



ONCOLOGY ISSUES

2020 Media Planner

Official journal of the

 **ACCC**
Association of Community Cancer Centers

Providing solutions for the changing oncology landscape

Oncology Issues is:

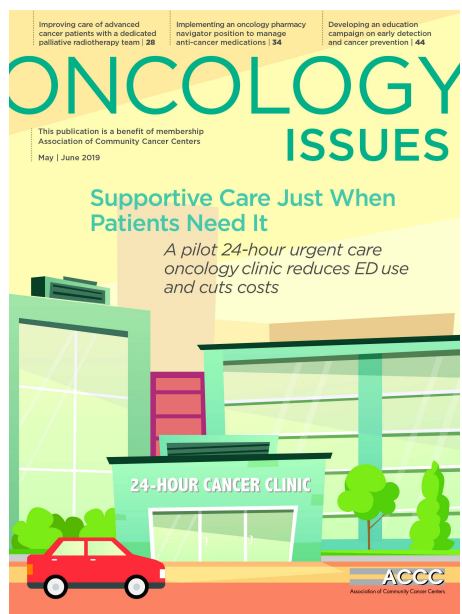
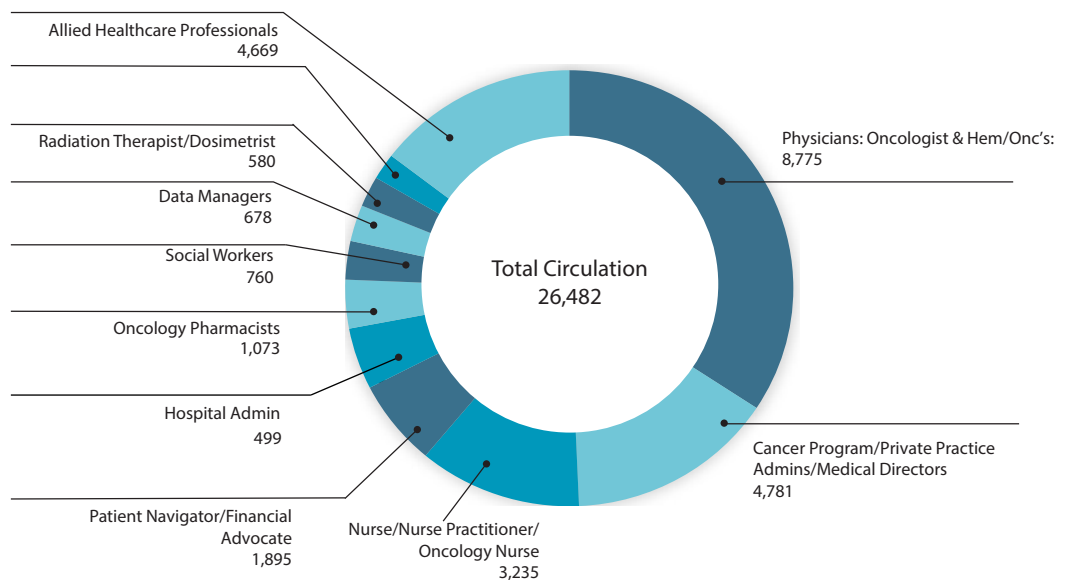
- Oncology Issues is the official journal of the ACCC: Association of Community Cancer Centers, the leading education and advocacy organization for the multidisciplinary cancer care team representing more than 26,900 practitioners and over 2,500 + cancer programs and practices nationwide
- Community hospital cancer center programs and local physician practices care for more than 80% of the cancer patients in the US
- Oncology Issues reaches cancer care professionals from every discipline in oncology, in particular the community based multidisciplinary cancer teams
- Oncology Issues is published bimonthly and the editorial focuses on issues of interest to Community Oncologist including new oncology drug indications, and more
- 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 is the only cancer-related publication devoted to policy, management, and financial issues of concern to cancer programs and physician practices

Bonus Distribution Issues:

January/February	ACCC Annual Meeting & Cancer Center Business Summit
March/April	ONS
May/June	ASCO
September/October	ACCC National Oncology Conference, JADPRO, AONN
November/December	Association of Cancer Executives

Demographics and Circulation

Reaching all members of the cancer care team



STRATEGIC MARKETING CHANNELS

Delivering your message across all media platforms

Print

- **Display Ad:** 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.
- **Supplements:** Oncology Issues will consider industry sponsored free standing supplements pending review and approval of the content. Please contact advertising representative for details.

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

Inserts: Earned BW times rate times the number of pages (Supplied)

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.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Invoice terms, net 30 days.

Online

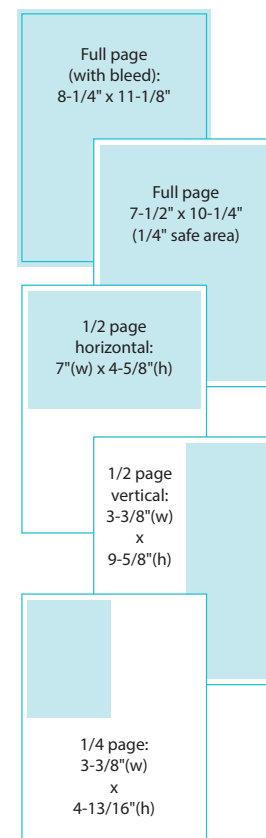
Align your marketing message with our online content to reach decision makers as they seek the latest trends, educational programs, and innovations.

Banner advertising is available on the Oncology Issues website located at www.tandfonline.com/loi/uacc20.

Contact advertising representative for information on Online Banner Advertising availability, rates and metrics.

2020 CLOSING DATES

ISSUE	Closing Deadline	Materials Deadline	Print Date
35(1)	12/13/2019	12/27/2019	01/29/2020
35(2)	01/31/2020	02/14/2020	03/18/2020
35(3)	03/31/2020	04/14/2020	05/15/2020
35(4)	06/01/2020	06/15/2020	07/16/2020
35(5)	08/03/2020	08/17/2020	09/17/2020
35(6)	10/02/2020	10/16/2020	11/16/2020



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.

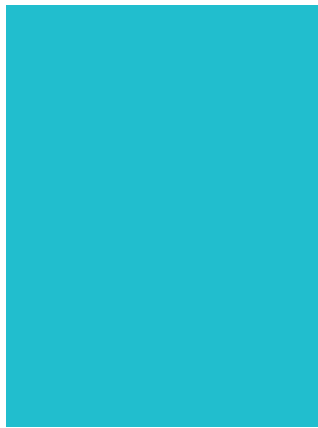


SPECIFICATIONS:

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.

Advertising Sales

Cunningham Associates
201-767-4170
Jim Cunningham
jcunningham@cunnasso.com
Jim Pattis
jpattis@cunnasso.com

Send Advertising Materials to:
Katie Tuzzolino
Oncology Issues
180 Old Tappan Road
Old Tappan, NJ 07675
P: 201-767-4170 F: 201-767-8065
E: ktuzzolino@cunnasso.com