Nov	10/1/12	10/9/12	10/15/12
Dec	11/1/12	11/8/12	11/15/12

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

20. Shipping

Insertion orders to: David Horowitz, *JNCCN*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724.

Tel: (631) 935-7652; Fax: (631) 692-0805;

e-mail: david@harborsidepress.com

Ad Materials to: Wendy McGullam, *JNCCN*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724.

Tel: (631) 935-7651; Fax: (631) 692-0805;

e-mail: wendy@harborsidepress.com

Inserts to: Tammy Baugh, Publishers Press, Inc., 13487 South Preston Highway, Lebanon Junction, KY 40150. Tel: (800) 214-1127. Cartons must indicate publication name, issue date, and quantity.

21. Acceptance of Advertising

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 arising from or related to such advertisements. Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All of the ideas and opinions expressed in *JNCCN* are the authors' own and do not necessarily reflect those of NCCN, the NCCN Member Institutions, the editor, or the publisher. Publications of an advertisement or other product mention in *JNCCN* should not be construed as an endorsement of the product or the manufacturer's claims." In the event that legal action or a claim is made against the publisher or NCCN arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify, and hold harmless the publisher and NCCN, and to pay any judgment, expenses, and legal fees incurred by the publisher or NCCN as a result of said legal action or claim. The publisher reserves the right to reject any advertising for any reason. Publisher is not liable for delays in delivery and/or non-delivery due to any condition beyond the control of publisher affecting production or delivery in any manner.

ADDITIONAL OPPORTUNITIES:

Online

- JNCCN.org
- [JNCCN e-TOC Program](#)

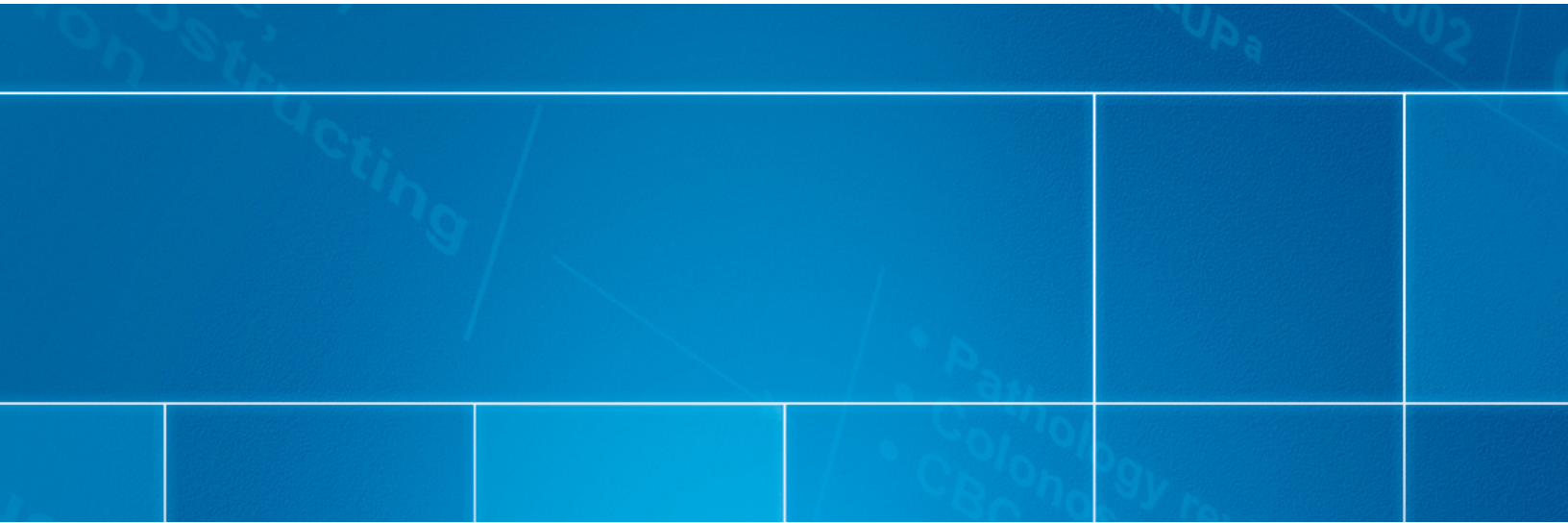
Print Advertising

- Highlights of the NCCN 17th Annual Conference

Custom Publishing

- Supplements
- Patient Aids
- Monograph Distribution

And more...



Contact Information

Harborside Press



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Business Development:**

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General Information:

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