



Rates & Media

2015

Indexed through the National Library
of Medicine (PubMed/MEDLINE),
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Mission

The mission of *Clinical Advances in Hematology & Oncology* (CAH&O) is to contribute to the advancement of these inter-related fields by providing indispensable editorial content to oncologists, hematologist/oncologists, and pure hematologists. CAH&O fulfills the voiced need of practicing physicians for a practical and readable journal containing the most up-to-date clinical information in malignant and nonmalignant hematologic disorders, as well as solid tumor cancers. CAH&O is also dedicated to being the leader in editorial coverage of targeted therapy.

CAH&O's main editorial departments are:

- Thought leader-driven review articles
- Advances columns featuring engaging interviews with experts on current issues in solid tumor oncology, hematologic malignancies, hematologic disorders, drug development
- Counterpoints: Section addressing clinical controversies in hematology/oncology

Editorial Direction

A peer-reviewed monthly journal, CAH&O provides editorial content encompassing a wide array of topics relevant and useful to the fields of oncology and hematology, both separately and together. Content is directed by the strong input of experts in the field. CAH&O contains several monthly columns providing cutting edge content on current issues in these fast-moving fields, including:

- In Focus: Breast Cancer, Colorectal Cancer, Lung Cancer, or Prostate Cancer
- Pro/Con: Experts present their views on controversial issues in hematology and oncology
- Clinical Trials Broadcast: Summaries of ongoing, phase III clinical trials in vital therapeutic areas
- Hem/Onc News: Briefs about the latest developments and global meeting coverage
- Clinical Updates: Peer-reviewed updates on landmark therapeutic developments

Circulation

Clinical Advances in Hematology & Oncology circulates to nearly 27,000 hematology & oncology physicians, as well as oncology nurses.

Specialty	Circulation
Hematology/Oncology	7,560
Medical Oncology	4,485
Hematology	1,647
Radiation Oncology	1,509
Pediatric Hematology/Oncology	1,377
Colon/Rectal Surgery	1,657
Urology	1,156
Gynecology/Oncology	488
Surgical Oncology	427
Musculo-Skeletal Oncology	96
Oncology Nurses	4,000
Hem/Onc Pharmacy Specialists	1,747
Oncology Practice Management	798
Total Circulation	26,947
<i>(As of September 2014)</i>	

Clinical Advances in
HEMATOLOGY & ONCOLOGY[™]
A Peer-Reviewed Journal

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Postmaster: Please send address changes (form 3579) to *Clinical Advances in Hematology & Oncology* c/o DMD, 2340 River Road, Des Plaines, IL 60018.

ISSN: 1543-0790



2015 Print Advertising Rates

Effective Date: January 2015

Agency Commission: 15% of gross on space, color, and position if paid within 30 days.

Earned Rate: Frequency Discounts are earned on the basis of accumulated ad space placed within a 12-month period. All pages of a parent company and its subsidiaries placed in *Clinical Advances in Hematology & Oncology* are combined to determine the earned rate for the publication.

B&W Page Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$4,265	\$3,635	\$2,875	\$2,255	\$1,665
6x	\$4,215	\$3,575	\$2,815	\$2,190	\$1,595
12x	\$4,140	\$3,505	\$2,755	\$2,135	\$1,545
24x	\$4,065	\$3,445	\$2,705	\$2,070	\$1,470
36x	\$4,005	\$3,355	\$2,630	\$2,010	\$1,410
48x	\$3,950	\$3,320	\$2,575	\$1,950	\$1,345
60x	\$3,915	\$3,285	\$2,535	\$1,910	\$1,315
72x	\$3,880	\$3,255	\$2,505	\$1,875	\$1,290
84x	\$3,850	\$3,230	\$2,475	\$1,845	\$1,255
96x	\$3,815	\$3,200	\$2,450	\$1,785	\$1,225
108x	\$3,790	\$3,165	\$2,415	\$1,755	\$1,200
120x	\$3,755	\$3,125	\$2,380	\$1,730	\$1,160

Color Rates *	6-Color	5-Color	4-Color	3-Color	2-Color	Matched PMS	Metallic
	\$2,860	\$2,550	\$1,975	\$1,975	\$935	\$990	\$1,300

* In addition to earned B/W rates; apply to each full or fractional page. No bleed charge.

Inserts	2-page (2x b/w page rate), 4-page (4x b/w page rate), 6-page (6x b/w page rate), 8-page (8x b/w page rate) plus \$800 net insert charge.
BRC's	\$1,665
Cover Tips (supplied)	\$19,700 net

Covers and Premium Rates	Position	B/W Rate Plus
	Cover 4 (2-page minimum)	50%
	Cover 2 (2-page minimum)	25%
	Page opposite 1st Table Contents	20%
	Page opposite 2nd Table of Contents	15%
	Page opposite first editorial page	15%

Continuity Discount Program: Advertise your product in all 12 issues in 2015, and receive a 5% discount off each insertion as placed. Advertise your product in 9 issues in 2015, and receive a 3% discount off each insertion as placed.

