



Rates & Media

2024

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Postmaster: Please send address changes (form 3579) to *Clinical Advances in Hematology & Oncology* c/o DMD, 10255 West Higgins Road, Suite 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 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, Prostate Cancer, Gynecologic 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.

Specialty	Circulation
Colon/Rectal Surgery	2,087
Gynecology/Oncology	878
Hematology	1,342
Hematology/Oncology	11,146
Musculo-Skeletal Oncology	148
Medical Oncology	3,626
Pediatric Hematology/Oncology	2,919
Radiation Oncology	2,500
Surgical Oncology	444
Urology	1,700
Total Circulation	26,790
<i>(As of October 2023)</i>	



2024 Print Advertising Rates

Effective Date: January 2024

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	\$4,395	\$3,745	\$2,960	\$2,325	\$1,715
6x	\$4,340	\$3,685	\$2,900	\$2,255	\$1,645
12x	\$4,265	\$3,610	\$2,840	\$2,200	\$1,590
24x	\$4,190	\$3,550	\$2,790	\$2,135	\$1,515
36x	\$4,125	\$3,455	\$2,710	\$2,070	\$1,455
48x	\$4,070	\$3,420	\$2,655	\$2,010	\$1,385
60x	\$4,035	\$3,385	\$2,610	\$1,970	\$1,355
72x	\$4,000	\$3,355	\$2,580	\$1,930	\$1,330
84x	\$3,965	\$3,330	\$2,550	\$1,900	\$1,295
96x	\$3,930	\$3,300	\$2,525	\$1,840	\$1,260
108x	\$3,900	\$3,290	\$2,490	\$1,810	\$1,235
120x	\$3,870	\$3,220	\$2,450	\$1,780	\$1,195

Color Rates *	6-Color	5-Color	4-Color	3-Color	2-Color	Matched PMS	Metallic
	\$2,945	\$2,630	\$2,150	\$2,035	\$965	\$1,020	\$1,340

* 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	\$1,715
Cover Tips (supplied)	\$27,800 net (Price based on PITA Pocket Tip w/Folded P.I. inside tips supplied by advertiser to our printer.) \$23,200 net (Price based on single-leaf, 2-sided unbranded tip without P.I. supplied by advertiser to our printer.)

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 2024, and receive a 5% discount on each insertion as placed. Advertise your product in 9 issues in 2024, and receive a 3% discount on each insertion as placed.

Cancellation Policy: 60 days prior for all position contracts and completion of tasks on SOWs.

Cover Tips

The cost to run a supplied branded PITA Pocket Cover Tip to the full circulation of *CAH&O* is \$27,800 net.

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 \$23,200 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.

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:

- American Society of Clinical Oncology (April and May Issues)
- American Society of Hematology (November Issue)
- San Antonio Breast Cancer Symposium (December Issue)

2024 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

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.
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Images/Color/Resolution

4 Color Scans	Resolution should be 2x 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. Proofs should be mailed to the publisher. Provide graphics contact information.

Specifications for Printed Inserts **Insert quantity** (includes spoilage allowance): 29,000.

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.

Cover Tip Specifications:

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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Printer

LSC Communications/Kodi Collective
13487 South Preston Highway
Lebanon Junction, KY 40150
Attn: Michael Gladden, 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.

Website Banner Ads

2023 Average Stats*

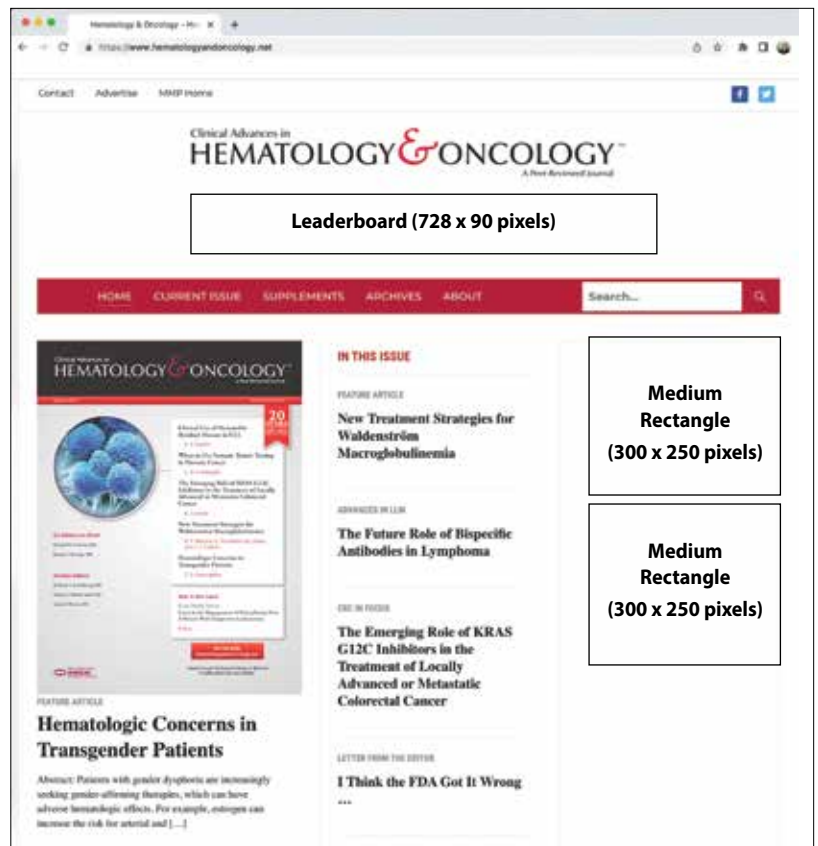
- Average visit duration = 1 minute, 19 seconds
- Average monthly unique visitors = 35,275
- Average monthly visits = 42,856
- Average monthly page views = 50,585
- Average monthly impressions = 74,604
- 18,651 per 25% share of voice (SOV)
- CTR = 0.12%

