



National
Comprehensive
Cancer
Network®

NCCN

NCCN Highlights Series

Information for advertisers

NCCN annual meetings are important to all cancer care professionals

Highlights Issues...

- Communicate the most pertinent and significant presentations of what is new in oncology as presented at the NCCN annual meetings
- Summarize presentations from internationally recognized authorities in specialized areas of cancer treatment
- Provide repetitive exposure for your brand

Spring Issue:

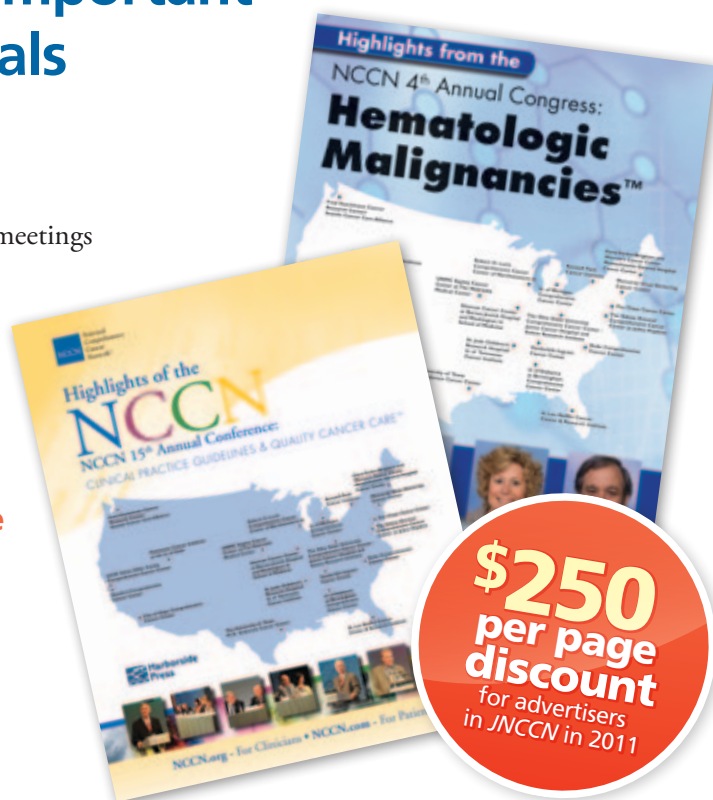
Highlights of the NCCN 16th Annual Conference: Clinical Practice Guidelines and Quality Cancer Care

- Delivered in May to over 23,000 oncology professionals
- Bonus distribution at ASCO

Fall Issue:

Highlights of the NCCN 6th Annual Congress: Hematologic Malignancies™

- Delivered in November to over 23,000 oncology professionals
- Bonus distribution at the American Society of Hematology Annual Meeting and Exposition



NCCN Highlights: 2011 Advertising Rate Card

1. Staff



Publisher: John A. Gentile, Jr.
(631) 935-7655 / jack@harborsidepress.com

President: Anthony Cutrone
(631) 935-7650 / anthony@harborsidepress.com

Director of Business Development: David Horowitz
(631) 935-7652 / david@harborsidepress.com

Production Coordinator: Wendy McGullam
(631) 935-7651 / wendy@harborsidepress.com

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

2. Frequency

Issuance

Highlights of NCCN 16th Annual Conference:
May, 2011

Highlights of NCCN 6th Annual Congress:
Hematologic Malignancies
November, 2011

3. Rates

Black and White Rate

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x
King Page	\$5,600	\$5,500	\$5,400	\$5,300	\$5,200	\$5,100	\$5,000	\$4,900	\$4,800
3/4 Page	\$5,190	\$5,105	\$5,020	\$4,935	\$4,850	\$4,765	\$4,680	\$4,595	\$4,510
1/2 Page (island)	\$4,670	\$4,595	\$4,520	\$4,445	\$4,370	\$4,295	\$4,220	\$4,145	\$4,070
1/2 Page	\$4,255	\$4,080	\$3,905	\$3,730	\$3,555	\$3,380	\$3,205	\$3,130	\$3,055
1/4 Page	\$1,950	\$1,900	\$1,850	\$1,800	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550
1/8 Page	\$1,950	\$1,900	\$1,850	\$1,800	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550

Insert Rate

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x
2 Page	\$12,200	\$12,000	\$11,800	\$11,600	\$11,400	\$11,200	\$11,000	\$10,800	\$10,600
4 Page	\$23,400	\$23,000	\$22,600	\$22,200	\$21,800	\$21,400	\$21,000	\$20,600	\$20,200
6 Page	\$34,600	\$34,000	\$33,400	\$32,800	\$32,200	\$31,600	\$31,000	\$30,400	\$29,800
8 Page	\$45,800	\$45,000	\$44,200	\$43,400	\$42,600	\$41,800	\$41,000	\$40,200	\$39,400
2 Page (Island)	\$10,340	\$10,190	\$10,040	\$9,890	\$9,740	\$9,590	\$9,440	\$9,290	\$9,140
4 Page (Island)	\$19,680	\$19,380	\$19,080	\$18,780	\$18,480	\$18,180	\$17,880	\$17,580	\$17,280
6 Page (Island)	\$29,020	\$28,570	\$28,120	\$27,670	\$27,220	\$26,770	\$26,320	\$25,870	\$25,420
8 Page (Island)	\$38,360	\$37,760	\$37,160	\$36,560	\$35,960	\$35,360	\$34,760	\$34,160	\$33,560