Cover Tips

The cost to run a supplied Cover Tip, standard size 2-page (single leaf, front and back), to the full circulation of *CAH&O* is \$19,700 net. Please see the next page for production specifications. *CAH&O* can accommodate variations in size and dimension and will be quoted on an individual basis from provided samples.

Value Added Services

New Product Introduction Program: Advertise your new product in three consecutive issues of *CAH&O* and receive the following:

- 1st Month:** Free full-page New Drug Review write-up with thought leader commentary on clinical significance of approval
- 2nd Month:** Third-party market research or ad-test study on your new product/campaign from our exhibit booth at one of the major conventions *CAH&O* attends during the year
- 3rd Month:** Complimentary subscription to *CAH&O* for your sales force (maximum 200 copies)

Bonus Distribution: The most recent issues of *Clinical Advances in Hematology & Oncology* will be made available to all attendees at the following major oncology meetings:

- Oncology Nursing Society (April Issue)
- American Society of Clinical Oncology (May Issue)
- Chemotherapy Foundation Symposium (October Issue)
- American Society of Hematology (November Issue)
- San Antonio Breast Cancer Symposium (December Issue)

2015 Closing Dates

Issuance: Monthly.

Commitment of Space: 1st of the preceding month (ie, January 1st for the February issue).

Material Due Date: 15th of the preceding month (ie, January 15th for the February issue).

Insert Due Date: 20th of the preceding month (ie, January 20th for the February issue).

Ad Sizing (run-a-book ads)

Ad Unit	Trim Size	Bleed	Live Area
2-Page Spread	16 1/4 " (width) x 10 7/8 " (height)	16 1/2" x 11 1/8" (Bleed should extend 1/8" beyond trim size on all sides)	Maintain 1/4" safety zone for live content inside trim. Allow an extra 1/8" safety for gutter allowance.
Full Page	8 1/8 " (width) x 10 7/8 " (height)	8 3/8" x 11 1/8" (Bleed should extend 1/8" beyond trim size on all sides)	Maintain 1/4" safety zone for live content inside trim. Allow an extra 1/8" safety for gutter allowance.
Half Page Horizontal	8 1/8" (width) x 5.0" (height)	Ad can bleed on top and sides only. (Extend bleed out 1/8" beyond trim size)	Maintain 1/4" safety zone for live content inside trim
Half Page Vertical	4.0" (width) x 10 7/8" (height)	Ad can bleed on top, bottom, and either into gutter or outer edge. (Extend bleed out 1/8" beyond trim size)	Maintain 1/4" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding.
Quarter Page	4.0" (width) x 5.0" (height)	Ad can bleed on top and gutter or outer edge. (Extend bleed out 1/8" beyond trim size)	Maintain 1/4" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding.

Paper Stock

Paper Stock	Body Pages: 45# coated. Covers: 80# coated.
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Specifications for Electronic Files

Disks	Macintosh-formatted CD.
File Format	Press ready, high res PDF only. (All files and fonts must be embedded; do not save PDF with unlinked OPI data)
	PDF needs to include crop marks and bleed. Make sure PDF is not set to crop document to frame edges.

Images/Color/Resolution

4 Color Scans	Resolution should be 2× the screen ruling (and at least 300 dpi). Color should be CMYK.
Proofs	Please provide one set of progressive/chromalin proofs for all color pages. Provide a laser print of all black and white pages. All printouts should indicate trims, bleeds, folds, color breaks, etc. Disks and proofs should be mailed to the publisher. Label disks with file and company name. Provide graphics contact information.

Specifications for Printed Inserts **Insert quantity** (includes spoilage allowance): 33,000.

Sizes	2-, 4-, 6-, or 8-page folded supplied inserts. Maximum 8 3/8" and specification.
Insert Trimming	- The final trim size needs to be 8 3/8" x 11 1/8" - Inserts jog to foot. This means that our printer will trim an additional 1/8" from the top. Keep this in mind in your design. - Live area: The type should be at least 3/8" from gutter grind, 3/8" from head and 1/4" from face and 1/4" from the foot.
Shipping	Preprinted inserts should be shipped directly to the printer at the address below. Please note the journal name and issue date on your shipment. For contracts or insertion orders, please contact the publisher.

Belly-Band and Belly Tip Specifications:

Belly Band: Width: Total Width: 18.5 (Front panel 8" wide, 1/8" thickness x 2, back panel 8" wide including 1.5" overlap). Height: 6.0". Paper weight: use 70 lb stock.

Belly Tip: Trim Size: 7.75" (width) x 4.0" (height). Extend bleed out 1/8" beyond trim. Paper weight: Use 70 lb. or 80 lb.

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Please send a sample of all shipped inserts to the publisher at the address provided at left.