The premier publication providing high-quality content to practicing advanced practitioners in oncology—NPs, PAs, PharmDs, CNSs, and additional advanced degree healthcare professionals
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APSHO, the Advanced Practitioner Society for Hematology and Oncology, is a professional society for:

- Nurse practitioners (NPs)
- Physician assistants (PAs)
- Clinical nurse specialists
- Advanced degree nurses
- Pharmacists

APSHO’s Mission
To improve the quality of care for patients with cancer by supporting critical issues in educational, clinical, and professional development for advanced practitioners in hematology and oncology

APSHO’s Vision
To actualize oncology patient care that is high quality, cost effective, and delivered through collaborative practice models by optimizing the role of the advanced practitioner as an integral member of the care team

Board of Directors

- Pamela Hallquist Viale, RN, MS, CNS, ANP
  Editor-in-Chief, Journal of the Advanced Practitioner in Oncology
  University of California, San Francisco, San Francisco, California

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  Tucson, Arizona

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  Kingsport, Tennessee

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  Colorado Springs, CO

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  Baptist Health Lexington
  Cancer Center
  Lexington, Kentucky

- Mary E. Peterson, APRN, ANP-BC, AOCNP®
  St. David’s South Austin Medical Center
  Austin, Texas
APSHO Member Profile*

**Practice Type**
(N=1069)

- **26%** Academic/University Medical Center
- **19%** Comprehensive Cancer Center
- **13%** Pharma/Biotech Company
- **26%** Community-based Office
- **10%** Community-based Hospital
- **5%** Other/NA

**Prescribe Medication**
(N=1069)

- **72%** Yes
- **19%** No
- **9%** N/A

77% of APSHO Members Work in Patient Care

*Data obtained September 2016
Mission Statement

The mission of JADPRO is to improve the quality of care for patients with cancer, support critical issues in advanced practice in oncology, and recognize the expanding contributions of advanced practitioners in oncology.

- Designed to meet the needs of the advanced practitioner in oncology
- Peer-reviewed
- Official publication of APSHO (Advanced Practitioner Society for Hematology and Oncology)
- Circulation of approximately 10,600 APs in oncology
- APs are the fastest-growing demographic of the professional cancer care team
- Indexed in PubMed Central

Circulation

Nurse Practitioners 5,302
Physician Assistants 3,082
Clinical Nurse Specialists 637
Advanced Practice Nurses 294
Pharmacists 113
Others 180
Total 9,608

APSHO membership is 1,190 as of October 2016

Readership

About half of JADPRO subscribers read every issue

In the past 12 months, what actions have you taken as a result of reading articles or columns in JADPRO?

- Discussed item with others: 67%
- Filed item for future reference: 60%
- Routed item to others: 37%

Readex Study Sept/Oct 2014
Interact With Over 1,000 Advanced Practitioners in Oncology at Our Annual Conference

JADPRO Live at APSHO will be attended by a key audience of advanced practitioners in oncology. Whether you are interacting in the exhibit hall, showcasing a 30-minute product theater, or offering an educational symposium, this is an excellent opportunity to meet face-to-face with crucial members of oncology practice in an intimate setting.

Exhibit and Sponsorship Opportunities Available

For more information, visit www.advancedpractitioner.com/jadprolive or contact David Horowitz: david@harborsidepress.com or Jessica Tamasi: jessica@harborsidepress.com
Editorial Content and Bonus Distribution

Each Issue Includes

REVIEW ARTICLES
Overview of key topics, reporting on landmark trials, recent advances, gaps in research; each article highlights implications for the AP

GRAND ROUNDS
Similar in scope to a review article but shorter, with a relevant, interwoven case study

PRACTICE MATTERS
Topics on clinical practice or professional development of APs, including discussions of new and emerging models of care delivery

TRANSLATING RESEARCH INTO PRACTICE
Two complementary articles that analyze and contextualize recently published research for the AP

PRESCRIBER’S CORNER
Key information on a drug or drug class; indications, mechanism of action, administration, side effects, and relevant background for the AP

DIAGNOSTIC SNAPSHOT
Real case studies; each contains a photo or scan, case presentation, a quiz, and rationales for both correct and incorrect answers

TOOLS & TECHNOLOGY
Reviews practice-enhancing resources available to APs through websites, software, devices, etc.

