



ASSOCIATION OF CANCER CARE CENTERS™

The leading education and advocacy organization for the cancer care community

# 2025

## MEDIA KIT

Solutions for the changing oncology landscape

For more information, contact:

Corporate Development

[CorporateRelations@acc-cancer.org](mailto:CorporateRelations@acc-cancer.org)

[www.acc-cancer.org](http://www.acc-cancer.org)

# Community-based cancer multidisciplinary teams provide care for 80% of all patients with cancer in the U.S.

Garg AK. Am J Clin Oncol. 2020;43(8):537-538.

## ABOUT

The **Association of Cancer Care Center (ACCC)** is the leading education and advocacy organization for the cancer care community. Founded in 1974, ACCC is a powerful network of **40,000+ multidisciplinary practitioners from 2,100 hospitals and practices nationwide.**

As advances in cancer screening and diagnosis, treatment options, and care delivery models have evolved, so has ACCC, adapting its resources to meet the changing needs of the entire oncology care team.

## MISSION

To be the leading education and advocacy organization for the cancer care community.

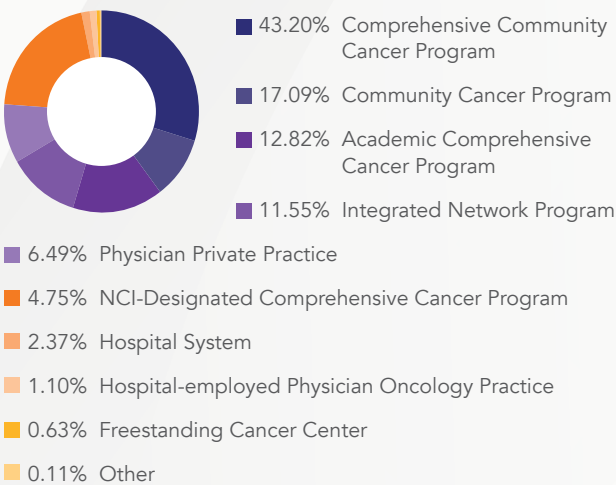
## VISION

ACCC is a leader in the cancer care community, that brings together stakeholders to create comprehensive solutions that positively impact the patient experience and patient outcomes.

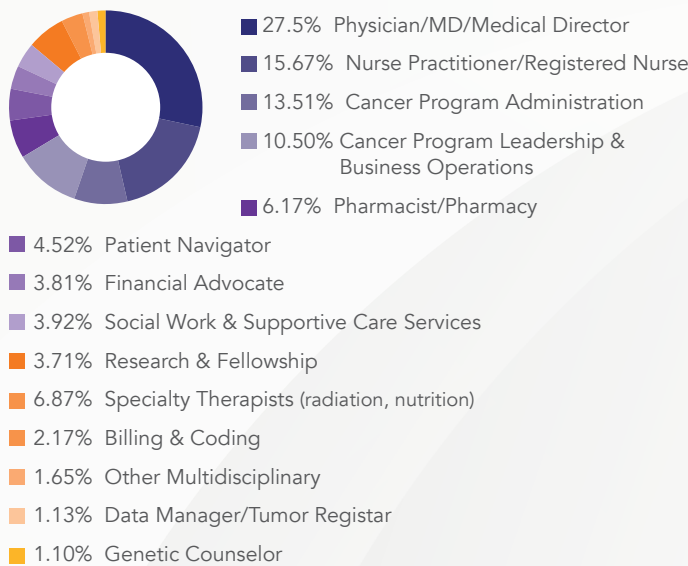
ACCC is recognized as a collaborative and diverse organization that leverages the robust knowledge of its multidisciplinary membership to provide indispensable resources.

