ModernMedicine Network includes over 30 brands, spanning 17 markets to meet the marketing needs of the healthcare industry.

ModernMedicine Network reaches all sectors of the healthcare industry with tactical brands thru multiple touchpoints. We take pride in our creative approach to targeting qualified audiences, understanding those audiences and delivering relevant, practical content to decision makers. From custom solutions to standard display, our team optimizes the diversity and reach of the ModernMedicine Network to meet your expectations.

For more information on ModernMedicine brands and marketing materials go to ModernMedicine.com

1.25M+ database of HCPs
1.5M unique visitors/month
3.5M average page views/month
780K print subscribers
1000+ KOL’s on Editorial board
Get the latest insights from key opinion leaders in oncology, with articles, peer perspectives, video, podcasts, and interactive content that translates into clinical application for today’s practicing oncologist. Timely. Practical. Relevant.

www.cancernetwork.com
Focus On...

(Previously known as Topic Resource Centers)

Keep your brand top-of-mind within an on-site section exploring contextually relevant topics to your target audience.

» **Exclusive sponsorship** of a dedicated, on-site section and email

» **Content including** news, perspectives, resources, articles, videos and slide shows

» **No Medical Legal Regulatory review**

» **Pricing options** by audience and impression volume

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.

New Engaging Format!
Conference Coverage

From-the-floor reporting aligns your brand message with *Oncology*’s objective news and commentary before, during and after major industry events.

**PROGRAM MAY INCLUDE:**

- Banners and sponsored content links within show coverage area for 3-6 months
- Banners on daily eNewsletters during show to our most engaged subscribers
- Pre-roll on video
- Dedicated eBlast

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
Champions’ Challenge

Peer-to-peer engagement with friendly competition, brand awareness and market research rolled into one successful gaming platform.

» Scalable from 2-12 qualifying rounds with a leaderboard and final, “invitational” round
» Questions may be supplied in a variety of formats, including video

Custom designed programs to fit your needs. Contact your sales representative for pricing and availability.
Podcasts

Drive engagement on key topics from different perspectives under the authority of our trusted brand.

- Available for download or playback
- Provide co-branded pertinent information with 100% SOV in an enduring format
- “Brought to You By” tagline
- High interest/timely content
- Robust traffic-driving audience generation package included
- Creates engagement
- Under the auspices and credibility of the journal

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
BANNER ADS

Your run-of-site (ROS) ad gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines (https://www.iab.com/guidelines/state-of-viewability-transaction-2015/); additional viewability requirements may incur premiums.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard†; Medium Rectangle†; skyscraper†; Wide skyscraper†</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$130/CPM (net)</td>
</tr>
<tr>
<td>Half Page†</td>
<td>300x600</td>
<td>$150/CPM (net)</td>
</tr>
<tr>
<td>Pushdown*</td>
<td>970x90 – expands to 970x415</td>
<td>$275/CPM (net)</td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$255/CPM (net)</td>
</tr>
</tbody>
</table>

†See expanded dimensions, where applicable in format guidelines.
*Expanding pushdown ad units push page content down rather than expanding over page content.

HOME PAGE ROAD BLOCK
Utilize all positions for 100% SOV on the homepage.
$950/week

WALLPAPER ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>$250 CPM (net)</td>
</tr>
</tbody>
</table>

†See expanded dimensions, where applicable in format guidelines.
*Expanding pushdown ad units push page content down rather than expanding over page content.
e-NEWSLETTERS

**e-Newsletter provide additional opportunities** to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare professionals’ in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average 90-Day Engaged Distribution</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x/week</td>
<td>33,800**</td>
<td>$2000/send</td>
<td>$2000/send</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$68/CPM US Only</td>
<td>$68/CPM US Only</td>
</tr>
</tbody>
</table>

* Publisher’s own data.
** 33,800 (US Only Distribution)

** 64,000 (US & International Distribution)

Minimum 3X purchase.