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

Color Charge

Color scheme	Charge
Four color	\$2,140
Matched color	\$1,080
Two color standard	\$750
Five color	\$3,355

Position Charges

Position	Charge
Fourth cover	50% B&W rate
Third cover	25% B&W rate
Second cover	25% B&W rate
Fourth and Third Cover	50% B&W rate
Center Spread	25% B&W rate
Facing Table of Contents	15% B&W rate

4. Circulation

Specialty	Circulation
Medical Oncologists	6,485
Hematologists	1,959
Hematologists/Oncologists	5,785
Internal Medicine with Secondary Specialty in Oncology	639
Gynecological Oncologists	491
Radiation Oncologists	1,627
Surgical Oncologists	712
Oncology Nurse Practitioners	2,413
Oncology Physician Assistants	862
Oncology Pharmacists	1,648
Other Oncology Professionals	522
Total	23,143

(For bonus distribution, see rate card.)

5. Early Payment

A 3% cash discount will be awarded for early payment.

6. Combination Discount

A \$250 per page discount is available for advertisers in 2011 issues of *JNCCN*.

7. Insert Conversion Program

For multi-page insert advertisers only: Harborside Press will convert your insert of 4 pages or larger. Please contact David Horowitz at (631) 935-7652, or at david@harborsidepress.com for details.

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. Run-of-book ads are not accepted. Contact Publisher for additional information.

10. BRC Inserts

BRC rates are the same as the earned insert rate. For a BRC run in conjunction with an ad unit, the BRC rate is one times the B&W page rate plus a production charge of \$1,000. A sample of the BRC and paper must be submitted to the Publisher for approval.

11. Reprints

Reprints are available for order. Contact David Horowitz at (631) 935-7652, or at david@harborsidepress.com.

12. Agency Commission

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

13. Earned Frequency:

Earned frequencies are determined by number of insertions in Harborside Press publications w/the exception of *The ASCO Post* 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 Publisher for details

14. Reproduction Requirements

Digital materials are required, PDF or PDFX1/A. Images must be high resolution, 300 dpi or higher. CMYK or grayscale images only; Spot/PMS color must be converted to process CMYK unless printing as PMS. All fonts must be embedded. Two sets of color proofs are required (laser proofs are unacceptable.)

All material should be supplied to the following specs. 1/8" will be trimmed of ALL sides. allow 1/2" safety, all sides, for all live matter.

Page Bleed	10 3/4" × 13 1/4"
Spread Bleed	21 1/4" × 13 1/4" (includes 1/8" gutter grind on each page)
3/4 Page	10 3/4" × 9 3/4"
Island (A-size) Page:	7 3/4" × 10 3/4"
Island (A-size) Spread	15 1/4" × 10 3/4" (includes 1/8" gutter grind on each page)
1/2 Page Vertical	5 1/2" × 13 1/4"
1/2 Page Horizontal	10 3/4" × 6 3/4"
Journal Trim Size:	Type of Binding:
10 1/2" × 13"	Saddle Stitch

NCCN Highlights: 2011 Advertising Rate Card

15. Inserts

Full size inserts: 10 5/8" × 13 1/4" (1/8" will trim from head, face and foot)

A-size inserts: 7 1/2" × 10 5/8" (1/8" will trim from foot).

Quantity: 26,500

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. Closing Dates

Issue	Space	Ad Material	Inserts
May	4/8/11	4/15/11	4/22/11
November	10/28/11	11/4/11	11/11/11

18. Shipping

Insertion orders to: David Horowitz, *NCCN Highlights*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724. Tel: (631) 935-7652; e-mail: dave@harborsidepress.com.

Ad Materials to: Wendy McGullam, *NCCN Highlights*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724. Tel: (631) 692-0800 x303; 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.

19. 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 *NCCN Highlights* are the authors' own and do not necessarily reflect those of NCCN, the member organizations, the editor, or the publisher. Publications of an advertisement or other product mention in *NCCN Highlights* 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.

Contact Information

Harborside Press



Director of Business Development:
David Horowitz
(631) 935-7652

david@harborsidepress.com

General Information:

Wendy McGullam
(631) 635-7651

wendy@harborsidepress.com



Harborside Press

37 Main Street
Cold Spring Harbor, NY 11724
(631) 692-0800
www.harborsidepress.com



National
Comprehensive
Cancer
Network®

275 Commerce Drive
Suite 300
Fort Washington, PA 19034
215-690-0300
www.nccn.org

For information on supporting NCCN programs and resources, please contact Lyn Fitzgerald, VP, U.S. & Global Development at 215-690-0226 or fitzgerald@nccn.org.