## MEMBER & AUDIENCE PROFILE: WHO WILL YOU REACH?

### Practice Setting:



### Discipline:



## ACCC attracts a strong industry mix of industry supporters and advertisers in the following areas:

- AI and BI technologies
- Diagnostic and Biomarker testing
- EMR and practice improvement tools and solutions
- Laboratory services
- Patient and provider education and resources
- Pharma manufacturing and life sciences
- Radiation oncology and medical equipment
- Staffing agencies and executive search firms

# Oncology Issues

ACCC's Official Journal

## 2025 ADVERTISING CALENDAR

Issue	Publication Month	Insertion Order Due Date	Advertising Artwork Due Date
1	January/February	1/15/2025	1/30/2025
2	March/April	3/15/2025	3/30/2025
3	May/June	5/15/2025	5/30/2025
4	July/August	7/15/2025	7/30/2025
5	September/October	9/15/2025	9/30/2025
6	November/December	11/15/2025	11/30/2025

## 2025 ADVERTISING PRICING & SPECIFICATIONS

Position	Size	1X – 2X	3X – 4X	5X – 6X
Advertorial, Premium	8.5" x 11"	\$3,500 per		
Full Page AD, Premium	8.5" x 11"	\$2,595	\$2,570	\$2,545
Full Page AD, Standard	8.5" x 11"	\$2,395	\$2,370	\$2,345
Half Page AD, Horizontal	8.5" x 5.5"	\$1,195	\$1,170	\$1,145
Half Page AD, Vertical	4.25" x 11"	\$1,195	\$1,170	\$1,145

Companies who advertise in all six consecutive issues will receive a complimentary Box Sidebar ad for 6 months on the journal website home page



As one of the only non-clinical, programmatic journals covering cancer, *Oncology Issues* provides relevant and timely "how-to" articles for the entire multidisciplinary oncology care team, on a wide range of topics.

Oncology healthcare professionals turn to *Oncology Issues* for guidance to effectively manage the operational and business aspects of their cancer centers and physician practices.

Published six times a year in an all-digital format, editorial focuses on issues of interest to the multi-disciplinary cancer care team, including new oncology drug indications, policy, practice/program management, and financial issues.

### Artwork Guidelines:

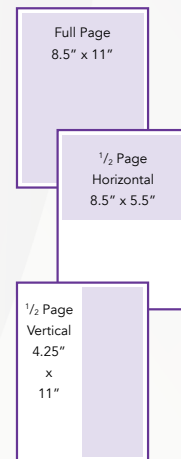
ACCC reserves the exclusive and total right to control all advertising in *Oncology Issues* to maintain educational integrity and the ad to content ratio of the Journal. ACCC specifically reserves the right to determine the acceptability of insertion orders for advertising and also reserves the right to approve all ads, their content, messaging and images.

### Advertisers must meet all the following criteria:

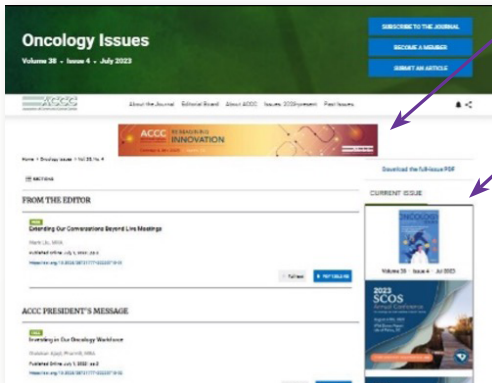
- The products or services advertised are of professional or educational interest or benefit to the ACCC membership and are directly related to cancer care delivery;
- The advertiser is determined by ACCC to be ethical and reputable, and the goods and services to be advertised are reasonably believed by ACCC not to be harmful, ineffective, or illegal;
- The application, fees, and any required documents are received prior to the established deadline.

### File Submissions:

Ads can be submitted as a high-resolution PDF to [kzara@acc-cancer.org](mailto:kzara@acc-cancer.org) All ads are hyperlinked to a URL/UTM of choice, along with any live URL's embedded within the ad.



# Digital Advertising on the *Oncology Issues* website



## Leaderboard Banner AD: Top of page

728 pixels x 90 pixels  
**\$2,400 for 6 months**

## Box Sidebar AD: Right side of page

300 pixels x 250 pixels  
**\$1,320 for 6 months**

Both positions are rotating and can be linked to URL of choice. JPEG, GIF, and PNG files accepted. Most 3<sup>rd</sup> party tags including TagDoubleClick, Atlat, Pointroll, DV, and all others compatible with Google Ad Manager.

