



60 Columbia Road, Building B, Morristown, NJ 07960
Telephone: (973) 290-8200 • Fax: (973) 290-8250

2012 RATES & DATA

effective 1/1/12

EDITORS

Editor-in-Chief: Lee S. Schwartzberg, MD, FACP
editor@communityoncology.net

Editors: Linda D. Bosserman, MD, FACP
David Henry, MD, FACP

Managing Editor: Renee Matthews
(240) 22190-2461
Renee.Matthews@Elsevier.com

STAFF

President, IMNG Alan Imhoff
Medical Media: (973) 290-8216
A.Imhoff@Elsevier.com

Sales Director: Mark Altier
(973) 290-8220
M.Altier@Elsevier.com

National Account Peter Murphy
Manager: (201) 529-4020
PMurphy@braveheart-
group.com

National Account Stuart William
Manager: (201) 529-4004
SWilliams@braveheart-
group.com

National Account Devin Gregorie
Manager, Oncology (516) 381-8613
Projects: D.Gregorie@Elsevier.com

GENERAL INFORMATION

Issuance:
Monthly; mails on the 15th of January, February, March, April, May, June, July, August, September, October, November and December.

Established:
May 2004

Editorial:
Community Oncology features articles relating to research, quality of care, and practice management issues in the community setting. The content of the journal has broad relevance to the clinical problems faced by the practicing oncologist. *Community Oncology* is sent free of charge to over 19,600 physicians, physician assistants, nurse practitioners, nurses, pharmacists and administrators in oncology; and is quickly becoming a clinical and economic forum/resource for the practicing oncologist.

Indexed by:
EMBASE/Excerpta Medica, and Cumulative Index to Nursing and Allied Health Literature (CINAHL)

Ad Format and Placement Policy:
Ads are placed between articles and are rotated as evenly as possible.

Ad/Editorial Ratio:
40:60

Subscription Rates:
Annual Subscription Rate (12 issues)
US \$380, International \$413
Single copy: \$44

RATES

Page: Black & White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page
1	3,785	2,995	2,510	1,930
3	3,715	2,950	2,460	1,885
6	3,640	2,905	2,415	1,830
12	3,580	2,855	2,365	1,785
24	3,500	2,810	2,305	1,745
36	3,440	2,765	2,255	1,695
48	3,340	2,715	2,210	1,650
72	3,275	2,670	2,165	1,600
120	3,205	2,620	2,090	1,555
240	3,130	2,575	2,040	1,510
288	3,065	2,535	2,000	1,460
396	3,020	2,480	1,950	1,420
504	2,970	2,435	1,905	1,340
570	2,930	2,395	1,855	1,320

Page: Color Rates

2 color standard	610
2 color matched	885
2 color metallic	1,095
Three and four color	1,760
Five color matched	2,635
Five color metallic	2,855

Covers and Preferred Positions:

Cover 4:	earned B/W rate plus 50%
Cover 2:	earned B/W rate plus 25%
Facing Table of Contents:	earned B/W rate plus 15%
Opposite Lead Article:	earned B/W rate plus 5%

List Match Charge:

Community Oncology 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.

Insert Rates:

Frequency	2 Page	4 Page	6 Page	8 Page
1	8,570			
3	8,430	15,860		
6	8,280	15,560	22,840	30,120
12	8,160	15,320	22,480	29,640
24	8,000	15,000	22,000	29,000
36	7,880	14,760	21,640	28,520
48	7,680	14,360	21,040	27,720
72	7,550	14,100	20,650	27,200
120	7,410	13,820	20,230	26,640
240	7,260	13,520	19,780	26,040
288	7,130	13,260	19,390	25,520
396	7,040	13,080	19,120	25,160
504	6,940	12,880	18,820	24,760
570	6,860	12,720	18,580	24,440

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.

BRC Inserts:

BRC rates are the same as the earned insert rate, or 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.

Reprints:

Contact Wright's Media; telephone: (877) 652-5295

Agency Commission:

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

ADVERTISING INCENTIVE PROGRAMS

Earned Frequency: Earned frequencies are determined by number of insertions in IMNG Medical Media 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.

Combination Discount Program: Advertise the same product in *Community Oncology*, *The Oncology Report* and *The Journal of Supportive Oncology* in the same month and receive 10% off of your black-and-white and color rates in all three publications. The discount applies to all ad page sizes.

Continuity Discount Program: Place 9 insertions, get 3 FREE. Place 6 ads, get 2 FREE. Place 4 ads, get 1 FREE. Ads must be for the same product.

New Product Launch Program: Teaser/Coming Soon ads are FREE (up to three, four-color, island or "A"-size ads) for a guarantee that a launch ad unit (minimum size: four pages) will run in three consecutive issues. A fourth, consecutive launch ad unit receives a 50% discount on space and color charges.

Premium Position Continuity Discount Program: For a 6x guaranteed commitment, the premium will be waived on the 5th and 6th insertions. For a 4x guaranteed commitment, the premium will be waived on the 4th insertion.