Bonus Distribution

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MEETING</th>
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<tbody>
<tr>
<td>Jan/Feb</td>
<td>2017 ASCO-SITC Clinical Immuno-Oncology Symposium</td>
</tr>
<tr>
<td>Jan/Feb</td>
<td>ASCO Quality Care Symposium</td>
</tr>
<tr>
<td>March</td>
<td>National Comprehensive Cancer Network (NCCN) 22nd Annual Conference</td>
</tr>
<tr>
<td>March</td>
<td>Hematology/Oncology Pharmacy Association (HOPA) Annual Conference</td>
</tr>
<tr>
<td>April*</td>
<td>Oncology Nursing Society (ONS) Annual Congress</td>
</tr>
<tr>
<td>May/Jun</td>
<td>American Society of Clinical Oncology (ASCO) Annual Meeting</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>2017 ASCO Palliative Care</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>NCCN Hematologic Malignancies</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>JADPRO Live at APSHO</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>American Society of Hematology (ASH) Annual Meeting</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>San Antonio Breast Cancer Symposium</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>2018 Gastrointestinal Cancers Symposium</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>2018 ASCO-SITC Clinical Immuno-Oncology Symposium</td>
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*Special Issue: Highlights of JADPRO Live at APSHO Annual Conference
## Print Advertising Rates

### Black & White Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>1×</th>
<th>3×</th>
<th>6×</th>
<th>12×</th>
<th>24×</th>
<th>36×</th>
<th>48×</th>
<th>60×</th>
<th>72×</th>
<th>96×</th>
<th>120×</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$2,910</td>
<td>$2,855</td>
<td>$2,800</td>
<td>$2,755</td>
<td>$2,695</td>
<td>$2,645</td>
<td>$2,585</td>
<td>$2,535</td>
<td>$2,480</td>
<td>$2,425</td>
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<td>1/2 page</td>
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<td>$1,915</td>
<td>$1,860</td>
<td>$1,805</td>
<td>$1,750</td>
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<td>$1,590</td>
<td>$1,535</td>
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<tr>
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<td>$1,565</td>
<td>$1,505</td>
<td>$1,460</td>
<td>$1,395</td>
<td>$1,350</td>
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<td>$1,245</td>
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### Four-Color Page Rates

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<th>48×</th>
<th>60×</th>
<th>72×</th>
<th>96×</th>
<th>120×</th>
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</thead>
<tbody>
<tr>
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<td>$4,675</td>
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<td>$4,355</td>
<td>$4,300</td>
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<tr>
<td>1/2 page</td>
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### Insert Rates

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<th>3×</th>
<th>6×</th>
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<th>48×</th>
<th>60×</th>
<th>72×</th>
<th>96×</th>
<th>120×</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$6,820</td>
<td>$6,710</td>
<td>$6,600</td>
<td>$6,510</td>
<td>$6,390</td>
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<td>$6,070</td>
<td>$5,960</td>
<td>$5,850</td>
<td>$5,740</td>
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<tr>
<td>4-page insert</td>
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<td>$12,420</td>
<td>$12,020</td>
<td>$11,780</td>
<td>$11,580</td>
<td>$11,340</td>
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<td>$10,920</td>
<td>$10,700</td>
<td>$10,480</td>
<td></td>
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<tr>
<td>6-page insert</td>
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<td>$17,530</td>
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<td>$16,510</td>
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<td>$23,040</td>
<td>$22,560</td>
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<td>$20,400</td>
<td>$19,960</td>
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<td></td>
</tr>
</tbody>
</table>

### Black & White + Color Charges

- 2-color standard: $635
- 2-color matched: $925
- 4-color: $1,820
- 5-color: $2,730

**Bleeds:** No charge

### Premium Position Charges

- Cover 4: 50% B&W rate
- Cover 3: 25% B&W rate
- Cover 2: 25% B&W rate
- Covers 3 & 4: 50% B&W rate
- Table of contents: 15% B&W rate
- Other positions: 5% B&W rate

### Frequency: 7× in 2017

**ISSUE DATES**

- Jan/Feb, March, April, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec

*Special Issue: Highlights of JADPRO Live at APSHO Annual Conference

### Cover Tip Charges

Supplied cover tips: $24,060 net

### Discounts

**Incentive Program**

Advertise a product in 6 issues of JADPRO and receive the 7th free*

*same product, of equal or lesser value

### Harborside Press Combined Frequency Discount

Harborside Press (HSP) publications include The ASCO Post, JNCCN—Journal of the National Comprehensive Cancer Network, JADPRO—Journal of the Advanced Practitioner in Oncology, and Journal of Oncology Practice (JOP). An advertiser (including a parent company and its subsidiaries) in HSP publications may combine its number of pages placed in a 12-month period to determine its earned frequency rate. The number of placed pages includes full and fractional pages. This earned frequency rate applies to all HSP publications.