## Sponsored Content Featured in *Oncology Issues*

**\$20,000 - \$25,000 each**

Work with the *Oncology Issues* editorial team to develop content of interest to the multidisciplinary cancer care team! This offering is especially valuable for companies who have a business need to show how their products, tools, and/or resources are relevant to the business of oncology operations and cancer care delivery.

Articles will include up to 4 pages of content (approximately 2,800 words), inclusive of any photos or graphics. Minimum production timeline of 3 months. Content must be reviewed and approved by *Oncology Issues* editorial team and/or the *Oncology Issues* editorial board; both retain the right to reject content not relevant to the journal's readership. In addition to editorial review, *Oncology Issues* editorial staff will provide editing support, production management, and design and layout.

Based on the editorial calendar and production schedule, the *Oncology Issues* managing editor will have the final decision on which issue the article will be featured in.

**The article will appear in the journal's Table of Contents as sponsored content, with a direct link to the article. Advertisers will also receive a digital PDF of the article for co-promotion. Bylined articles are also accepted for consideration as sponsored content.**



# Custom Content and Advertising on CancerBuzz TV

## Podcasts & Vodcasts on Cancer Buzz TV

Cancer Buzz TV is the official video podcast channel of ACCC aimed at informing oncology professionals of the latest developments in cancer care. Cancer Buzz TV takes deep dives into emergent issues in oncology, including health equity, precision medicine and novel treatments, telehealth, financial navigation, payment models, supportive services, geriatric care, and more.



Each episode is unbranded education designed to deliver to deliver timely information to busy cancer care providers in 15 minutes or less. Cancer Buzz TV is available for mobile download and viewing on the ACCC website, YouTube, Apple Podcasts, and Spotify.

### Short-Form Podcast

**\$10,000 each**

- Recommended Format: Question & Answer or Interview style
- Final Duration: 3-5 minutes
- Production Cycle: Two months depending on topic complexity and readiness of content and speakers.

### Long-Form Podcast/Vodcast

**\$25,000 each**

- Recommended Format: Question & Answer or "Point/Counter Point" format
- Final Duration: 10-15 minutes
- Production Cycle: Three to four months depending on topic complexity and readiness of content and speakers.

### Additional Details:

- Recording and Production: Presenters can be recorded virtually; shipments of at-home recording kits will be sent to all those participating.
- Launch and Timing: New content is posted on Cancer Buzz TV up to three times per week
- Audience Exposure and Promotion: New content on Cancer Buzz TV is promoted nationally to the entire 40,000+ member database via the ACCC bi-weekly newsletter. Additionally, ACCC will send one (1) dedicated email and one (1) social media post to further promote the podcast or vodcast

**ACCC provides support for editorial/script writing, project management, speaker recruitment, interviewing, technical production, and marketing.**

## Patient Journey Podcast Ad Spots on Cancer Buzz TV – NEW!

**\$12,500 each**

Our new *Patient Journey* Podcasts deliver a long-form podcast discussion between providers, patients, caregivers, and/or patient advocates. Advertisers will be able to select a preferred topic and will receive a 15-30 second, host-read ad spot in the middle of the episode. Standard sounds bumps will surround the ad. Choose from the following topics:

- Skin Cancer Screening and Prevention: A Patient's Perspective
- Breast Cancer Screening and Prevention: A Patient's Perspective
- After Screening: A Patient Navigation Journey
- After Diagnosis: A Patient Navigation Journey
- Navigating with Empathy: An LGBTQI+ Patient Perspective
- Just ASK: A Patient's Experience with Clinical Trials
- Special Considerations for the Older Adults: A Patient Perspective
- Adolescents and Young Adults with Cancer: Special Considerations for this Unique Patient Population
- Paying for Treatment: A Patient Navigation Journey
- Care Coordination: A Patient Navigation Journey
- Psychosocial Support During the Cancer Journey: A Patient's Perspective
- From Active Treatment to Survivorship: A Patient Navigation Journey
- Genetic Testing: A Patient's Perspective
- Sexual Health Concerns in Oncology: A Patient's Perspective
- Oncofertility: The Perspective of a Female Patient with Cancer
- Oncofertility: The Perspective of a Male Patient with Cancer
- Psychosocial Support During the Cancer Journey: A Patient's Perspective
- Multi-cancer early detection: A Patient's Perspective
- Pancreatic Cancer: A Patient's Perspective
- Talking to Kids & Teens about Cancer
- 10 Things You Should Do If You Are Diagnosed With Cancer
- Getting a Second Opinion
- A Series of Conversations Around Integrative Services
- Lung Cancer Screening