**In-Column Text Ad Specification**

**Header:** 60 characters, **Body text:** 210 characters.

Maximum character allowances including spaces

**CUSTOM e-BLASTS**

**Send your custom message** directly to the in-boxes of our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base. Position level data available on list match portion.

Custom E-blasts require client supplied HTML files, see Digital Specification for more detail.

**Contact your account representative for pricing information.**

**Static Ad Specification**

**Max File Size:** 40K

**Formats Accepted:** GIF or JPG plus 1 Live Click URL provided by client

**No Flash/Rich Media** accepted for e-News
## ADVERTISING CREATIVE FORMAT GUIDELINES

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Skyscraper /Wide Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td>“Expanding Pushdown ad units <strong>push</strong> page content down rather than expanding over page content.</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250, 160x600, 728x90, 300x600</td>
<td>Expansion not allowed for these units</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>100 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
</tbody>
</table>

**Abbreviations:** px = pixel  
sec = seconds  
fps = frames per second
GENERAL AD REQUIREMENTS (APPLY TO ALL ADS):

- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.
- **File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines [http://html5.iabtechlab.com/needauth?redir](http://html5.iabtechlab.com/needauth?redir).

VIDEO REQUIREMENTS:

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24

GENERAL NOTES:

- **File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines [http://html5.iabtechlab.com/needauth?redir](http://html5.iabtechlab.com/needauth?redir).

HTML5 NOTES:

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” ([http://www.iab.com/html5](http://www.iab.com/html5)) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

- **Host-initiated subload:** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.
- **User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

All IO’s for digital insertion please send to dana.hetzel@ubm.com

HTML5 design industry standards info: [http://www.iab.com/html5](http://www.iab.com/html5)
COVER TIPS

Grab the reader’s attention with an exclusive Cover Tip, an effective way to enhance brand awareness, communicate timely information, or to lead the reader to additional content within the publication. Make a statement and be front of mind with your target audience. Only one cover tip per issue is available, contact your sales representative to take advantage of this powerful opportunity.

Trimming:
Live matter: 6-1/2” x 4-1/2”
Trim size: 7” x 5”
Bleed size: 7-1/4” x 5-1/4”
Cover tips jog to the bottom, glue along spine.
Keep live matter 3/4” from trimmed edges from gutter trim.
If client supplies, please provide at trim size 7” x 5”; 80# stock without attachments.

Consult Sales Rep for availability and pricing.

OUTSERTS

Outserts are your opportunity to tell a rich story and engage the reader with a journey. This option focuses the reader’s attention and allows variable space to convey your message. Use Outserts to provide content that can be saved as a reference, or create a series to extend involvement from issue to issue. Outserts are polybagged, and available in a variety of size and options, contact your sales representative to explore this proven one to one marketing touchpoint.

Consult Sales Rep for availability and pricing.
### Ad Sizes (in Inches)

<table>
<thead>
<tr>
<th>Ad Size (inches)</th>
<th>Trim Sizes (Width x Depth)</th>
<th>Bleed Sizes (Width x Depth)</th>
<th>Live area (Width x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>7.75 x 10.75</td>
<td>8 x 11</td>
<td>7 x 10</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5 x 10.75</td>
<td>5.25 x 11</td>
<td>4.25 x 10</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.75 x 5.40</td>
<td>8 x 5.625</td>
<td>7 x 4.625</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.875 x 10.75</td>
<td>4.125 x 11</td>
<td>3.125 x 10</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.50 x 10.75</td>
<td>2.75 x 11</td>
<td>1.75 x 10</td>
</tr>
</tbody>
</table>

### Print Specifications and Circulation

#### Ad Sizes (in inches)

- **Trim Sizes (Width x Depth)**
- **Bleed Sizes (Width x Depth)**
- **Live area (Width x Depth)**