**2017 Combination Discount:** Advertise in ANY HSP publication and receive a $250 per page discount in ALL issues of JADPRO.

**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.

### Agency Commission

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

### Earned Frequency

Earned frequency is determined by the number of insertions in HSP publications to provide maximum frequency discounts to advertisers, regardless of the size of the insert. 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 contract, rates are adjusted accordingly. Contact publisher for details.
Print Advertising Specifications and Closing Dates

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

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

Insert Specifications
Quantity: 12,000 total
Paper Weight: 80# text maximum
Specifications: Supply 8-3/8” x 11-1/8”. 1/8” will be trimmed off all sides. Inserts should be supplied folded.
Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance 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.

Mechanical Requirements
Journal Trim Size: 8-1/8” x 10-7/8”
Type of Binding: Perfect

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>BLEED</th>
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<tbody>
<tr>
<td>2-page spread</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>8-3/8&quot; x 5-5/8&quot;</td>
</tr>
<tr>
<td>1/3 page (horizontal)</td>
<td>8-3/8&quot; x 3-3/4&quot;</td>
</tr>
</tbody>
</table>

Material Storage
Files are held for 1 year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed 1 month after issue mails.

Shipping
Insertion Orders to:
David Horowitz, JADPRO, Harborside Press
94 N. Woodhull Road
Huntington, NY 11743*
Tel: 631.935.7652
Fax: 631.692.0805
E-mail: hspadorders@harborsidepress.com
*Please note our new address

Ad Materials to:
Email: hspadmats@harborsidepress.com
Drop Box Link: via hspadmats@harborsidepress.com
FTP: ftp://harborsidepress.com
Username: hspsales
password: Connect*1

Color Proofs to:
Norman W. Virtue, JADPRO
Harborside Press
94 N. Woodhull Road
Huntington, NY 11743*
Tel: 631.935.7682, Fax: 631.692.0805
*Please note our new address

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.

Disclaimer
In the event that legal action or a claim is made against the publisher arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify, and hold harmless the publisher and to pay any judgment, expenses, and legal fees incurred by the publisher as a result of said legal action or claim. All advertising is subject to approval of the Editor-in-Chief. In addition, the publisher reserves the right to reject any advertising for any reason. The publisher reserves the right to label any advertisement as such for any ads that contain significant editorial content or that look like text pages. Publisher is not liable for delays in delivery and/or non-delivery due to any condition beyond the control of the publisher affecting production or delivery in any manner.

Closing Dates

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>AD MATERIAL DUE</th>
<th>INSERTS DUE</th>
</tr>
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<tbody>
<tr>
<td>Jan/Feb 2017</td>
<td>12/5/16</td>
<td>12/12/16</td>
<td>12/19/16</td>
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<tr>
<td>Mar 2017</td>
<td>2/10/17</td>
<td>2/17/17</td>
<td>2/24/17</td>
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<tr>
<td>Apr 2017</td>
<td>3/10/17</td>
<td>3/17/17</td>
<td>3/24/17</td>
</tr>
<tr>
<td>May/Jun 2017</td>
<td>4/10/17</td>
<td>4/17/17</td>
<td>4/24/17</td>
</tr>
<tr>
<td>Sep/Oct 2017</td>
<td>8/10/17</td>
<td>8/17/17</td>
<td>8/24/17</td>
</tr>
<tr>
<td>Nov/Dec 2017</td>
<td>10/10/17</td>
<td>10/17/17</td>
<td>10/24/17</td>
</tr>
</tbody>
</table>

Closing dates are subject to change.
JADPRO’s website features all content from the current issue as well as archived articles from all past issues. The homepage highlights a news feed of relevant stories from the Web, aggregated content from The ASCO Post and JNCCN, key editorials and commentary, selected articles from previous issues, virtual events, JADPRO’s most recent social media posts, blog entries from JADPRO associate editors and guests, and sponsored content. From the navigation bar, potential contributors can access the manuscript submission portal ScholarOne, and clinicians can sign up to receive the journal.