# Email and E-Newsletter Advertising

## Email and E-Newsletter Advertising

### Dedicated E-mails

ACCC can send your message via a dedicated email to a targeted list based upon the topic and desired audience. ACCC reserves the right to approve all content sent to ACCC members on behalf of an external party. All dedicated emails are sent under the ACCC banner with a sponsored content disclaimer at the top of the email. Target distribution list can include a disease state/area of concentration, and/or choices from the below job roles:

- Billing & Coding
- Cancer Program
- Cancer Program - Admin/Cancer Program Line Manager
- Cancer Program - Business Operations
- Cancer Program - Administrative Support
- Cancer Program Leadership
- Cancer Program/Marketing/Public Relations
- Consultant
- Data Manager/Tumor Registrar
- Fellow
- Financial Advocate
- Genetic Counselor
- Hospital Administration
- Medical Director
- Nurse
- Nurse Practitioner
- Nutrition/Dietitian
- Other multidiscipline cancer program staff
- Patient Navigator
- Pharmacist
- Pharmacy Tech/Pharmacy Staff
- Physician
- Physician's Assistant
- Physicist
- Quality Manager/Coordinator
- Radiation Therapist
- Researcher
- Social Worker
- Supportive Care Services

#### Ad Specifications:

- Advertiser to supply ACCC with the final email HTML, along with the preferred Subject Line; only flat HTML is accepted, no java script
- JPEG, GIF, and PNG files accepted.
- Email must have defined borders
- URL/UTM links must be embedded within the HTML

#### Pricing:

- State Society - multidisciplinary audience: **\$2,500/email**
- ACCC & State Society - multidisciplinary audience: **\$3,500/email**
- Non-Corporate Member Rate: **\$4,500/email**

ACCC is not responsible for proofing for any errors related to spelling, grammar, punctuation, and/or design. ACCC will do its best to accommodate desired deployment dates but holds final approval over the scheduling of all dedicated emails in relation to the overall email marketing calendar.



### ACCC Connect Member Newsletter

Published bi-monthly, the ACCC community of 40,000 receives ACCC Connect, the official membership e-newsletter of the association, which contains important legislative, regulatory, and clinical news of interest to the entire oncology team. This is an excellent way to reach ACCC members and oncology health care professionals directly with your message and banner ad.

**\$2,500 / month**

#### Ad Specifications:

- 728 pixels x 90 pixels
- Ad artwork needs to be in-hand two weeks prior to the issue deployment date
- Ad positions are static and can be linked to URL/UTM of choice. JPEG, GIF, and PNG files accepted.



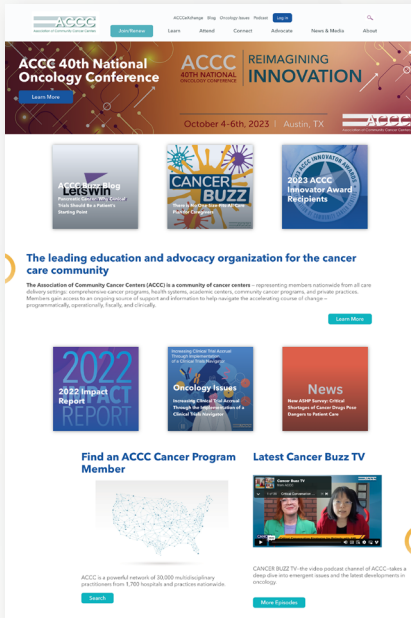
### Delegate REPartee

This specialized email is sent bi-monthly to 700 of ACCC's key contacts at Cancer Program Member institutions. This targeted communication goes to administrators, program leadership, and other high-level stakeholders at these cancer centers and physician practices.

