

Journal of the
Advanced Practitioner
in
ONCOLOGY



CIRCULATION

Total Circulation	7,016
• Nurse Practitioners	4,013
• Physician Assistants	2,587
• Clinical Nurse Specialists and Additional Nurse Requestors	426
Bonus Distribution on page 3	



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PUBLISHER

Harborside Press® is a medical publishing company with a special expertise in oncology. Harborside Press® is the current publisher of *JNCCN—Journal of the National Comprehensive Cancer Network*, the NCCN Highlights series, *The ASCO Post*, and *The Journal of the Advanced Practitioner in Oncology*.

Digital Advertising Opportunities



ADVANCEDPRACTITIONER.COM

JADPRO's newly redesigned 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 • Wide Skyscraper • Medium Rectangle

Rates

Up to 4 advertisers per month

Equal SOV per advertiser

\$3,200 for leaderboard and button ads

20% discount for print advertisers in the same month

Feedback

Average Stats January through October 2011

Registered users	1,033
Unique monthly page views	513
Total monthly page views	3,363
Average time on site	3 min 7 sec

Specifications

Accepted ad sizes:

- Leaderboard (728 × 90)
- Wide skyscraper (160 × 600)
- Medium rectangle (300 × 250)

Ad Formats: JPG, GIF, SWF, or FLV

Maximum file size: 35K

Rich media size: 60K

Animation time: 3 frames & 30 seconds, 3 loops

Provide URL for any links.

All ads with white or partially white backgrounds must use a black 1-pixel border.

Third-party click and pixel tracking is accepted.

Note: For third-party click tracking please provide a click command with click-through URL.

Please provide alternate text (up to 64 characters including spaces).

Ex: "Click here for more information on [advertiser name]."



Scan here
or visit
ap-stats.hbrsd.com
to view
current stats

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:** Containing a list of the most read articles from advancedpractitioner.com with a direct link to those articles. Also containing a message from a featured editorial board member.

Circulation (as of November 2011)

2,000 AP requestors

Ads Available

- Banner
- Wide skyscraper

Rates

\$3,200 for leaderboard and skyscraper

Issue 12x/year

Email Date	Insertion Order Due	Ad Material Due
✓ 12/20/11	12/8/11	12/13/11
✓ 1/24/12	1/12/12	1/17/12
✓ 2/21/12	2/9/12	2/14/12
✓ 3/20/12	3/8/12	3/13/12
✓ 4/24/12	4/12/12	4/17/12
✓ 5/22/12	5/10/12	5/15/12
✓ 6/19/12	6/7/12	6/12/12
✓ 7/24/12	7/12/12	7/17/12
✓ 8/21/12	8/9/12	8/14/12
✓ 9/18/12	9/6/12	9/11/12
✓ 10/23/12	10/11/12	10/16/12
✓ 11/20/12	11/8/12	11/13/12

Dates are subject to change.

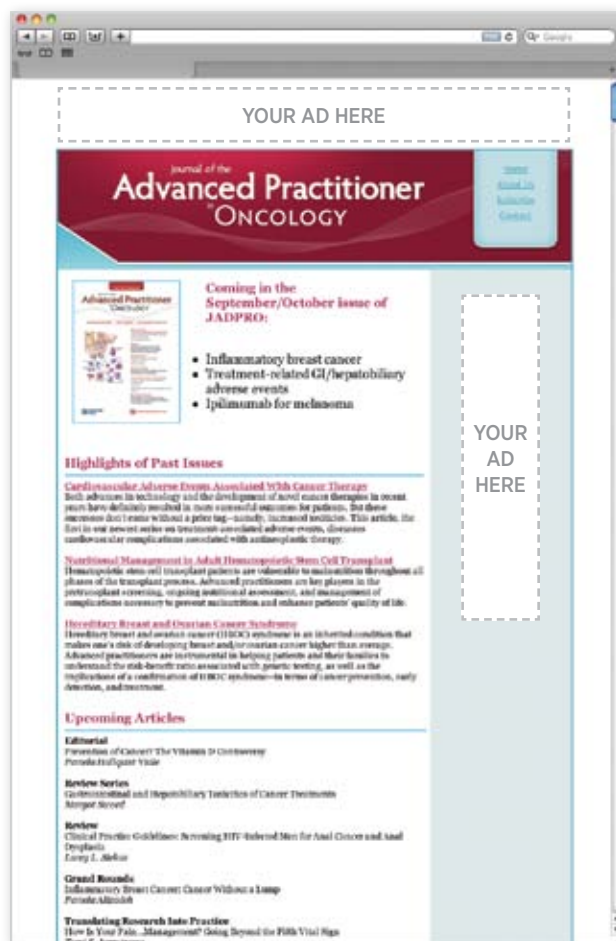
Discounts

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

Feedback

Stats—Averages from January through October 2011

Open rate	18.05%
Click-through rate	7.27%
Delivery rate	93.2%



Specifications

Accepted ad sizes:

- Banner (468 × 60 or 728 × 90)
- Wide skyscraper (160 × 600)

Ad formats: JPG, GIF, animated GIF (10 seconds 3 loops max)

Maximum file size: 50K

Animated GIFs: Outlook 2007 does not support animated GIFs. Only a static representation of the GIF image shows, so please ensure that the first frame makes sense as a static image.