Ad Sizes Available
• Leaderboard
• Medium rectangle

Rates
• Limited sponsorship program at $50,000 net per year at 33% SOV
• A 20% discount is offered to advertisers advertising in the same print edition of JADPRO

2016 Average Stats*

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Stats</th>
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<tbody>
<tr>
<td>Sessions per month</td>
<td>3,530</td>
</tr>
<tr>
<td>Unique monthly users</td>
<td>2,363</td>
</tr>
<tr>
<td>Monthly page views</td>
<td>12,356</td>
</tr>
<tr>
<td>Pages per session</td>
<td>3.5</td>
</tr>
<tr>
<td>Time on site</td>
<td>2:35</td>
</tr>
</tbody>
</table>

*Based on U.S. average stats Jan-June 2016, Google Analytics, Open Ad Stream, and MOAT Analytics
Two E-mails per Issue of JADPRO

- **E-MAIL 1**: TOC e-mail containing 6-8 articles from the corresponding issue of JADPRO with a short summary of each article and a direct link to that article on advancedpractitioner.com
- **E-MAIL 2**: A list containing the most-read articles from advancedpractitioner.com with a direct link to those articles.

Circulation
3,994 AP Opt-ins

Ads Available
- Leaderboard: 728 × 90
- Wide skyscraper: 160 × 600

Net Rates
- $3,600 for leaderboard or skyscraper
- A 20% discount is offered to advertisers advertising in the same print edition of JADPRO

Schedule - 13×/year

<table>
<thead>
<tr>
<th>E-MAIL DATE</th>
<th>INSERTION ORDER DUE</th>
<th>AD MATERIAL DUE</th>
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<tr>
<td>2/14/17</td>
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<td>3/14/17</td>
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<td>12/19/17</td>
<td>12/5/17</td>
<td>12/12/17</td>
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</tbody>
</table>

Dates are subject to change.

2016 Average Stats*

- Distribution: 3,994
- Open rate: 19.07%
- Unique click-through rate: 3.88%
- Delivery rate: 97.55%

*Based on U.S. average stats Jan-June 2016, ExactTarget
## Digital Specifications

<table>
<thead>
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<th>SPECIFICATION</th>
<th>WEBSITE</th>
<th>E-TOC</th>
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<tbody>
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<td>Accepted ad sizes</td>
<td>Leaderboard (728 x 90)</td>
<td>Leaderboard (728 x 90)</td>
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<tr>
<td></td>
<td>Medium rectangle (300 x 250)</td>
<td>Wide skyscraper (160 x 600)</td>
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<tr>
<td>Ad expansion available</td>
<td>Yes</td>
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<td>Ad expansion sizes</td>
<td>Leaderboard (728 x 315)</td>
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<tr>
<td></td>
<td>Medium rectangle (600 x 250)</td>
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<tr>
<td>Ad expansion notes</td>
<td>Ad must require user initiation before expansion. Expanded ad must include clearly visible close controls.</td>
<td>–</td>
</tr>
<tr>
<td>Ad formats</td>
<td>JPG, GIF, HTML5*, third-party served ads</td>
<td>JPG, GIF, animated GIF</td>
</tr>
<tr>
<td>Maximum initial file load size</td>
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<td>100K</td>
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<td>Rich media file size</td>
<td>200K</td>
<td>–</td>
</tr>
<tr>
<td>Animation time</td>
<td>15 seconds/3 loops</td>
<td>15 seconds/3 loops**</td>
</tr>
<tr>
<td>Border</td>
<td>All ads with white or partially white background must use a 1-pixel black border</td>
<td>All ads with white or partially white background must use a 1-pixel black border</td>
</tr>
<tr>
<td>Third-party click and pixel tracking available</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Alternate text required‡</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>URL</td>
<td>Provide URL for any links</td>
<td>Provide URL for any links</td>
</tr>
</tbody>
</table>

---

**Digital Cancellations**

In accordance with the AAAA/IAB Standard Terms and Conditions for Internet Advertising (Version 3.0) found at http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf, advertiser may cancel the I/O as follows:

- **For Flat-Fee or Fixed Placements**
  - With minimum of 30 days prior written notice: No penalty
  - With less than 30 days prior written notice: Advertiser is responsible for any contracted media to be served within 30 days

- **Discounts**
  - A 20% discount is offered to advertisers advertising in the same print edition of JADPRO.

Send all digital material to Leslie Gonzalez at gonzalez@harborsidepress.com

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**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.
  - 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.

- 70% Viewability is current industry standard. Ads taking more than 3 seconds to load will void Viewability make goods.

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 Press (“HSP”). If HSP 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 JADPRO 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 JADPRO site, including the fact that someone is a JADPRO user or any information derived from the information in the referring URL.