**\$1,000 / month**

# Website Banner Advertising & Mailing List

## Website Banner Advertising



Web traffic averages 74,000 total pageviews and 25,000 unique users per month.

The ACCC website, [acc-cancer.org](http://acc-cancer.org), is a leading online destination for the multidisciplinary cancer care team. Our website provides a wealth of resources from practice management information, financial advocacy resources, clinical and research updates, precision medicine, reimbursement information, and emergent issues in oncology today.

Advertisers can place banner ads on interior pages within ACCC's web site and can deliver advertising to specific target audiences by health topic or area of interest. Banner ads on the ACCC website are mobile-friendly, rotate upon impression, and can link to a URL/UTM of choice. JPEG, GIF, and PNG files accepted.

Ad Unit	Size	3 months	6 months	12 months
Leaderboard Banner Ad	728 x 90	\$2,850	\$5,100	\$8,400
Box Sidebar Banner Ad	300 x 250	\$1,750	\$2,910	\$4,620

## Membership Mailing List Rental

**\$2,500 per one-time use**

ACCC allows companies to rent its membership list for a one-time use for direct mail only. ACCC does not provide phone numbers, fax numbers, or email addresses as part of this mailing list rental.

All mailing lists will be supplied in MS Excel format within one week of the request being made via the [online mailing list order form](#).

All requests are subject to review by the ACCC Board of Trustees prior to approval. A copy of the mailing piece (drafts are acceptable) with the order form, signed ACCC One-time User Agreement, and payment must be received prior to processing the order.

# ACCC Advertising Spec Sheet

## Dedicated Email

- File Formats: All HTML versions are accepted except HTML 5.
- File Size: No maximum limit for the entire email.
- CSS: Inline CSS is preferred.
- Preferred Email Width: 720 pixels.
- Provide Subject line and Preheader text.
- Artwork Deadline: seven days prior to dissemination date.

## Digital Advertising

- File Formats Accepted: JPEG, PNG, or GIF.
- File Size: No maximum file size limits.
- Dimensions: 728x90px (banner); 300x250px (box).
- Provide UTM/URL.
- Artwork Deadline: seven days prior to posting date.

## Oncology Issues Journal

- File Formats: PDF with no crop marks.
- Embedded live links acceptable.
- Full page specs: 8.5" x 11"
- Half page vertical specs: 4.25" x 11"
- Half page horizontal specs: 8.5" x 5.5"

## Ad Spots

- Draft script: 10 to 20 seconds long.
- Deadline: four to six weeks in advance.
- Provide a 600x310 pixel AND 1080x1080 pixel thumbnail graphic for Podcasts & Vodcasts

## Company Logo Requirements

- File Format: JPEG and PNG.
- Resolution: Must be high resolution.
- Orientation: Stacked logo preferred.
- File Size: No maximum file size limits.
- Background: White or transparent backgrounds are preferred for the ACCC website.

## ACCC Logo Acceptable Use

- Corporate members in good standing may use the ACCC logo to indicate their membership with the Society.
- The ACCC logo should not be altered in any way.
- ACCC requests their logo to be hypered here: <https://www.accc-cancer.org/>.
- Please ensure the correct ACCC logo is being utilized per image below:

Wordmark Logo:



Full Name Logo:





# Advertising Insertion Order

Company Name \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Key Contact Name \_\_\_\_\_

Job Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## ONCOLOGY ISSUES JOURNAL ADVERTISING & SPONSORED CONTENT

Position	Issue - select all that apply			1X - 2X issue	3X - 4X issue	5X - 6X issue
	1	3	5			
Full Page AD, Premium	1	3	5	\$2,595	\$2,570	\$2,545
	2	4	6			
Full Page AD, Standard	1	3	5	\$2,395	\$2,370	\$2,345
	2	4	6			
Half Page AD, Horizontal	1	3	5	\$1,195	\$1,170	\$1,145
	2	4	6			
Half Page AD, Vertical	1	3	5	\$1,195	\$1,170	\$1,145
	2	4	6			

- Advertorial.....\$3,500
- Leaderboard.....\$2,400  
(6 months)
- Sponsored Article...\$\_\_\_\_\_
- Box Sidebar.....\$1,320  
(6 months)