No flash files

Provide URL for any links.

All ads with white or partially white backgrounds must use a black 1-pixel border.

Third-party click and pixel tracking is accepted.

Note: For third-party click tracking please provide a click command with click-through URL.

Please provide alternate text (up to 64 characters including spaces).

Ex: "Click here for more information on [advertiser name]."

Send all digital material to melanie@harborsidepress.com

2012 RATE CARD

PRINT ADVERTISING RATES

Black and White Rates

Size	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x
Full Page	\$2,410	\$2,370	\$2,320	\$2,280	\$2,230	\$2,190	\$2,140	\$2,100	\$2,055	\$2,010	\$1,965
2/3 Page	\$2,075	\$2,030	\$1,985	\$1,945	\$1,895	\$1,855	\$1,805	\$1,765	\$1,715	\$1,675	\$1,630
1/2 Page	\$1,630	\$1,585	\$1,540	\$1,495	\$1,450	\$1,405	\$1,360	\$1,320	\$1,270	\$1,230	\$1,180
1/3 Page	\$1,295	\$1,250	\$1,210	\$1,160	\$1,120	\$1,070	\$1,030	\$980	\$940	\$895	\$850

Insert Rates

Size	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x
2 Page	\$5,820	\$5,735	\$5,640	\$5,555	\$5,465	\$5,380	\$5,285	\$5,200	\$5,105	\$5,020	\$4,925
4 Page	\$10,640	\$10,470	\$10,280	\$10,115	\$9,925	\$9,755	\$9,570	\$9,400	\$9,210	\$9,045	\$8,855
6 Page	\$15,460	\$15,205	\$14,925	\$14,670	\$14,390	\$14,135	\$13,850	\$13,600	\$13,315	\$13,065	\$12,780
8 Page	\$20,280	\$19,940	\$19,565	\$19,230	\$18,850	\$18,515	\$18,135	\$17,800	\$17,420	\$17,085	\$16,710

Color Charges

Four color	\$1,575
Two color standard	\$550
Two color matched	\$800
Five color	\$2,365

Position Charges

Cover 4	50% B&W rate
Cover 3	25% B&W rate
Cover 2	25% B&W rate
Cover 3 & 4	50% B&W rate
Table of Contents	15% B&W rate
Other positions	5% B&W rate

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 Publisher for details.

Earned Frequency

Earned frequencies are determined by number of insertions in Harborside Press® publications 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.

Closing Dates

Issue	Reservation	Ad Materials Due	Inserts Due
Jan/Feb 2012	12/9/11	12/16/11	12/23/11
Mar/Apr 2012	2/10/12	2/17/12	2/24/12
May/June 2012	4/12/12	4/19/12	4/26/12
Jul/Aug 2012	6/11/12	6/18/12	6/25/12
Sep/Oct 2012	8/7/12	8/14/12	8/21/12
Nov/Dec 2012	10/15/12	10/22/12	10/29/12

Closing dates are subject to change.

Mechanical Requirements

Journal Trim Size: 8-1/8" x 10-7/8"

Type of Binding: Perfect

Ad Sizes	Bleed
2-Page Spread	16-1/2" x 11 1/8"
Full Page	8-3/8" x 11 1/8"
1/2-Page (Horizontal)	8-3/3" x 5-5/8"
1/3-Page (Horizontal)	8-3/8" x 3-3/4"

Circulation

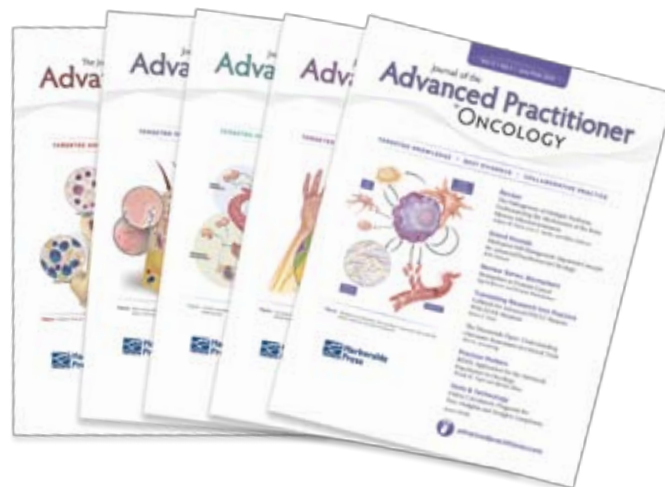
Total Circulation	7,016
• Nurse Practitioners	4,013
• Physician Assistants	2,587
• Clinical Nurse Specialists and Additional Nurse Requestors	426

