



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: Michael J. Fisch, MD, MPH
editor@supportiveoncology.net

Associate Editors: Barbara A. Murphy, MD
Debra Barton, PhD, RN, AOCN, FAAN

Managing Editor: Susan Hite
(240) 221-2471
Susan.Hite@Elsevier.com

STAFF

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

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

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

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

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

GENERAL INFORMATION

Issuance:

Bimonthly (6x/year): January/February, March/April, May/June, July/August, September/October, and November/December

Established:

May 2003

Editorial:

The Journal of Supportive Oncology (JSO) is a peer-reviewed medical journal whose major purpose is the publication of review and original research articles that focus on the pathophysiology of cancer-related symptoms or laboratory research that may have therapeutic implications for improvement in patient quality of life and quality of survival. Topics cover all areas of supportive oncology, including symptoms and side effects of cancer therapy, quality of life, and palliative medicine. Abstracts and proceedings from the Chicago Supportive Oncology Conference will be published in JSO.

Indexed by:

Index Medicus/MEDLINE/PubMed, EMBASE/Excerpta Medica, Chemical Abstracts, 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 (6 issues)
US \$350, International \$381
Single copy: \$44

RATES

Page: Black & White Rates

Frequency	Full Page	1/2 Page
1	3,695	2,480
3	3,625	2,440
6	3,550	2,395
12	3,485	2,345
24	3,410	2,300
36	3,340	2,250
48	3,270	2,180
72	3,195	2,135
120	3,125	2,085
240	3,030	2,010
288	2,960	1,970
396	2,910	1,920
504	2,865	1,870
570	2,820	1,820

Page: Color Rates

Two color standard	650
Two color matched	935
Two color metallic	1,160
Three and four color	1,855
Five color matched	2,785
Five color metallic	3,020

Covers and Preferred Positions:

Fourth Cover:	earned B/W rate plus 50%
Third Cover:	earned B/W rate plus 25%
Second Cover:	earned B/W rate plus 25%
Facing Table of Contents:	earned B/W rate plus 15%
Other Positions:	earned B/W rate plus 5%

List Match Charge:

The Journal of Supportive 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	8,390			
3	8,250	15,500		
6	8,100	15,200	22,300	29,400
12	7,970	14,940	21,910	28,880
24	7,820	14,640	21,460	28,280
36	7,680	14,360	21,040	27,720
48	7,540	14,080	20,620	27,160
72	7,390	13,780	20,170	26,560
120	7,250	13,500	19,750	26,000
240	7,060	13,120	19,180	25,240
288	6,920	12,840	18,760	24,680
396	6,820	12,640	18,460	24,280
504	6,730	12,460	18,190	23,920
570	6,640	12,280	17,920	23,560

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

Agency Commission:

Fifteen percent of gross billings on space, color, cover, and preferred position charges.

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 the earned rate. When the 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.

New Product Launch Program:

Any advertiser who runs an insertion in 3 consecutive issues of *The Journal of Supportive Oncology* for the launch of a new product or brand with a new indication approval will receive a 50% discount off the 3rd insertion.

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.

Continuity Discount Program:

Place 4 ads, get 2 FREE. Ads must be for the same product.

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

Volume Corporate Discount:

IMNG Medical Media is 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 the 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

Specialties:

Medical Oncology	4,791
Hematology/Oncology	3,801
Anes, Pain Management	10
Hematology	336
Internal Medicine	221
Pain Medicine & Management	15
Palliative Medicine	182
Radiation Oncology	853
Pain & Palliative Medicine	447
Oncology Nurses and Nurse Administrators, Nurse Practitioners and Physician Assistants	6,990
Others Allied to the Field	906
TOTAL	18,552

Verification:

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



Bonus Distribution:

Issue	Meeting
Mar/Apr	CO, ONS
May/June	ASCO
Sep/Oct	CSOC
Nov/Dec	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" × 11 1/8"

1/2 page (vertical): 3 1/2" × 10"

1/2 page (horizontal): 7" × 5"

Spread: 17 1/4" × 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" from trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter

Type of Binding: Perfect

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 1/4" safety, live matter, all sides. Sample requested.

Quantity: 20,000. 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/February	12/15/11	12/22/11
March/April	2/15/12	2/23/12
May/June	4/16/12	4/23/12
July/August	6/15/12	6/25/12
September/October	8/15/12	8/22/12
November/December	10/15/12	10/22/12

SHIPPING:

Insertion orders to: Joan Friedman, Journal of Supportive 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/ Journal of Supportive Oncology, 5635 Fishers Lane, Ste 6000, Rockville, MD 20852. Telephone: (240) 221-2410

Inserts to: 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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