*Based on average stats Jan.-June 2023, 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 x 90)
- Medium Rectangle (300 x 250)
- Mobile Leaderboard (320 x 50)



Clinical Advances in Hematology & Oncology e-TOCs

e-TOC Average Stats

- Total distribution: over 19,000 hematology and oncology clinicians and professionals
- Average open rate: 20-25 %
- Click-to-open rate: 15%
- Delivery Rate: 99.98%

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

Primary Specialty	Sum of Count
Gynecological Oncology (GO)	809
Hematology/Oncology (HO)	12,224
Medical Oncology (ON)	3,805
Musculoskeletal Oncology (OMO)	191
Pediatric Hematology/Oncology (PHO)	3,176
Surgical Oncology (SO)	425
Grand Total	20,634

Ad Sizes Available

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

The screenshot displays the website interface for Clinical Advances in Hematology & Oncology. At the top, a 'Leaderboard (728 x 90)' ad is visible. Below it, the site header includes the journal title and navigation links. The main content area features several sections: 'Coming in the July Issue of CAH&O' with article teasers, 'July Columns' with featured articles, and 'Supplements to CAH&O' with additional content. A 'Wide skyscraper (160 x 600)' ad is positioned on the right side. Below the main content, there is a 'Medium rectangle (300 x 250)' ad. The bottom of the page includes a 'Video of the Week' section with a video player and a footer with contact information and copyright details.

Online Advertising Rates & Closing Dates

CAH&O e-TOC Sponsorship

- Single sponsor = \$7,000 net
- Partial sponsor = \$5,000 net

Hematologyandoncology.net Advertising Rates

Limited sponsorship program, offered to just four annual sponsors at \$84,000 net per year. Each sponsor will receive approximately 200,000 total yearly impressions. Fully scalable at \$7,000/month.

10% discount for print advertising 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_4Astdcs-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
1/8/2024	12/21/2023	1/3/2024
1/22/2024	1/8/2024	1/16/2024
2/5/2024	1/22/2024	1/27/2024
2/19/2024	2/5/2024	2/10/2024
3/5/2024	2/19/2024	2/24/2024
3/19/2024	3/5/2024	3/12/2024
4/9/2024	3/26/2024	4/2/2024
4/23/2024	4/9/2024	4/16/2024
5/7/2024	4/23/2024	4/30/2024
5/21/2024	5/7/2024	5/14/2024
6/4/2024	5/21/2024	5/28/2024
6/18/2024	6/4/2024	6/11/2024
7/9/2024	6/25/2024	7/2/2024
7/23/2024	7/9/2024	7/16/2024
8/6/2024	7/23/2024	7/30/2024
8/20/2024	8/6/2024	8/13/2024
9/10/2024	8/27/2024	9/4/2024
9/24/2024	9/10/2024	9/17/2024
10/9/2024	9/24/2024	10/2/2024
10/23/2024	10/8/2024	10/15/2024
11/5/2024	10/22/2024	10/29/2024
11/19/2024	11/16/2024	11/12/2024
12/3/2024	11/19/2024	11/28/2024
12/21/2024	12/10/2024	12/17/2024

*Dates are subject to change.

Digital Specifications

Specification	Website	e-TOC
Accepted ad sizes	Leaderboard (728 × 90)	Leaderboard (728 × 90)
	Medium rectangle (300 × 250)	Medium rectangle (300 × 250)
	Mobile leaderboard (320 × 50)	Wide Skyscraper (160 × 600)
Ad expansion available	Yes	N/A
Ad expansion sizes	Leaderboard (728 × 90)	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, HTML5, third-party served ads	JPG, GIF, animated GIF
Maximum file size	200K	40K
Rich media file size	200K	N/A
Animation time	15 seconds, 3 loops	15 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?	By Request	By Request
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. HTML5), provide a standard image file.

*Please ensure that the first frame of the animated GIF makes sense as a static image.

Contact

Advertising: Paul McDaniel
 phm@clinicaladvances.com
 Tel: (917) 656-7994

Send all insertion orders to:
 phm@clinicaladvances.com

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