

Association of Community Cancer Centers

2016 Media Planner



REACHING COMMUNITY
CANCER CARE PROFESSIONALS



Association of Community Cancer Centers

The leading education and advocacy organization for the cancer team

Reaching cancer care providers at the nations' community-based cancer centers, and physician practices.

Dear Healthcare Marketer:

Oncology continues to evolve towards a promising, but increasingly intricate future. Physicians and oncology healthcare professionals face rapidly changing technology and legislation, more complex treatment decisions, as well as reimbursement and time pressure. All these factors have created a shift in physician and oncology healthcare professionals' needs, impacting their relationship with the Association of Community Cancer Centers (ACCC). Cancer care providers depend on ACCC to provide the information, resources, and solutions to these challenging problems.

For more than 40 years, the Association of Community Cancer Centers (ACCC) has been the premier organization for the cancer care team. Approximately 20,000 cancer care professionals from approximately 2,000 hospitals and physician practices are affiliated with ACCC. It is estimated that 60 percent of cancer patients nationwide are treated by a member of ACCC.

ACCC members include medical and radiation oncologists, surgeons, cancer program administrators and medical directors, senior hospital executives, practice managers, oncology nurses, pharmacists, radiation therapists, oncology social workers, and cancer program data managers...all members of the cancer care team. They rely on ACCC to bring them information on cancer program management, reimbursement issues, legislative and regulatory changes at the state and national levels, community cancer program standards, NCI-funded community clinical research, hospital alliances and physician relationships, and more.

Would your product or service benefit from reaching knowledgeable providers who are prepared to make informed decisions about their cancer center or practice while providing excellent care for their patients? If you are seeking a promotional opportunity that is both innovative and interactive, the Association of Community Cancer Centers (ACCC) is pleased offer a variety of advertising and marketing opportunities to meet this objective. This media guide will help you make the best decision for your company's and/or client's exposure to reach more than 20,000 cancer care professionals and help community-based oncologists and providers balance the economic and quality-care issues facing their cancer center.

I invite you to review the contents of this media planner and to contact me at mmilburn@accc-cancer.org.

Sincerely,



Mal Milburn

Manager, Advertising Sales & Corporate Relations

301.984.5074 - Phone

301.770.1949 - Fax

mmilburn@accc-cancer.org

www.accc-cancer.org

The Oncology Marketplace

Academic cancer centers play a key role in developing major advances in cancer research and care. But academic centers do not have a monopoly on providing excellent patient care. **The National Cancer Institute (NCI) has estimated that 85% of cancer patients in the U.S. are diagnosed and treated in the community-based cancer centers and physician practices.** The shift in cancer care from academic centers to the community setting has been dramatic, not only from the patient perspective, but for the organizations that support these centers. Efficiently reaching this audience is challenging. However, the Association of Community Cancer Centers (ACCC) has the multidisciplinary membership and a variety of integrated platforms to deliver your message to oncology healthcare providers. Partnering with ACCC offers benefits and returns that far exceed your financial commitment. If your goal is creating solid relationships with decision-makers at the nation's community-based cancer centers, clinics, and physician practices, ACCC can help you. Partnering with ACCC gives you incalculable benefits and unparalleled access.

