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2010 RATES & DATA

effective 1/1/10

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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 26,000 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)
Individual: US \$257, Canada \$269, International \$297
Institutional: US \$328, Canada \$355, International \$362
Single copy: \$40

RATES

Page: Black & White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page
1	4,455	3,525	2,955	2,270
3	4,370	3,470	2,895	2,215
6	4,285	3,415	2,840	2,155
12	4,210	3,360	2,785	2,100
24	4,120	3,305	2,710	2,050
36	4,045	3,255	2,655	1,995
48	3,930	3,195	2,600	1,940
72	3,855	3,140	2,545	1,880
120	3,770	3,085	2,460	1,830
240	3,685	3,030	2,400	1,775
288	3,605	2,980	2,350	1,720
396	3,555	2,920	2,295	1,670
504	3,495	2,865	2,240	1,610
570	3,445	2,815	2,185	1,555

Page: Color Rates

2 color standard	720
2 color matched	1,040
2 color metallic	1,290
Three and four color	2,070
Five color matched	3,100
Five color metallic	3,360

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	9,910			
3	9,740	18,480		
6	9,400	18,140	26,710	35,280
12	9,250	17,840	26,260	34,680
24	9,080	17,480	25,720	33,960
36	8,930	17,180	25,270	33,360
48	8,710	16,720	24,580	32,440
72	8,560	16,420	24,130	31,840
120	8,390	16,080	23,620	31,160
240	8,230	15,740	23,110	30,480
288	8,070	15,420	22,630	29,840
396	7,970	15,220	22,330	29,440
504	7,850	14,980	21,970	28,960
570	7,750	14,780	21,670	28,560

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:

Reprints are available for order. Contact Devin Gregorie at (631) 962-2844; D.Gregorie@Elsevier.com

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 the Elsevier Oncology publications (CommunityOncology,TheJournalofSupportiveOncology, and The Oncology Report) and IMNG/ESNG 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 a product in both Community Oncology and The Journal of Supportive Oncology in the same month and a \$250 discount per page will be applied to the insertion in both publications. The discount applies to all ad page sizes.

New Product Launch Program:

Any advertiser who places 4 insertions in consecutive issues of Community Oncology for the launch of a new product or brands with new indication approval will receive a 50% discount off the 4th insertion.

Volume Corporate Discount:

Elsevier Oncology publications and IMNG/ESNG publications are offering a volume corporate discount for

2010. The discount level is based on either the company's spend level in 2009 or projected spend level for 2010. 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:

\$500,000	1%
\$750,000	1.5%
\$1,000,000	2%
\$1,500,000	3%
\$2,000,000	4%
\$3,000,000	5%

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 2010, 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

Specialties:

Medical Oncology	5,000
Hematology	1,250
Hematology/Oncology	5,600
2nd Specialty Hem/Onc	1,100
Radiation Oncology	2,000
Oncology Nursing, Nurse Administrators	7,000
Nurse Practitioners*	1,200
Oncology Physician Assistant†	1,000
Oncology Administrator‡	1,000
Oncology Pharmacy**	850
Others Related to the Field††	300
TOTAL	26,632

*AANP; †AAPA; ‡AOHA; **BCOP; ††Other specialties including GYN Onc, Ped Onc, Surg Onc, Fam Prac.

Verification:

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



Bonus Distribution:

Issue	Meeting
Jan	CO
Mar	NCCN
Apr	ONS
May	ASCO
Sep	CSOC
Nov	ASH, ONS (FIOL)

PRODUCTION

Reproduction Requirements:

Digital files: EPS or PDF. Images must be high res; 300 dpi or higher; CMYK or grayscale; spot/PMS color converted to process CMYK unless printing as PMS; all fonts must be embedded. Two sets of color proofs required (laser unacceptable).

Bleed Size:

1 Page: 8 5/8" × 11 1/8"

2/3 page: 5 3/4" × 11 1/8"

1/2 page (vertical): 4 7/16" × 11 1/8"

1/2 page (horizontal): 8 5/8" × 5 11/16"

1/3 page (vertical): 2 7/8" × 11 1/8"

Spread: 17" × 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" × 10 7/8"

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

Type of Binding: Perfect bound

Jogs: To foot

INSERTS:

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

Quantity: 28,000. 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	Ad Material	Inserts
January	12/4/09	12/11/09	12/18/09
February	1/8/10	1/15/10	1/22/10
March	2/5/10	2/12/10	2/19/10
April	3/5/10	3/12/10	3/19/10
May	4/9/10	4/16/10	4/23/10
June	5/7/10	5/14/10	5/21/10
July	6/4/10	6/11/10	6/18/10
August	7/9/10	7/16/10	7/23/10
September	8/6/10	8/13/10	8/20/10
October	9/10/10	9/17/10	9/24/10
November	10/8/10	10/15/10	10/22/10
December	11/12/10	11/19/10	11/26/10

SHIPPING:

Insertion orders and advertising materials to:

Devin Gregorie
Community Oncology
Elsevier Oncology
330 South Service Road, Suite 124
Melville, NY 11747
Tel: (631) 962-2844
Fax: (631) 424-8905
e-mail: D.Gregorie@Elsevier.com

Inserts to:

Attention: Tammy Baugh
Publishers Press, Inc.
13487 South Preston
Lebanon Junction, KY 40150
Tel: (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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