

ONCOLOGY ISSUES



2019 MEDIA PLANNER

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.

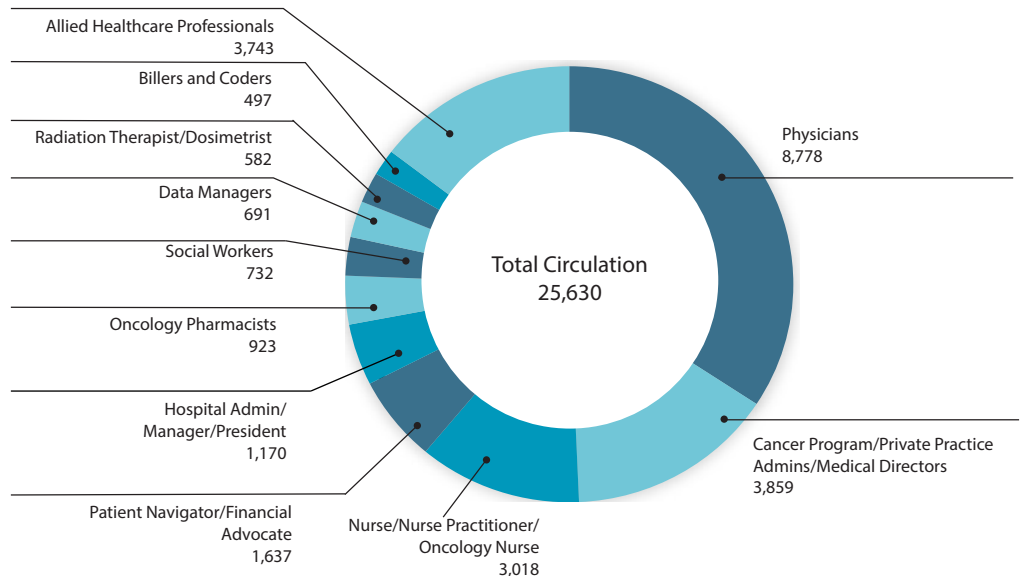
Mailed to both office-based and hospital-based oncologists, *Oncology Issues* is the only oncology-related publication devoted to policy, management, and financial issues of concern to cancer programs and physician practices. Articles from leaders in the field of oncology provide readers with perspectives 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% 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





STRATEGIC MARKETING CHANNELS

Delivering your message across all media platforms

Print

- **Display:** 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.

PRINT ADVERTISING RATES

FOUR COLOR	1X	6X	12X	18X
Double page	\$10,176	\$10,098	\$10,028	\$9,958
Full page	\$5,815	\$5,770	\$5,730	\$5,690
1/2 page horizontal	\$4,920	\$4,860	\$4,805	\$4,750
1/2 page vertical	\$4,920	\$4,860	\$4,805	\$4,750
1/4 page	\$4,195	\$4,160	\$4,130	\$4,100

BLACK & WHITE	1X	6X	12X	18X
Full page	\$3,000	\$2,960	\$2,920	\$2,880
1/2 page horizontal	\$2,110	\$2,050	\$1,990	\$1,930
1/2 page vertical	\$2,110	\$2,050	\$1,990	\$1,930
1/4 page	\$1,375	\$1,350	\$1,320	\$1,290

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%

Agency Commission: 15% of gross billing on space, color and preferred positions.

Invoice terms, net 30 days.

Online

Align your marketing message with our online content to reach decision makers as they seek the latest trends, educational programs, and innovations.

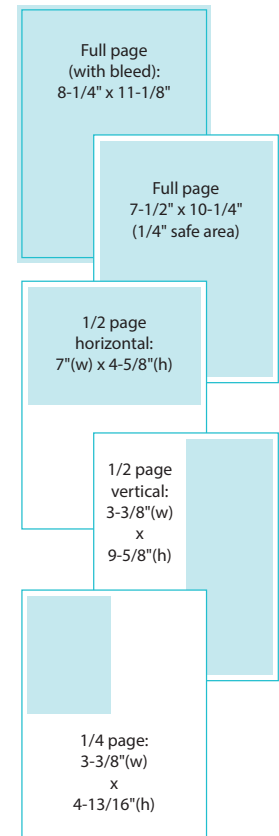
ONLINE ADVERTISING RATES

	1X	3X	6X	9X	12X
Leaderboard 728 x 90	\$1,000	\$900	\$800	\$700	\$600
Skyscraper 160 x 600	\$900	\$800	\$700	\$600	\$500

2019 CLOSING DATES

ISSUE	PRINT DATE	ARTWORK
Jan-Feb	02/01/2019	01/01/2019
Mar-April	03/20/2019	02/20/2019
May-June	05/17/2019	04/17/2019
Jul-Aug	07/18/2019	06/18/2019
Sep-Oct	09/19/2019	08/19/2019
Nov-Dec	11/18/2019	10/18/2019

Closing dates are two weeks prior to artwork date.



MECHANICAL REQUIREMENTS

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:
3-3/8"(w) x 4-13/16"(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.

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 effective marketing option.

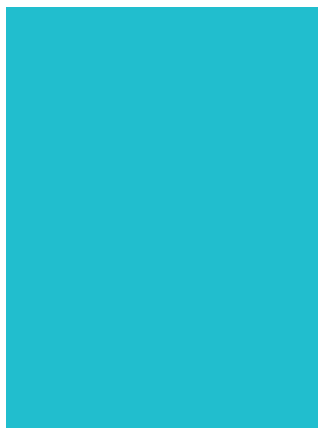


SPECIFICATIONS:

Cover tip-ons are affixed by glue.
Max width: no larger than host publication. Oncology Issue size is 8" x 10-3/4" (bellyband option: 10-7/8" x 15" max).
Height: 6-3/4" maximum.
[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: 1-3/8" maximum thickness.
Max width: same size as host publication (minimum size 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-on with glue or binding in an insert.



SPECIFICATIONS:

A tip-on refers to an insert or outsert 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.](#)

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