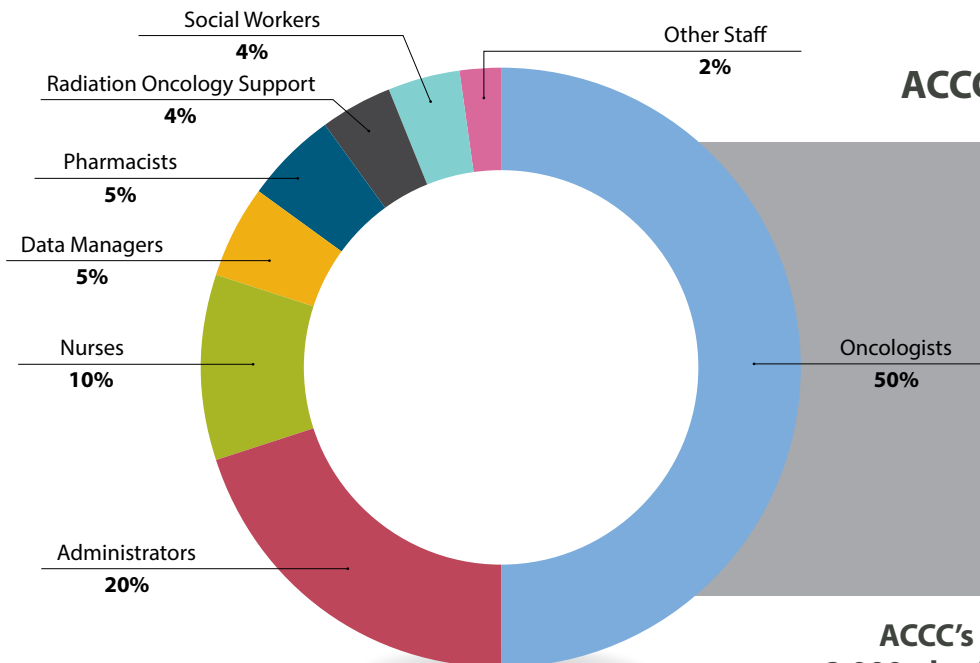
About the Association of Community Cancer Centers

Founded in 1974, the Association of Community Cancer Centers (ACCC) is the recognized leader and premier provider of resources for the entire cancer care team, and the only association to address issues from a multidisciplinary perspective.

ACCC members represent all models of cancer treatment delivery: hospitals, physician practices, freestanding clinics, and joint ventures between hospitals and physicians. Members range from small community programs to major academic programs that see more than 15,000 patients annually.

In total, ACCC represents more than 20,000 cancer care professionals from approximately 2,000 hospitals and private practices nationwide. It is estimated that 60 percent of cancer patients nationwide are treated by a member of ACCC.

More than
**20,000 oncology
healthcare
providers
nationwide**



ACCC Member Demographics

ACCC's Membership is Equally Divided Geographically

25% West and Southwest
26% South
25% Northeast/Mid Atlantic
24% Midwest

**ACCC's membership includes
2,000 physician offices and hospitals**

Strategic Marketing Channels

Delivering your message across all media platforms

PRINT

- **Oncology Issues:** Align your marketing message with our trusted editorial content and reach a targeted group of senior-level decision-makers.
- **Customer Pieces:** From inserts, coverwraps, and bellybands, we will work with you to create a custom piece that speaks to our audience. Options exist for an online edition with e-mail and digital marketing.
- **Reprints:** Custom reprints complement existing marketing programs and are a valuable communication tool. They are high quality reproductions designed to meet customized marketing needs.
- **Classified Advertising:** A cost-effective way to reach a high volume of potential customers and generate significant responses from one small message. Generate leads, test elements of larger display advertisements, build prospect databases, and generate direct contact.



- **Website Advertising:** Align your marketing message with our sought-after online content to reach decision-makers as they seek the latest trends, educational programs, and innovations.
- **Rich Media Units:** Site visitors interact with your brand on a higher level via pushdowns, expandables, peelbacks, and audio/video integration.
- **eNewsletter Advertising:** An effective way to get your message in front of our thousands of opt-in subscribers. Your ad appears alongside content from our editorial team.



IN-PERSON

- **Annual and National Conferences:** We host two national meetings each year geared to decision-makers at community-based cancer centers and physician practices.



Oncology Issues

Official Journal of the Association of Community Cancer Centers

Providing Solutions for the Changing Oncology Landscape

The business side of cancer care is undergoing rapid evolution: changing reimbursement; increasing patient volumes; rising costs for drugs; new technology and treatments. Oncology healthcare professionals turn to *Oncology Issues* for guidance to effectively manage the operational and business aspects of their cancer centers and physician practices. *Oncology Issues* provides practical solutions to the “real world” concerns of the business side of providing care. Well-known experts and leaders in the field of oncology contribute to each bi-monthly issue, ensuring that your company’s message is surrounded by top-notch editorial content.