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hematology</td>
<td>817</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>4,860</td>
</tr>
<tr>
<td>Hematology and Oncology</td>
<td>9,931</td>
</tr>
<tr>
<td>Oncology, Medical</td>
<td>3,508</td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>1</td>
</tr>
<tr>
<td>Gynecological Oncology</td>
<td>808</td>
</tr>
<tr>
<td>Pediatrics, Hematology - Oncology</td>
<td>4</td>
</tr>
<tr>
<td>Radiation Oncology</td>
<td>4,831</td>
</tr>
<tr>
<td>Surgery, Colon &amp; Rectal</td>
<td>54</td>
</tr>
<tr>
<td>Surgery, General</td>
<td>6</td>
</tr>
<tr>
<td>Urology</td>
<td>2,304</td>
</tr>
<tr>
<td>Other Professional Classifications</td>
<td>1,076</td>
</tr>
</tbody>
</table>

**Total Copies To Physicians**: 28,200

*As filed with the BPA, subject to audit.*

### Additional Specifications

**Live matter**: Hold 3/8” from trim on all sides.

**Trim size of journal**: 7¾” x 10¾” for final trim, 8” x 11” for bleed

**Paper Stock**:
- Text Pages: 45# coated.
- Covers: 100# coated.

**Type of Binding**: Perfect bound.
<table>
<thead>
<tr>
<th>B&amp;W rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>144x</th>
<th>168x</th>
<th>192x</th>
<th>216x</th>
<th>264x</th>
<th>312x</th>
<th>360x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page</td>
<td>$3,100</td>
<td>$3,055</td>
<td>$3,015</td>
<td>$2,975</td>
<td>$2,875</td>
<td>$2,835</td>
<td>$2,795</td>
<td>$2,760</td>
<td>$2,715</td>
<td>$2,665</td>
<td>$2,600</td>
<td>$2,560</td>
<td>$2,515</td>
<td>$2,475</td>
<td>$2,415</td>
<td>$2,365</td>
<td>$2,300</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,600</td>
<td>$2,580</td>
<td>$2,570</td>
<td>$2,540</td>
<td>$2,450</td>
<td>$2,420</td>
<td>$2,380</td>
<td>$2,350</td>
<td>$2,310</td>
<td>$2,270</td>
<td>$2,220</td>
<td>$2,180</td>
<td>$2,145</td>
<td>$2,110</td>
<td>$2,080</td>
<td>$2,040</td>
<td>$2,010</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned B&W rates.
- Second Color (magenta, cyan, yellow): .................................................. $600
- Matched Color (all PMS excluding 800 series): ........................................ $890
- Sheen/Metallic/Fluorescent color (PMS 800 series): ................................... $1,260
- 3- and 4-color process: ........................................................................ $2,045
- 5-color: .................................................................................................. $2,595

**Covers and Premium Positions (non-cancellable):**
- Add the premium for positions to the earned B&W rate. Then add charge for color.
  - Cover Rates: Second cover: 25%  |  Fourth cover**: 50%
  - Premium Positions: ONCOLOGY Table of Contents: 10%  |  Cancer Network Table of Contents: 10%
  - Special Position Charge: A 5% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

**Covers Tips/Outserts:**
- Consult publisher for rates and availability.

**Cancellation Policy with Letter of Agreement:**
- 60 days or more prior to issue ad close deadline, no charge.
- 30–60 days prior to issue ad close deadline, 50% of contract rate.
- 30 days or less prior to issue ad close deadline, 100% of contract rate.

**Demographic Rates:**
- ROB ads available on a limited basis. Rates for demographic ads are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a $1,650 (non-commissionable) mechanical charge. Demographic ads will count toward a company’s final earned frequency on a page-for-page basis.