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**72 hours required for digital material replacement files**

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**File weight calculation:** All files for the ad, including supporting files, must be included as part of the maximum file-weight calculation for all file limits load.
# 2017 Classified Advertising

## Display Rates

<table>
<thead>
<tr>
<th>SPACE</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,910</td>
<td>$2,800</td>
<td>$2,755</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>$1,970</td>
<td>$1,860</td>
<td>$1,805</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>$1,970</td>
<td>$1,860</td>
<td>$1,805</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,565</td>
<td>$1,460</td>
<td>$1,395</td>
</tr>
</tbody>
</table>

## Color Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard color</td>
<td>$1,045 + B&amp;W rate</td>
</tr>
<tr>
<td>4-color</td>
<td>$2,437 + B&amp;W rate</td>
</tr>
</tbody>
</table>

## Line Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Print) minimum charge</td>
<td>$351</td>
</tr>
<tr>
<td>(Print) per word charge</td>
<td>$4</td>
</tr>
<tr>
<td>Website listing</td>
<td>$330  (max 400 words)</td>
</tr>
</tbody>
</table>

## Added Value

**Online Distribution**
- All ad placements include 2-month rotation on [advancedpractitioner.com](http://advancedpractitioner.com).
- Additional online advertising opportunities are available.

## Cancellation Policy

For ad cancellation, please contact David Horowitz directly via phone: 631.935.7652 or e-mail: david@harborsidepress.com. Cancellations will not be accepted after issue closing date. Written confirmation of cancellation will be sent via fax or e-mail. ALL RATES AND MECHANICAL REQUIREMENTS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

## 2017 Issuance & Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION</th>
<th>AD MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb 2017</td>
<td>12/5/16</td>
<td>12/12/16</td>
</tr>
<tr>
<td>March 2017</td>
<td>2/10/17</td>
<td>2/17/17</td>
</tr>
<tr>
<td>April 2017</td>
<td>3/10/17</td>
<td>3/17/17</td>
</tr>
<tr>
<td>May/June 2017</td>
<td>4/10/17</td>
<td>4/17/17</td>
</tr>
<tr>
<td>Jul/Aug 2017</td>
<td>6/9/17</td>
<td>6/16/17</td>
</tr>
<tr>
<td>Sep/Oct 2017</td>
<td>8/10/17</td>
<td>8/17/17</td>
</tr>
<tr>
<td>Nov/Dec 2017</td>
<td>10/10/17</td>
<td>10/17/17</td>
</tr>
</tbody>
</table>

Closing dates are subject to change.

## Submission

Display ads should be supplied electronically as PDF, EPS, or TIFF files, at a minimum of 600 dpi. All display ads not provided in the above format are subject to a black & white typesetting fee: 1 page, $90; 1/2 page, $70; 1/4 page, $50; 1/8 page, $30. Microsoft Word documents are accepted (for text only). Logo, if required, should be supplied as EPS or TIFF file. Specify issue dates and include name, address, and phone number.

## Mechanical Requirements

<table>
<thead>
<tr>
<th>SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>6.75&quot;</td>
<td>9&quot;</td>
</tr>
<tr>
<td>1/2 page (horizontal)</td>
<td>6.75&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>1/2 page (vertical)</td>
<td>3.375&quot;</td>
<td>9&quot;</td>
</tr>
<tr>
<td>1/4 page (square)</td>
<td>3.375&quot;</td>
<td>4.5&quot;</td>
</tr>
</tbody>
</table>

Contact publisher for online specs.

## Payment

Prepayment of advertising is not required. Please provide a purchase order or reference number if you require one on the invoice.
Additional Opportunities

NEW! for 2017 on AdvancedPractitioner.com

• All JADPRO Live 2017 sponsors will share 2/3 SOV
• 1/3 SOV available at a flat rate of $50,000 net/year
• A 20% discount is offered to advertisers advertising in the same print edition of JADPRO

Custom Programs

Live: Advisory board meetings with APSHO members can deliver
• Valuable insight from APs who are focused in your area of interest
• Instant feedback regarding current obstacles and how to overcome them
• Valuable recommendations on how best to reach this audience

Via E-mail
Create customized e-mails and target a specific segment of the JADPRO audience including polls, unique Harborside Press content, or the approved content of your choice.

Print
• Peer-reviewed, indexed content
• CE accreditation available
• Delivered alongside JADPRO to approximately 10,000 APs in oncology

For custom programs, contact David Horowitz for more information:
E-mail: david@harborsidepress.com • Phone: 631.935.7652
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david@harborsidepress.com
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President, Principal
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Chairman, Principal
John A. Gentile, Jr.
631.935.7655
jack@harborsidepress.com

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*Please note our new address