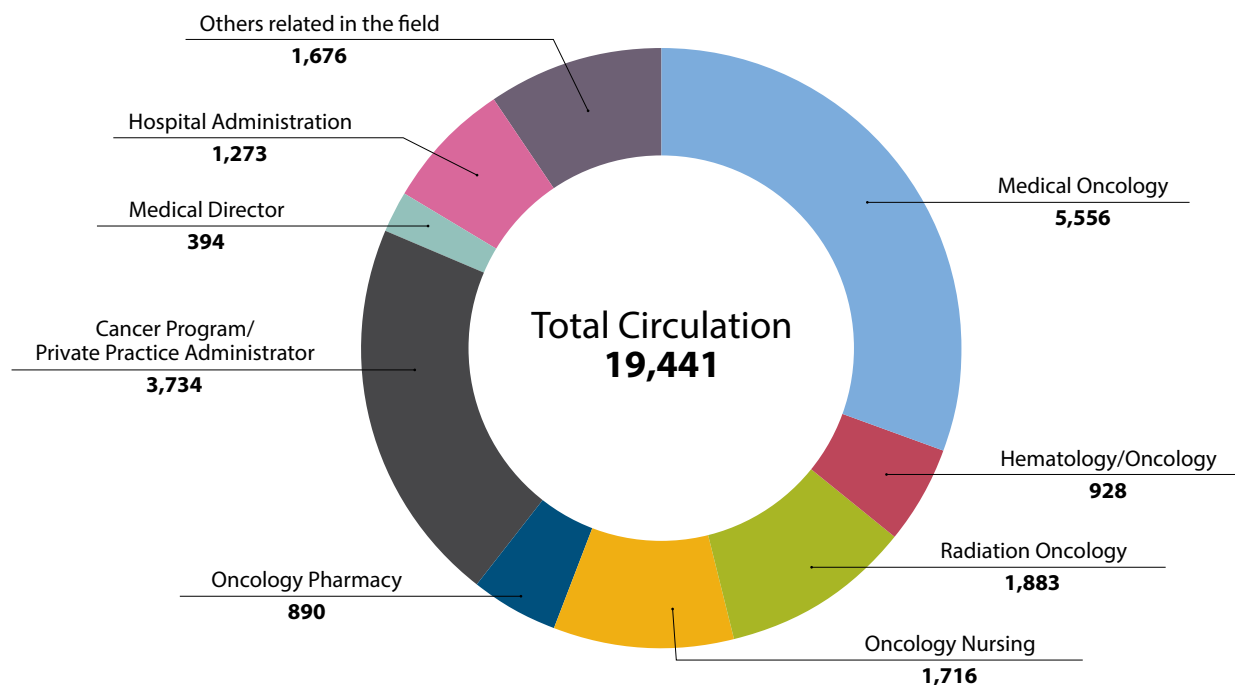
Mailed to both office-based and hospital-based oncologists, *Oncology Issues* is the only oncology-related publication devoted to policy, management, and financial issues of concern to cancer programs and physician practices. Articles from leaders in the field of oncology provide readers with perspectives and information unavailable elsewhere. Each issue includes timely articles about model programs, legislative and regulatory changes, financial trends, reimbursement news, technology updates, new oncology drug indications, and more.

While there are many sources for clinical information, only one source focuses on practical issues such as how to implement new technology into a practice or cancer center, new treatment options, off-label issues, practice management, and reimbursement issues for oncology healthcare professionals. *Oncology Issues* features information that physicians can implement in their practice setting..

Oncology professionals are busy, and selective in the journals they read. They turn to *Oncology Issues* because it offers practical solutions to today’s challenges, addresses hot topic issues with in-depth analysis, and demonstrates how it affects their cancer program. No other journal takes a 100 percent solutions-based, “how-to approach” to educating physicians and oncology healthcare professionals about practice management trends and techniques, technological innovations, and reimbursement issues.