**Insert Rates**

<table>
<thead>
<tr>
<th>Insert Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>144x</th>
<th>168x</th>
<th>192x</th>
<th>216x</th>
<th>264x</th>
<th>312x</th>
<th>360x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page insert</td>
<td>$9,190</td>
<td>$9,050</td>
<td>$8,940</td>
<td>$8,820</td>
<td>$8,520</td>
<td>$8,400</td>
<td>$8,280</td>
<td>$8,160</td>
<td>$8,050</td>
<td>$7,920</td>
<td>$7,700</td>
<td>$7,590</td>
<td>$7,460</td>
<td>$7,340</td>
<td>$7,220</td>
<td>$7,110</td>
<td>$6,990</td>
</tr>
<tr>
<td>4 page insert</td>
<td>$18,380</td>
<td>$18,100</td>
<td>$17,880</td>
<td>$17,640</td>
<td>$17,040</td>
<td>$16,800</td>
<td>$16,560</td>
<td>$16,320</td>
<td>$16,100</td>
<td>$15,840</td>
<td>$15,440</td>
<td>$15,180</td>
<td>$14,920</td>
<td>$14,680</td>
<td>$14,440</td>
<td>$14,220</td>
<td>$13,980</td>
</tr>
<tr>
<td>6 page insert</td>
<td>$27,150</td>
<td>$27,820</td>
<td>$26,460</td>
<td>$25,500</td>
<td>$25,200</td>
<td>$24,840</td>
<td>$24,480</td>
<td>$24,150</td>
<td>$23,760</td>
<td>$23,100</td>
<td>$22,770</td>
<td>$22,380</td>
<td>$22,020</td>
<td>$21,660</td>
<td>$21,330</td>
<td>$20,970</td>
<td></td>
</tr>
</tbody>
</table>

**Acceptance:** Insert stock weight 80 # text. Contact publisher for approval and pricing for inserts heavier than 80 # text. Submit samples to Production Manager.

**Demographic Rates: Inserts** available on a limited basis. Rates for demographic inserts are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus a $1,450 (non-commissionable) mechanical charge. Demographic ads will count toward a company’s final earned frequency on a page-for-page basis.
CORPORATE DISCOUNTS

Earned Rates:
Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Demographic ads will count toward a company’s final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine earned rate. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2019 calendar or fiscal year.

Corporate Discount Program:
Effective with January 1, 2019 insertion orders, the Corporate Discount program is based on an advertiser’s 2018 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

<table>
<thead>
<tr>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000 - $250,000</td>
<td>0.50%</td>
<td>$2,500,001 - $3,000,000</td>
<td>5.00%</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>0.75%</td>
<td>$3,000,001 - $3,500,000</td>
<td>6.00%</td>
</tr>
<tr>
<td>$500,001 - $750,000</td>
<td>1.00%</td>
<td>$3,500,001 - $4,000,000</td>
<td>8.00%</td>
</tr>
<tr>
<td>$750,001 - $1,000,000</td>
<td>1.50%</td>
<td>$4,000,001 - $4,500,000</td>
<td>10.00%</td>
</tr>
<tr>
<td>$1,000,001 - $1,500,000</td>
<td>2.00%</td>
<td>$4,500,001 - $5,000,000</td>
<td>12.00%</td>
</tr>
<tr>
<td>$1,500,001 - $2,000,000</td>
<td>3.00%</td>
<td>$5,000,001 - $5,500,000</td>
<td>14.00%</td>
</tr>
<tr>
<td>$2,000,001 - $2,500,000</td>
<td>4.00%</td>
<td>$5,500,001 - $6,000,000</td>
<td>16.00%</td>
</tr>
</tbody>
</table>

Pre-Payment:
Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

Multiple Page PI Discount:
Ads running more than two pages of prescribing information are offered a discount. Starting with the third PI page of the unit, a 50% discount will be applied to the cost of the page.

ADVERTISING INCENTIVE DISCOUNTS

Product Incentive Program (PIP Continuity Discount):
Run a minimum of three product insertions in ONCOLOGY and save. The more insertions, the more you save. Free pages count toward earned frequency but do not count toward the corporate discount program.

<table>
<thead>
<tr>
<th>Number of Insertions:</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount:</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
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</tbody>
</table>

Product Incentive Program Criteria:

i) The minimum number of insertions at each level must be met within a calendar or fiscal year.

ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product’s gross insertion expenditure. The PIP discount should be added to your corporation’s Corporate Discount Program earned discount, and the resulting total percentage is taken off of the gross insertion cost.

iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your ONCOLOGY account manager of your product’s planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.

iv) All of a product’s indications work together to attain a product’s insertion level.

ABC (Add A Book Combo):
When you advertise in ONCOLOGY and run the same product in the same month in another UBM Medica medical publication(s) (i.e., Contemporary OB/GYN, Contemporary Pediatrics, Dermatology Times, Drug Topics, Managed Healthcare Executive, Medical Economics, Psychiatric Times and Urology Times), you will receive a discount dependent upon the number of publications you run in. The more titles you choose, the deeper the discount.

2 publication buy = 10%  
3 publication buy = 15%  
4+ publication buy = 20%

Note: This discount applies to full run ads only and may not be used when advertising in Ophthalmology Times, Ophthalmology Times Europe, Optometry Times, Dental Products Report, and The Aesthetics Guide. This discount cannot be used in combination with the Product Incentive Plan (PIP) but may be used with the Corporate Discount Program. This discount applies to the nine UBM Medica publications shown only and may be used in any combination. For products with different size ad units, the discount will be calculated based on the mutual number of pages. For example, if 6 pages run in one publication and 4 pages run in the other, under this program, the discount will be applied to the 4 matching pages in each magazine. Free runs do not count toward the discount.

Launch Incentive:
Run in four consecutive issues and the 5th issue is free. This discount applies to new products, new indications and new formulations of existing products. Free ads must be the same size or smaller, and pre-launch ads do not count toward the launch discount. The Launch discount and the PIP program discount cannot be taken at the same time -- PIP goes into effect after the 4th issue. Free pages count toward earned frequency but do not count toward the corporate discount program.
**COVER TIPS**

**Trimming:**
- **Live matter:** 6-1/2” x 4-1/2”
- **Trim size:** 7” x 5”
- **Bleed size:** 7-1/4” x 5-1/4”

**Digital File Requirements:** PDF/X-1a, set resolution 300 dpi or higher

Cover tips jog to the bottom, glue along spine.

If client supplies, please provide at trim size 7” x 5”, 80# stock without attachments

**INSERTS**

**Trimming:**
- **Ship folded:** 8” x 11”
- **Keep live matter 1/2” from trimmed edges & 1/2” from gutter trim
- **Book is jogged to head edges & 1/2” from gutter trim
- **Keep live matter 1/2” from trimmed**
- **Trims:** 1/8” head, allow 1/8” for gutter, outside, and foot trim

**Quantity:** Full Run: 35,000

**Shipping:** Mark all insert cartons with publication name, date of issue, advertiser, product name, and insert quantity. Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

**ONCOLOGY (Month of Issue)**
c/o LSC Communications
Attn: Jeremiah Jay
3401 Heartland Drive
Liberty, MO 64068

**SCREEN REQUIREMENTS**

Density of Tone: 4C ads not exceed 300%; 2C, 190%; B&W, 95%.

1. CMYK is the only accepted mode for 4C ads.
   - Do not use RGB.
2. Do not use spot color unless you are paying for a PMS (Pantone) color.
3. Colors viewed on your monitor may not be representative of final output.
   - Always check monitor color values against CMYK color swatches and the final KODAK APPROVAL color proof or equivalent. Laser color proofs are for identification only. Should proofs not meet specifications, we will publish to SWOP ink densities. C@1.30, M@1.40, Y@.90, and K@1.70.

**REPRODUCTION REQUIREMENTS:**

Follow “Specifications for Web Offset Publication” (SWOP) Tenth Edition for printing in the new millennium. **ONCOLOGY** is printed Web offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X-1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

**DISPOSITION OF MATERIAL AND INSERTS:**

Electronic ad files are held for one year from date of last insertion. Supplied inserts/outserts spoilage will be automatically recycled unless otherwise requested in advance.

**DIGITAL AD REQUIREMENTS:**

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format; files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser’s file before publication.

