



The Oncology Report

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: Howard A. Burris, III, MD

Managing Editor: Jane Salodof MacNeil

GENERAL INFORMATION

Established:

September 2004

Editorial:

The Oncology Report features comprehensive reports on the latest advances in cancer treatment presented at major oncology meetings with expert commentaries and analysis from renowned thought-leaders. *The Oncology Report* is designed with an attractive, easy-to-read format organized by tumor site. Each chapter features a topic index and reference to the meetings covered. TOR is sent free of charge to over 14,000 physicians, nurses, pharmacists and administrators.

Issuance: Monthly

Ad Format and Placement Policy:

Ads are placed between articles and are rotated as evenly as possible.

Ad/Editorial Ratio:

35:65

Subscription Rates:

Annual Subscription Rate

U.S. \$175

Outside U.S. \$175

Single Copy \$24

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RATES

Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x
King page	4,315	4,260	4,200	4,145	4,085	4,030	3,975
3/4 Page	4,055	3,980	3,900	3,815	3,745	3,665	3,590
Island (A-Size)	3,275	3,215	3,155	3,100	3,040	2,980	2,920
1/2 Page	2,290	2,845	2,770	2,690	2,610	2,540	2,460
1/4 page	1,735	1,660	1,580	1,500	1,425	1,340	1,270

Page Size	72x	120x	240x	288x	396x	504x	570x
King page	3,920	3,815	3,740	3,655	3,565	3,485	3,405
Page	3,515	3,430	3,335	3,270	3,200	3,120	3,040
Island (A-size)	2,890	2,855	2,830	2,810	2,785	2,765	2,745
1/2 Page	2,375	2,300	2,225	2,140	2,070	1,985	1,910
1/4 page	1,190	1,115	1,035	955	895	840	780

Insert Rates (King and Island):

King Insert

	1x	3x	6x	12x	24x	36x	48x
2 page	9,630	9,520	9,400	9,290	9,170	9,060	8,950
4 page	18,040	7,800	17,580	17,340	17,120	16,900	
6 page		26,200	25,870	25,510	25,180	24,850	
8 page		34,600	34,160	33,680	33,240	32,800	

King Insert

	72x	120x	240x	288x	396x	504x	570x
2 page	8,840	8,630	8,480	8,310	8,130	7,970	7,810
4 page	16,680	16,260	15,960	15,620	15,260	14,940	14,620
6 page	24,520	23,890	23,440	22,930	22,390	21,910	21,430
8 page	32,360	31,520	30,920	30,240	29,520	28,880	28,240

Island (A-size) Insert

	1x	3x	6x	12x	24x	36x	48x
2 page	7,550	7,430	7,310	7,200	7,080	6,690	6,840
4 page	13,860	13,620	13,400	13,160	12,920	12,680	
6 page		19,930	19,600	19,240	18,880	18,520	
8 page		26,240	25,800	25,320	24,840	24,360	

Island (A-size) Insert

	72x	120x	240x	288x	396x	504x	570x
2 page	6,780	6,710	6,660	6,620	6,570	6,530	6,490
4 page	12,560	12,420	12,320	12,240	12,140	12,060	11,980
6 page	18,340	18,130	17,980	17,860	17,710	17,590	17,470
8 page	24,120	23,840	23,340	23,480	23,280	23,120	22,960

Page: Color Rates

Two color standard	750
Two color matched	1,080
Two color metallic	1,340
Three and Four Color	2,140
Five Color matched	3,210

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%
Opposite Lead Article in Chapter	earned B/W rate plus 15%

Insert Conversion Program: For multi-page insert advertisers only: IMNG Oncology will convert your insert of 4 pages or larger. Please contact Devin Gregorie at (516) 381-8613; d.gregorie@elsevier.com for details.

List Match Charge: *The Oncology Report* 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.

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 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 two or three of our oncology titles (*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 these titles. 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 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 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

Oncology	4,654
Hematology	1,810
Hematology/Oncology	5,674
Oncology Medical Directors, Administrators, Pharmacy Physician Assitants, Nurses, Nurse Practitioners, and Nurse Administrators	2,330
Other	40
Total	14,508

Bonus Distribution:

Meetings: ASCO, ASH, CO, ONS, CSOC.

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.

Page Bleed	10 3/4" x 13 1/4"
Spread Bleed	21 1/4" x 13 1/4"
3/4 Page	9 1/4" x 8 7/8"
Island (A-size) Page:	6 7/8" x 8 7/8"
Island (A-size) Spread	15" x 8 7/8"
1/2 Page Vertical	4 1/2" x 11 3/4"
1/2 Page Horizontal	9 1/4" x 5 5/8"
1/4 Page Vertical	4 1/2" x 5 5/8"
1/4 Page Horizontal	6 7/8" x 4 1/4"

Live matter - allow 1/8" safety from all trim edges

Journal Trim Size: 10 1/2" x 13"

Type of Binding: Saddle Stitch

Inserts:

Quantity: 16,000. A-size inserts: minimum 8" x 11". Deliver trimmed top and face; 1/8" bleed trim on bottom (inserts jog to foot). King size inserts: deliver inserts 10 1/2" x 13" with trim. Quantity: 16,000. 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 Publisher for availability, and other information required.

Material Storage:

Files are held one year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed 9 months from delivery date.

Closing Dates:

Issue	Space	Materials	Issue	Space	Materials
Jan	12/20/11	12/29/11	Jul	6/18	6/25
Feb	1/23/12	1/30/12	Aug	7/19	7/26
Mar	2/23	3/1	Sep	8/21	8/28
Apr	3/22	3/29	Oct	9/21	9/28
May	4/20	4/27	Nov	10/19	10/26
Jun	5/21	5/29	Dec	11/12	11/19

Shipping:

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

Inserts to: Tammy Baugh, Publishers Press, Inc., 13487 South Preston Highway, Lebanon Junction, KY 40150. Telephone: (800)-214-1086. *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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