Demographics and Circulation

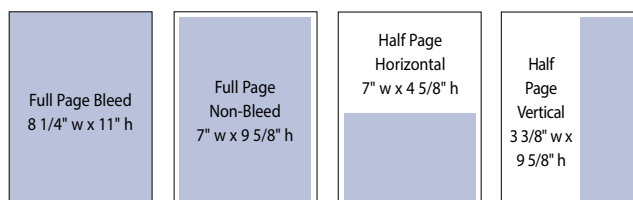
Reaching all members of the cancer care team



RATES & AD SIZES

Four Color	1x	6x	12x	18x
Full page	\$5,590.00	\$5,510.00	\$5,460.00	\$5,410.00
1/2 page (h)	\$4,730.00	\$4,620.00	\$4,590.00	\$4,565.00
1/2 page (v)	\$4,730.00	\$4,620.00	\$4,590.00	\$4,565.00
1/4 page	\$4,035.00	\$3,970.00	\$3,930.00	\$3,920.00
Black & White	1x	6x	12x	18x
Full page	\$2,885.00	\$2,810.00	\$2,755.00	\$2,705.00
1/2 page (h)	\$2,030.00	\$1,915.00	\$1,880.00	\$1,860.00
1/2 page (v)	\$2,030.00	\$1,915.00	\$1,880.00	\$1,860.00
1/4 page	\$1,320.00	\$1,270.00	\$1,230.00	\$1,215.00

Premium Ad Positions	
Opposite Table of Contents	add 10%
Cover 2 (inside front cover)	add 15%
Cover 3 (inside back cover)	add 10%
Cover 4	add 20%

HIGH IMPACT!**DIMENSIONS****CLOSING DATES 2016****Issue**

January/February 2016
 March/April 2016
 May/June 2016
 July/August 2016
 September/October 2016
 November/December 2016

Reservation Deadline

December 1
 January 29
 March 31
 May 30
 July 29
 September 30

Advertisers' Material

December 16
 February 19
 April 22
 June 16
 August 25
 October 20

Instructions for logging in and uploading

Website: www.dropbox.com
 User name: mmilburn@accc-cancer.org
 Password: accc03
 Email: mmilburn@accc-cancer.org

**Contact for Sales and Production
Association of Community Cancer Centers**

Attn: Mal Milburn
 Manager, Advertising & Corporate Relations
 11600 Nebel Street, Suite 201
 Rockville, MD 20852
 301.984.5074 – Direct
 301.984.9496 – Main
 301.770.1949 – Fax
mmilburn@accc-cancer.org

Printed inserts should be sent directly to the printer attention.

Lane Press
 ATTN: Jill Garrison/Oncology Issues
 87 Meadowland Drive
 South Burlington, VT 05403
 Phone: 800.733.3740
 Phone: 802.863.5555
 Phone: 800.733.3740

Mechanical requirements [insert page sizes]

Magazine Trim Size: 8" x 10-3/4"
 2-page Spread (with bleed): 16-1/4" x 11-1/8"
 Full page (with bleed): 8-1/4" x 11-1/8"
 Full page (no-bleed): 7-1/2" x 10-1/4" (1/4" safe area)
 1/2 page Horizontal: 7"(w) x 4-5/8"(h)
 1/2 page Vertical: 3-3/8"(w) x 9-5/8"(h)
 1/4 page Square: 3-3/8"(w) x 4-5/8" (h)

Cancellation Policy

Cancellations accepted before final date for reservation and must be in writing. 90 day advanced notice is required for preferred positions. Cover positions are non-cancelable. Advertisers will be responsible for late cancellations.

Digital Journal Advertising Options & Rates: FREE Digital Edition Options for Print Display Advertisers

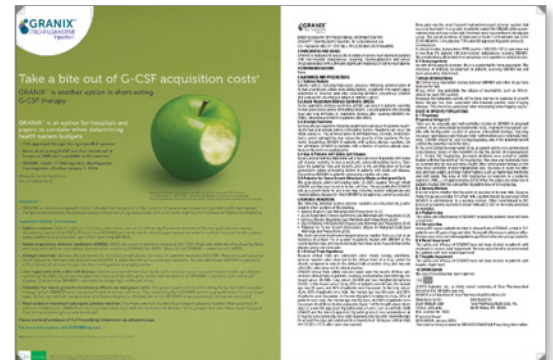
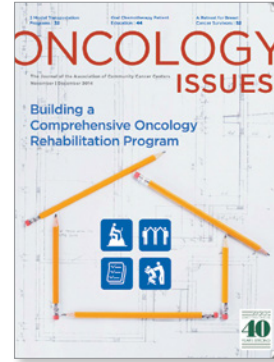
**Promote your brand. Generate more effective sales leads.
Engage customers on a deeper level.**

