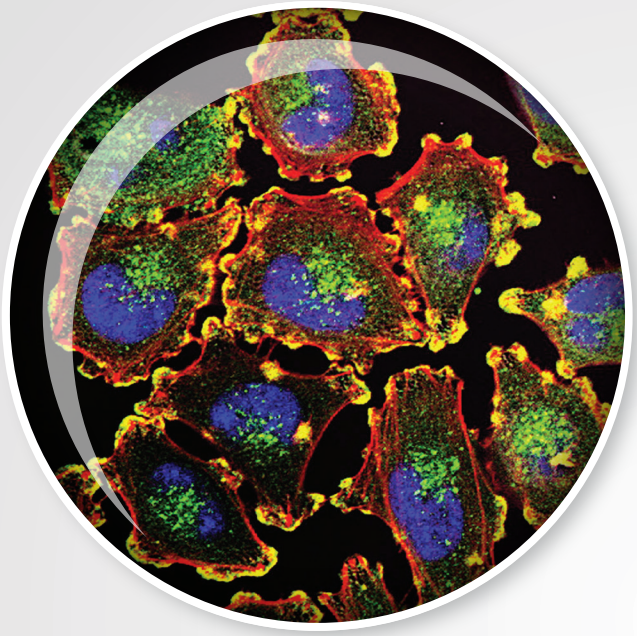
Clinical Advances in
HEMATOLOGY & ONCOLOGY™
A Peer-Reviewed Journal



Rates & Media

2016

Indexed through the National Library of Medicine (PubMed/MEDLINE), PubMed Central (PMC), and EMBASE

2015 RATE FREEZE FOR 2016

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Postmaster: Please send address changes (form 3579) to *Clinical Advances in Hematology & Oncology* c/o DMD, 10255 West Higgins Road, Ste. 280, Rosemont, IL 60018

ISSN: 1543-0790

Mission

The mission of *Clinical Advances in Hematology & Oncology* (*CAH&O*) is to contribute to the advancement of these interrelated 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, Prostate Cancer, or Melanoma
- 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
Colon/Rectal Surgery	1,649
Gynecology/Oncology	479
Hematology	1,620
Hematology/Oncology	7,739
Musculo-Skeletal Oncology	93
Medical Oncology	4,364
Pediatric Hematology/Oncology	2,407
Radiation Oncology	2,502
Surgical Oncology	425
Urology	1,700
Oncology Nurses	4,000
Total Circulation *(As of August 2015)*	**26,978**

BPA WORLDWIDE℠

2016 Print Advertising Rates

Effective Date: January 2016

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 2016, and receive a 5% discount off each insertion as placed. Advertise your product in 9 issues in 2016, 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)

2016 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.

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 Cover 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.

Publisher

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e-mail: shk@clinicaladvances.com
phm@clinicaladvances.com

Printer

Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755
Attn: Donna Hendee, H&O, Issue Date

*Please indicate counts on the packing slip and on each of the cartons

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

2015 Average Stats*

Average visit duration = 2.24 minutes

- Average monthly unique visitors = 3,065
- Average monthly visits = 8,393
- Average monthly page views = 13,305
- Average monthly impressions = 135,000
- 30,000 per 25% share of voice (SOV)

*Based on average stats Jan-Jun 2015, Google Analytics, WordPress, US only

Hematologyandoncology.net is the online home of the monthly journal, *CAH&O—Clinical Advances in Hematology & Oncology*. Access to the Web site is free for recipients of the print edition of *CAH&O*. Hematologyandoncology.net complements the journal's goal to improve the quality of cancer care by addressing oncology practice for all disease stages and presentations.

Ad Sizes Available

- Leaderboard (728 × 90)
- Medium Rectangle (300 × 250)
- Wide Skyscraper (160 × 600)

Discounts

A 20% discount is offered to campaigns advertising in the same print edition of *CAH&O*.