Clinical Trial Enrollment Ads: Space and color will be discounted 25% on all physician and patient enrollment ads.

Volume Corporate Discount:

IMNG Medical Media publications are offering a volume corporate discount for 2012. The discount level is based on either the company's spend level in 2011 or projected spend level for 2012. Eligibility is based on gross dollars and will be earned on first dollar spent. The corporate discount will be subject to adjustment at year-end if company's spend level earns next discount level.

The scale of the discount is as follows:

\$300,000	0.5%
\$500,000	1%
\$750,000	1½%
\$1,000,000	2%
\$1,500,000	3%
\$2,000,000	4%
\$3,000,000	5%
\$4,000,000	6%
\$5,000,000	7%

Simplified Incentive Program:

Advertisers whose total advertising spend level is \$1,750,000 or above may choose to take advantage of IMNG's Simplified Incentive Program (SIP). SIP is a percentage discount calculated individually for each advertiser and is in lieu of all other incentive programs for 2012, including Continuity, King-Four Plus, Double Impact, Prepayment, New Product Launch, and Corporate Volume Discount programs. All combination rates are still applicable. Certain frequency levels must be reached for advertisers choosing the SIP.

CIRCULATION

Medical Oncology	4,794
Hematology	1,256
Hematology/Oncology	6,421
Radiation Oncology	1,080
Oncology Nursing, Nurse Administrators	7,000
Internal Medicine	1,120
Gynecological Oncology	58
Pediatrics, Hematology-Oncology	40
Surgical Oncology	22
Other MDs	317
Others Allied to the Field*	4,556
TOTAL	19,664

*Oncology pharmacy, administrators, physician assistants, nurses, nurse administrators and nurse practitioners.

Verification:

BPA Audited, Publisher's statement, US Postal Service Statement of Mailing.



Bonus Distribution:

Issue	Meeting
Mar	CO
Apr	ONS
May	ASCO
Oct	CSOC
Nov	ASH

PRODUCTION

Reproduction Requirements:

Digital materials are required. MAC and PC formats accepted. PDF or PDFX1/A files accepted. Digital files will not be altered. All files must be at 100%. Trapping must be included in file. Images/scans, fonts, logos, artwork must be included. All images must be CMYK (RGB images cannot be processed). Third-party fonts are not accepted. Two high-end digital proofs with color bars required. Color laser proofs are not accepted as color guidance. Proofs must be provided at 100% size. Please provide following with your media: publication name and issue date; advertiser, product and agency name; contact name and phone number; directory of disk or CD.

Bleed Size:

1 Page: 8 5/8" x 11 1/8"

2/3 page (vertical): 4 3/8" x 8 3/4"

1/2 page (horizontal): 7" x 5"

1/3 page (vertical): 2 1/16" x 8 3/4"

Spread: 17 1/4" x 11 1/8" (includes 1/8" gutter grind on each page; keep live image 1/4" from gutter grind)

1/8" will trim from all sides

Journal Trim Size: 8 3/8" x 10 7/8"

Live Matter: Allow 1/4" safety from trim, all sides

Type of Binding: Perfect

Jogs: To foot

INSERTS:

Bound Insert Size and Specifications: Ship folded (except single leaf) to 8 5/8" x 11 1/8". 1/8" will trim off all sides. Allow 1/2" safety for live matter, all sides. Sample requested.

Quantity: 22,000. Split-run inserts: quantity desired plus 10%. A minimum of 25% of circulation is required.

Material Storage:

Reproduction material will be held one year from date of last insertion and then destroyed. Inserts will be destroyed after issue is mailed.

CLOSING DATES:

Issue	Space	Materials
January	12/9/11	12/16/11
February	1/5/12	1/12/12
March	2/6/12	2/13/12
April	3/8/12	3/15/12
May	4/6/12	4/13/12
June	5/8/12	5/15/12
July	6/7/12	6/14/12
August	7/6/12	7/13/12
September	8/7/12	8/14/12
October	9/6/12	9/13/12
November	10/8/12	10/15/12
December	11/7/12	11/14/12

SHIPPING:

Insertion orders to: Joan Friedman, Community Oncology, IMNG Oncology, 60 Columbia Road, Bldg. B, Morristown, NJ 07960, Telephone: (973) 290-8211, Fax: (973) 290-8250, Email: j.friedman@elsevier.com

Ad Materials to: Yvonne Evans Struss, IMNG Oncology, 5635 Fishers Lane, Suite 6000, Rockville, MD 20852, Telephone: (240) 221-2410, Email: y.evans@elsevier.com

Inserts to:

Attention: Tammy Baugh; Publishers Press, Inc.
13487 South Preston; Lebanon Junction, KY 40150
Telephone: (800)-214-1127

Cartons must indicate publication name, issue date, and quantity.

ACCEPTANCE OF ADVERTISING

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." 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. 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 in the event of Act of God, action by any government 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 publisher affecting production or delivery in any manner.



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Fax: (631) 424-8905