The new interactive digital *Oncology Issues* provides advertising partners with an additional **POTENT MARKETING PUNCH** that presents efficient new opportunities to connect with active readers and buyers. All *Oncology Issues* print display ads are automatically included in a Digital Edition of *Oncology Issues* at no charge. The digital journal mirrors the content of the print edition and is offered as an alternative format to the print subscription.

OPTIONAL Digital Edition Enhancements for Print Display Advertisers

Each Digital Edition of *Oncology Issues* allows many enhancements to ads that appear in *Oncology Issues*. Below is a list of examples. Pricing is subject to change.

	Print Advertiser	Digital Only
Key Sponsor Position – Left of Front Cover	\$1,500	\$3,000
Belly Bands		
Inside Band	\$ 750	\$1500
Front Cover Band	\$1,200	\$2,400
Ad-Jolts – Flash Animation	\$ 450	\$ 900
Video Embedded or Linked	\$ 750	\$1500
Gatefold		
Inside Gatefold	\$1,000	\$2,000
Cover Gatefold	\$1,750	\$3,500



HIGH-IMPACT Advertising Opportunities

Deliver your message with high-visibility advertising opportunities.

Cover Tip-on

Announce yourself, your product, or your service. Catapult your message into the hands of our readers by having your marketing material affixed to the cover of our bi-monthly journal. A Cover Tip-On is an extremely effective, results-driven, marketing platform.



Specifications:

Cover tip-ons are affixed by glue.

Max width: no larger than host publication (10-7/8" x 15" max.)
Oncology Issue size is 8 x 10-3/4

Max height: same

Call for rates.

Polybagged Outserts

Deliver your message in style by polybagging your marketing material with our journal. Use this platform to distribute a booklet or mini-magazine, a poster, or a promotional marketing offer or piece to our audience.



Specifications:

Polybagging is available for both saddle-wire and perfect-bound publications. Up to 5 loose inserts may be placed in the polybag. (Insert(s) can be placed between the cover and the text.) Pieces weighing more than the magazine should be on the non-seam side, with lighter outserts on the seam side.

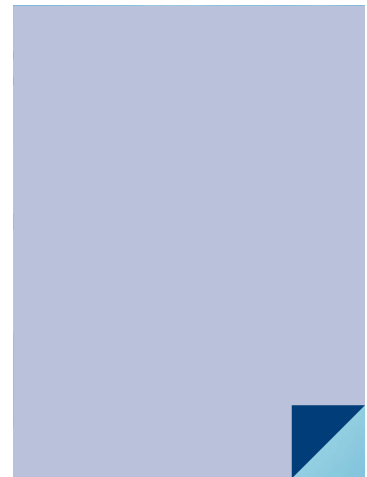
Max weight: Maximum thickness with outserts: 1-3/8"

Max width: same size as host publication but minimum size is 4" x 6"

Call for rates.

Tip-ons and Inserts

Present your message alongside the content of *Oncology Issues*. Incorporate your marketing material into our journal by either affixing a tip-in with glue or binding in an insert.



Specifications:

A tip-on refers to an insert or insert that is attached to a magazine with glue. A narrow strip of removable adhesive (fugitive glue) is applied to the piece being tipped, and it is then adhered to the first or last page of a signature. Please provide samples of tip-ons prior to production and plan your piece with these specifications in mind:

Tip-on placement:

- At spine or up to 1-1/2" from spine
 - At head, at foot, or anywhere between
 - To Cover I, or Cover IV, but it must be full size, or must mail polywrap/enclosure
- Weight limit may apply.

Max width: minimum size of insert 4 pages 7" wide x 4" deep

Max height: same size of publication

Call for rates.