Clinical Advances in Hematology & Oncology e-TOCs

e-TOC Average Stats

Average* open rate of *CAH&O* e-TOC

- Total distribution: 36,425 hematology and oncology clinicians and professionals
- Average open rate: 10.6%
- Unique click-through rate: 12.8%

*Based on average stats Jan-Jun 2015, BioPharm Communications, US only

Two E-mails for Every Issue of *CAH&O*

e-TOC 1 – "Coming This Month" – delivered two weeks before the printed issue mails

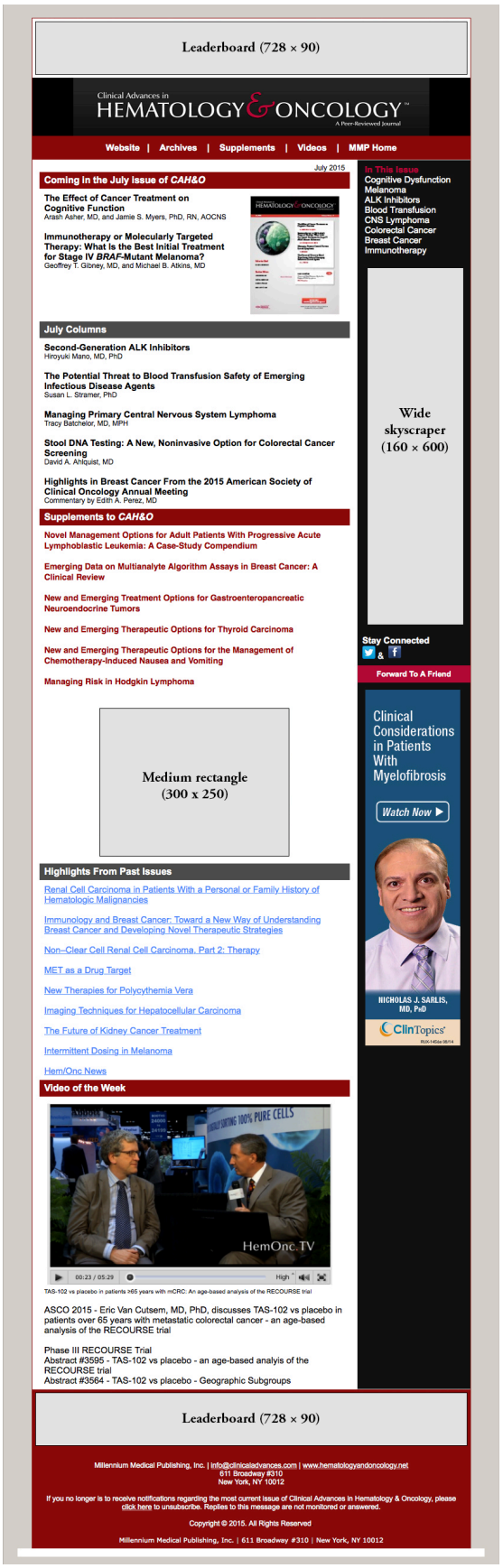
- e-TOC links to hematologyandoncology.net
- Contents of current issue
- Highlights of past issues

e-TOC 2 – "In This Issue" – delivered days before the issue reaches the mailbox

- e-TOC links to hematologyandoncology.net
- Contents of current issue
- Highlights of future issues

Distribution

Specialty	E-Mail Distribution
Med Onc, Hem, and HemOnc	14,832
Radiation Oncologists	569
Pediatric Hematologists/Oncologists	300
Gynecologic Oncologists	111
Other Oncology Professionals	20,613
Total	**36,425**



Online Advertising Rates & Closing Dates

CAH&O e-TOC Sponsorship

- Single sponsor = $5,500
- Partial sponsor = $3,500

Hematologyandoncology.net Advertising Rates

- Up to 4 advertisers per month
- Equal SOV per advertiser
- $3,800 for leaderboard, medium rectangle, and skyscraper ads
- 20% discount for print advertisers in the same month