## CANCERBUZZ TV PODCASTS AND VODCASTS

- Long Form.....\$25,000
- Short Form.....\$10,000
- Patient Journey Ad Spots.....\$12,500
- Preferred Topic: \_\_\_\_\_

## WEBSITE ADVERTISING

ACCC Website Banner Ad	3 months	6 months	12 months
Leaderboard Ad	\$2,850	\$5,100	\$8,400
Box Sidebar Ad	\$1,750	\$2,910	\$4,620

## NEWSLETTER ADVERTISING

- ACC Connect Member Newsletter.....\$2,400 per month/ 2 issues Qty. \_\_\_\_\_
- Delegate REPartee.....\$1,200 per month/ 2 issues Qty. \_\_\_\_\_

## DEDICATED EMAILS

- ACCC & State Society Dedicated Email.....\$3,500 Qty. \_\_\_\_\_
- State Society Dedicated Email.....\$2,500 Qty. \_\_\_\_\_  
State: \_\_\_\_\_
- Non-Member Dedicated Email.....\$4,500 Qty. \_\_\_\_\_

## Email Audience Selection:

- |   |   |   |                                  |                          |
|---|---|---|----------------------------------|--------------------------|
| Billing & Coding  | Cancer Program/Marketing/<br>Public Relations | Hospital Administration                       | Patient Navigator                | Coordinator              |
| Cancer Program Admin/<br>Cancer Program Line<br>Manager | Consultant                                    | Medical Director                              | Pharmacist                       | Radiation Therapist      |
| Cancer Program - Business<br>Operations                 | Data Manager/Tumor<br>Registrar               | Nurse   | Pharmacy Tech/<br>Pharmacy Staff | Researcher               |
| Cancer Program<br>Administrative Support                | Fellow  | Nurse Practitioner                            | Physician                        | Social Worker            |
| Cancer Program Leadership                               | Financial Advocate                            | Nutrition/Dietitian                           | Physician's Assistant            | Supportive Care Services |
|   | Genetic Counselor                             | Other multidiscipline cancer<br>program staff | Physicist                        |                          |
|   |   |   | Quality Manager/                 |                          |

## PAYMENT: ACCC Tax ID #: 51-0137807

- Check
- ACH
- Secure Payment Link

Total Amount Due \_\_\_\_\_

### Checks must be made payable to:

Association of Cancer Care Centers  
1801 Research Blvd, Ste. 400  
Rockville, MD 20850

**AGREEMENT:** In signing this advertising insertion order, I agree to conform to the Association of Cancer Care Centers (ACCC) advertising policies and guidelines, which are hereby made a part of this agreement.

Name \_\_\_\_\_

Signature \_\_\_\_\_

## Advertising Policy and Guidelines:

- The products or services advertised are of professional or educational interest or benefit to the ACCC membership and are directly related to cancer care delivery;
- The advertiser is determined by ACCC to be ethical and reputable, and the goods and services to be advertised are reasonably believed by ACCC not to be harmful, ineffective, or illegal;
- The advertising insertion order, fees, and any required documents are received prior to the established deadline(s).
- Except in instances where ACCC is the sole or lead developer of the content and materials, ACCC is not responsible for proofing for errors related to spelling, grammar, punctuation, and/or design.

**Payment Policy:** ACCC accepts payment by check, ACH, and credit card. For all credit card payments, a 3% processing fee will be imposed. Payment in full, plus a copy of the completed advertising insertion order must be received before advertising can run. Advertisers with a balance due by the advertising go-live/deployment date will not be allowed to advertise with ACCC until the balance is paid in full.

**Cancellation and Refund Policy:** ACCC must be notified in writing in the event of cancellation. The nature of the advertising and the date of cancellation will dictate any refunds owed back to the advertiser in the event of a cancellation. In all cases, ACCC reserves the right to retain a portion of the advertising fees as a cancellation fee covering the association for any direct expenses related to the advertising, scheduling changes and any staff time expended.

**Questions and completed agreement should be sent to:** Corporate Development, [CorporateRelations@acc-cancer.org](mailto:CorporateRelations@acc-cancer.org)