Website Advertising

Run-of-Site Advertising Opportunities (ROS)

ACCC's website is a leading online destination for cancer care providers. The website offers advertisers a unique opportunity to reach a highly targeted audience: key decision-makers at community-based cancer centers and physician practices. www.accc-cancer.org offers a wealth of resources including practice management information, drug news, reimbursement information, and top stories affecting cancer care.

Rates

Ad Unit	Size	1 month	3 months	6 months	9 months	12 months
Top Banner	468 x 60	\$1,700	\$1,580	\$1,480	\$1,390	\$1,260
Box	300 x 250	\$1,500	\$1,400	\$1,310	\$1,230	\$1,110

Channel Sponsorships

Oncology Pharmacy Education Network (OPEN)

The Oncology Pharmacy Education Network (OPEN) is a group of leading hospital oncology professionals who work together under the auspices of the Association of Community Cancer Centers (ACCC). More than 1,100 oncology pharmacists and members of their team committed to assuring quality cancer care in the nation's hospitals have already connected with OPEN.

Cost: \$7,500 per month

SOV: 100%

Banner Sizes: 468 x 60 / 300 x 250

MyNetwork Social Network

The MyNetwork online community is a leading destination for cancer care professionals to interact with their colleagues on topics and issues affecting their institution. Cancer care professionals come to MyNetwork to seek guidance on topics such as chemotherapy reimbursement, medication reconciliation, physician supervision requirements, chemotherapy protections, and more...

Cost: \$8,500 per month

SOV: 100%

Banner Sizes: 300 x 250

Reimbursement and Patient Assistance Program Guide

A guide that facilitates enrollment in patient assistance programs by linking directly to pharmaceutical and non-pharmaceutical websites. The guide also includes strategies for improving the reimbursement process and tips for appealing denied claims.

Cost: \$5,000 per month

SOV: 100%

Banner Sizes: 468 x 60 / 120 x 600

Provider and Educational Resources

ACCC offers a range of resources to help cancer programs learn practical strategies for meeting the challenges of providing cancer care today. Webinars, publications, educational programs, toolkits, and more are available on a range of topics designed to meet the needs of the multidisciplinary oncology team.

Cost: \$5,000 per month

SOV: 100%

Banner Sizes: 468 x 60 / 120 x 600

Find a Cancer Program (ACCC membership directory)

This ACCC membership directory of more than 700 cancer programs features information on the programs' facilities, research, staffing, support services, and more.

Cost: \$5,000 per month

SOV: 100%

Banner Sizes: 468 x 60 / 300 x 250

Advertising Specifications:

- Max file size: GIF/JPEG 40K
- 15 second limit; max of 3 loops
- Must have defined borders
- URL link must accompany the creative

E-Newsletters

ACCCConnect

ACCC's membership e-newsletter is delivered to more than 14,000 oncology health professionals bi-weekly. The e-newsletter is designed to update oncology healthcare professionals on issues affecting the delivery of quality cancer care.

Frequency: Bi-weekly

Circulation: 14,000

Rates

Ad Unit	Size	1x	3x	6x	12x	24x
Leaderboard	728 x 90	\$2,500	\$2,375	\$2,250	\$2,125	\$2,000
Middle Position	468 x 60	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600
Bottom Position	728 x 90	\$1,750	\$1,660	\$1,575	\$1,480	\$1,400

ACCC Daily Oncology News

ACCC's daily e-newsletters delivers fresh news and puts your products/services top-of-mind every day, getting attention of the decision-makers and influencers you need to reach.

Frequency: Daily

Circulation: 14,000

Rate: \$4,500 per 2 weeks

Banner Size: Leaderboard – 728 x90 pixels (1 week leader board/1 week middle position)
Box – 300 x 250 pixels

MyNetwork Social Network Daily e-newsletter

MyNetwork Social Network e-newsletter is delivered to more than 14,000 oncology health professionals. The list continues to grow daily. The e-newsletter provides the opportunity for companies to place their advertising message in the conversation.