Digital Cancellations

In accordance with the AAAA/IAB Standard Terms and Conditions for Internet Advertising Version 3.0) found at http://www.iab.net/media/file/ IAB_4Astsandcs-FINAL.pdf, Advertiser may cancel the I/O as follows:

For Flat-Fee or Fixed Placements:

- With minimum of 30 days prior written notice: no penalty
- With less than 30 days prior written notice: Advertiser is responsible for any contracted media to be served within 30 days

Send all digital material to Paul McDaniel at phm@clinicaladvances.com

CAH&O e-TOC Closing Dates*

Email Date	Insertion Order Due	Ad Material Due
1/7/2016	12/24/2015	1/6/2016
1/21/2016	1/7/2016	1/14/2016
2/4/2016	1/21/2016	1/28/2016
2/18/2016	2/4/2016	2/11/2016
3/3/2016	2/18/2016	2/25/2016
3/17/2016	3/3/2016	3/10/2016
4/7/2016	3/17/2016	3/24/2016
4/21/2016	4/7/2016	4/14/2016
5/5/2016	4/21/2016	4/28/2016
5/19/2016	5/5/2016	5/12/2016
6/2/2016	5/19/2016	5/26/2016
6/16/2016	6/2/2016	6/19/2016
7/7/2016	6/16/2016	6/23/2016
7/21/2016	7/7/2016	7/14/2016
8/4/2016	7/21/2016	7/28/2016
8/18/2016	8/4/2016	8/11/2016
9/8/2016	8/18/2016	8/25/2016
9/22/2016	9/18/2016	9/15/2016
10/6/2016	9/22/2016	9/29/2016
10/20/2016	10/6/2016	10/14/2016
11/10/2016	10/20/2016	10/22/2016
11/24/2016	11/10/2016	11/17/2016
12/8/2016	11/24/2016	12/1/2016
12/22/2016	12/8/2016	12/15/2016

*Dates are subject to change.

Digital Specifications

Specification	Website	e-TOC
Accepted ad sizes	Leaderboard (728 × 90)	Leaderboard (728 × 90)
	Medium rectangle (300 x 250)	Medium rectangle (300 x 250)
	Wide skyscraper (160 × 600)	Wide skyscraper (160 × 600)
Ad expansion available	Yes	N/A
Ad expansion sizes	Leaderboard (728 × 90)	N/A
	Wide skyscraper (160 × 600)	N/A
Ad expansion notes	Ad must require user initiation before expansion. Expanded ad must include clearly visible close controls.	N/A
Ad formats	JPG, GIF, SWF, FLV files, HTML, rich media, Javascript, third-party served ads	JPG, GIF, animated GIF, third-party served ads
Maximum file size	40K	40K
Rich media file size	60K	N/A
Animation time	3 frames & 30 seconds, 3 loops	3 frames & 30 seconds, 3 loops**
Border	All ads with white or partially white background must use a 1-pixel black border	All ads with white or partially white background must use a 1-pixel black border
Third-party click and pixel tracking available?	Yes	Yes
Alternate text required	Yes	Yes
URL	Provide URL for any links	Provide URL for any links

For times when the user's browser does not support creative functionality (i.e. FlashTM, HTML5), provide a standard image file.

*Sizes include larger-scaled version for iPad retina display.

**Outlook 2007 does not support animated GIFs and displays only a static image of the GIF. Please ensure that the first frame of the animated GIF makes sense as a static image.

HSP utilizes MOAT analytics for comprehensive data on advertising viewability. Contact Paul McDaniel for more information.

Contact

Advertising: Paul McDaniel
phm@clinicaladvances.com
Direct (212) 995-5552 • Cell (917) 656-7994

Production: Derek Oscarson
do@clinicaladvances.com • (212) 995-5568

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