3. **Accepted Method of Delivery:** The file format must be PDF/X-1a. You may submit digital ad files via the Ad Portal: https://ads.ubm.com.

4. **Ad Proofs:** To ensure that Advertiser’s ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

**PROVIDER INFORMATION REQUIRED:**

1. **Issue date.**
2. **Advertiser, product, and agency name.**
3. **Agency contact person and phone number, or vendor name and phone number.**
4. **List of contents.**

**PRINT PRODUCTION MATERIALS:**

Email Insertion orders, contracts and other instructions to: klenzen@hcl.com with a copy to onc.io@hcl.com.

Send all non-eMailed print materials and other information to:

**ONCOLOGY**
Karen Lenzen
Media Operations Manager – UBM Americas
131 W. First St.
Duluth, MN 55802
Ph: 218-740-7271
klenzen@hcl.com

Visit https://ads.ubm.com to submit your ad materials, visit https://ads.ubm.com
<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January Issue</strong></td>
<td>December 20</td>
<td>December 28</td>
<td>January 02</td>
</tr>
</tbody>
</table>
| • New research in blood cancer treatments  
• Cancer prevention  
• Prostate cancer |
| **February Issue** | January 22 | January 28 | January 30 |
| • Colorectal cancer  
• Non-Hodgkin lymphoma (NHL)  
• Cardiac health and cancer treatment |
| **March Issue** | February 19 | February 25 | February 27 |
| • Testicular cancer  
• Esophageal cancer  
• Stem cell transplantation |
| **April Issue** | March 19 | March 25 | March 27 |
| • Myeloma  
• Bladder cancer  
• Melanoma |
| **Bonus Distribution:** American Society of Clinical Oncology (ASCO) Annual Meeting, May 31-June 4, Chicago, IL |
| **May Issue** | April 15 | April 19 | April 23 |
| • Hodgkin’s lymphoma  
• The state of cancer research  
• Survivorship |
| **Bonus Distribution:** American Society of Clinical Oncology (ASCO) Annual Meeting, May 31-June 4, Chicago, IL |
| **June Issue** | May 22 | May 29 | May 31 |
| • Acute myelogenous leukemia (AML)  
• Stomach cancer  
• Sarcoma |
## JULY ISSUE
- **Ad close:** June 17
- **Materials due:** June 21
- **Inserts due:** June 25
- • Acute lymphocytic leukemia (ALL)
- • Lung Cancer
- • Ovarian cancer

## AUGUST ISSUE
- **Ad close:** July 23
- **Materials due:** July 29
- **Inserts due:** July 31
- • Novel Therapeutic Strategies in Pediatric --- Hematological Malignancies
- • Thyroid cancer
- • Breast Cancer

## SEPTEMBER ISSUE
- **Ad close:** August 19
- **Materials due:** August 23
- **Inserts due:** August 27
- • Chronic lymphocytic leukemia (CLL)
- • Liver cancer
- • Endometrial cancer

## OCTOBER ISSUE
- **Ad close:** September 16
- **Materials due:** September 20
- **Inserts due:** September 24
- • Myelodysplastic syndromes (MDS)
- • Lung cancer
- • Neuroendocrine tumors

## NOVEMBER ISSUE
- **Ad close:** October 22
- **Materials due:** October 28
- **Inserts due:** October 30
- **Bonus distribution:** ASH Annual Meeting and Exposition, December 7-10, Orlando, FL
  - • Chronic myelogenous leukemia (CML)
  - • Pancreatic cancer
  - • Immunotherapy

## DECEMBER ISSUE
- **Ad close:** November 15
- **Materials due:** November 21
- **Inserts due:** November 25
- • Myeloproliferative neoplasms (MPNs)
- • Cervical cancer
- • Kidney cancer
We know healthcare. We get results.

We partner with our clients to deliver strategic, integrated communications solutions to key decision-makers through the proven strength of our brands, when and where our clients need it.

Oncology
ubmmedica.com/markets-products/oncology