Frequency: Daily

Circulation: 14,000

Rate: \$4,500 per 2 weeks

SOV: 100%

Oncology Drug Database Update

This monthly e-newsletter provides oncology healthcare professionals with the latest drug approvals, ICD-9 changes, new drug indications, and drug news.

Frequency: Bi-monthly

Circulation: 14,000

Rates

Ad Unit	Size	1x	3x	6x	12x
Leaderboard	728 x 90	\$3,500	\$3,250	\$3,000	\$2,750
Middle Position	468 x 60	\$3,000	\$2,750	\$2,500	\$2,250
Bottom Position	728 x 90	\$2,500	\$2,250	\$2,000	\$1,750

E-newsletter Advertising Specifications

- Max file size: GIF/JPEG 20K
- Must have defined borders
- URL link must accompany the creative
- Text ads must 50 words or less and may a logo in .jpeg or .tif format



Conferences

Bringing You Face-to-Face with Decision-Makers You Want to Reach

Meeting face-to-face with your customers and prospects is the best way to build one-on-one relationships that lead to more business for your company. Exhibiting at an ACCC meeting gives your company the opportunity to reach the elusive and time-conscious oncology healthcare professional. If your company needs to reach the decision-makers in the oncology healthcare community, these are two meetings you cannot miss.

ACCC 42nd Annual Meeting

March 2-4, 2016

**Hyatt Regency Washington on Capitol Hill
Washington, D.C.**

ACCC 33rd National Oncology Conference

October 19-21, 2016

**Hyatt Regency St. Louis at the Arch
St. Louis, MO**

Exhibit Booth Cost: \$2,400

Includes:

- One pipe and draped 10'x10' booth
- 7"x 44" identification sign
- 2 full conference registrations
- Company listing on ACCC's website
- Company listing in meeting program book
- Post-conference attendee mailing list

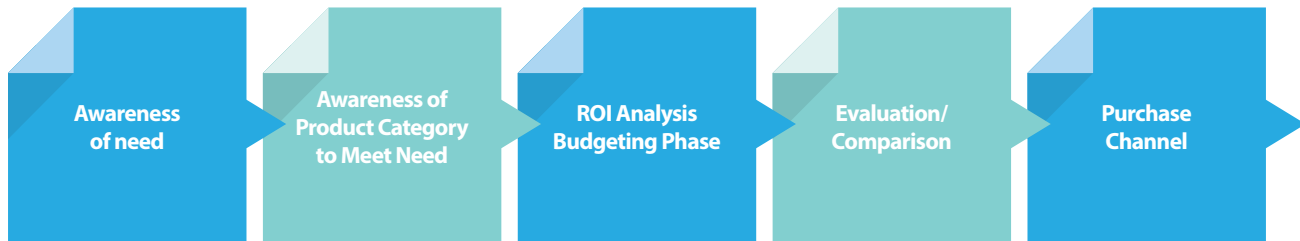
For more information about exhibiting and sponsorship opportunities, please contact Mal Milburn, **301.984.5074**, or email mmilburn@accc-cancer.org



So Many Ways to Engage Your Audience

Oncologists and cancer care providers are busy people with many demands on their time and energy. But through ACCC and with each issue of *Oncology Issues*, oncology healthcare professionals slow down to focus on the content they need and trust. ACCC provides comprehensive media strategy that creates higher levels of response from oncology healthcare professionals. That's why ACCC offers a comprehensive portfolio of integrated media products that allows you effectively and efficiently reach the cancer care community.

The B2B Process



Product Offering Matrix

	Brand Building	Lead Generation	Thought Leadership	Relationship Building
<i>Oncology Issue</i> (print & digital)	•		•	
Online Advertising	•	•		
e-Newsletters	•	•	•	
Topics/Channels	•	•		•
Conferences	•	•	•	•
Buyers Guide	•	•	•	
White Papers	•	•	•	•
Case Studies	•	•	•	•

To learn more advertising opportunities, contact Mal Milburn, **301.984.5074**, e-mail, mmilburn@accc-cancer.org

FACT: There are multiple stakeholders involved in purchasing at cancer centers and physician practices.