Bonus Distribution

- May/June issue: ONS, ASCO
- September/October issue: ONS FIOL/Advanced Practice Nursing Conference, Chemo Foundation
- November/December: ASH, SABCS

Discounts

Advertisers in *JNCCN* or *The ASCO Post* are eligible for a \$250 per page discount in *JADPRO*. Number of discounted pages cannot exceed the total number of pages run in *JNCCN* and *The ASCO Post* in 2012.



PRINT ADVERTISING SPECIFICATIONS

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

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate PMS color (if applicable), issue date and other pertinent instructions on proofs and files. Contact Publisher before ad due for additional specifications. Submit in PDF format. High resolution, 300 dpi or higher. All fonts must be embedded. CMYK only, plus PMS color (if applicable). Convert spot and PMS colors to CMYK (unless PMS is to be used). File and proof should include bleeds and trim.

Inserts

Quantity: 8,100 total.

Paper Weight: 80# maximum.

Specifications: Supply 8 3/8" x 11 1/8". 1/8" will be trimmed of all sides. 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.

Disclaimer

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 statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claim as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher." 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. 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.

Advertising Policies

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

Shipping

Insertion orders to: David Horowitz, *JADPRO*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724. Tel: (direct) 631.935.7652; (main) 631.692.0800, ext. 304; Fax: 631.692.0805; e-mail: david@harborsidepress.com

Ad materials to: Wendy McGullam, *JADPRO*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724. Tel: (direct) 631.935.7651; (main) 631.692.0800, ext. 303; 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.

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.

Customized Programs To Reach Your Target Audience



IN PRINT

Supplements

Peer-reviewed

Delivered to over 7,000 advanced practitioners in oncology

CME/CE accreditation available

ONLINE

Disease State Resource Tab

Customized section highlighting specific tumor type or side effect

Live virtual events

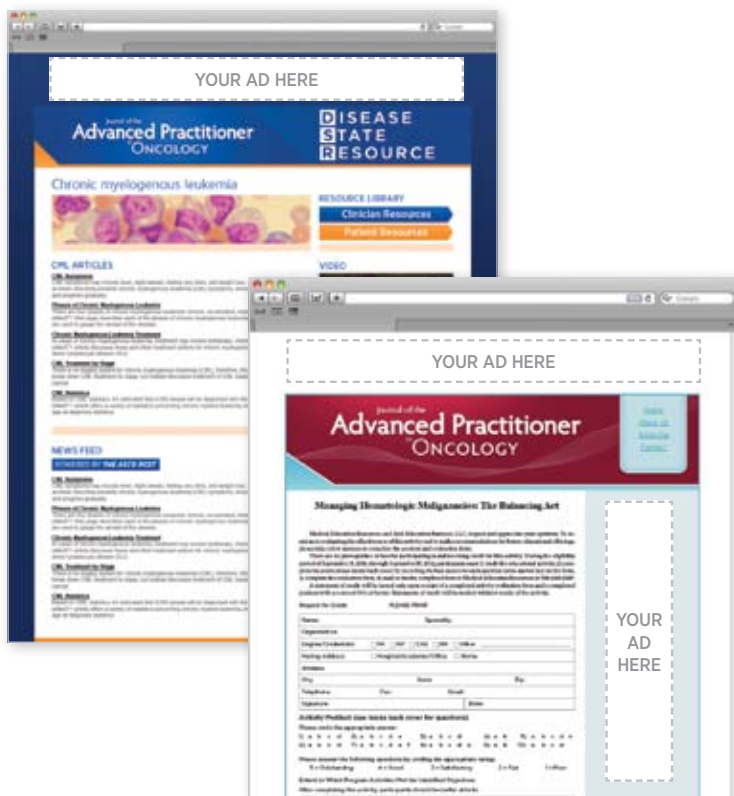
Contents can include:

- Aggregated content from:
 - JADPRO
 - The ASCO Post
 - JNCCN
- Sponsored content
- Harborside Press® original content
- Linked to sponsor's site

Custom E-mail Campaigns

Engage with the JADPRO audience with a custom e-mail

- Surveys
- Targeted communication
- And more...



Contact David Horowitz for more information



**Harborside
Press**[®]

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