

PUBLISHED BY:

Date Issued: September 2011 | Effective Date: January 2012



UBM Medica

The Oncology Group
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Specialists
in cancer
communications
since 1981



ONCOLOGY

reviews and news for cancer care clinicians

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ONCOLOGY

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Media Kit & Production Specs

http://mediakit.ubmmedica.com

RATES

1. Effective Date and Agency Discount

- (a) **Effective rate date:** January 2012. No conditions other than those set forth in this rate card shall be binding upon UBM Medica LLC ("UBM Medica") unless specifically agreed to by UBM Medica in writing.
- (b) **Agency commission:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Non-commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice
- (c) At request of agency and advertiser, arrangements will be made to directly bill the advertiser.

2. Earned Rates

- (a) **Full run:** Earned rates according to the rate card in force, are given to advertisers based on the advertising frequency within a 12-month period starting in January and ending in December. Earned rates are based on total number of full and fractional pages, and all page sizes are counted in determining frequency discounts.
- (b) The 2012 earned rate will be determined by the total number of advertising pages placed in **The Oncology Group Publications** by a company and its subsidiaries within the 12-month period of January - December 2012. The earned rate may be applied to all publications of **The Oncology Group**.
- (c) **Demographic/Split-run rates:** Consult Publisher

3. Discounts

- (a) **Discount order:** Corporate Discount followed by Agency Discount
- (b) **Corporate Discount Program:** Based on the net spend in 2011 by a parent company and all subsidiaries with **The Oncology Group** of UBM Medica. The net spend total includes advertising in **ONCOLOGY** and **ONCOLOGY** special issues. Please contact Publisher for more information.



4. 2012 Rates (black and white)

ONCOLOGY

	1X	6X	12X	24X	36X	48X	60X	72X	96X
Full page	4,380	4,319	4,264	4,204	4,063	4,009	3,950	3,890	3,836
2/3 page	3,596	3,547	3,496	3,452	3,338	3,295	3,241	3,192	3,144
1/2 page	2,957	2,918	2,879	2,840	2,743	2,706	2,668	2,630	2,586
1/3 page	2,482	2,460	2,449	2,421	2,340	2,310	2,272	2,240	2,207

	120X	144X	168X	192	216X	264X	312X	360X
Full page	3,777	3,670	3,622	3,558	3,499	3,446	3,392	3,332
2/3 page	3,095	3,022	2,968	2,925	2,877	2,829	2,759	2,706
1/2 page	2,543	2,481	2,443	2,400	2,363	2,304	2,256	2,197
1/3 page	2,169	2,117	2,079	2,047	2,015	1,983	1,945	1,919

Color: (In addition to earned black-and-white rates)

ONCOLOGY:

Standard SWOP color575

Matched color. 850

Three and four color. 1,950

Five color 2,475

Metallic or Day-Glo colors 1,200

To calculate a five-color metallic charge, add the metallic charge to the four-color charge.

BRC: 2x Earned B/W Page plus \$600.00 non-commissionable production fee. 1x Earned B/W page plus \$600.00 non-commissionable production fee if run in conjunction with an ad unit. Please contact production manager for size specifications.

Classified Rates: (non-commissionable)

Line Ads	Column	Inch	Ads	1 time
Rate (30 word min.)	\$199	Col. Inch	B&W	\$225
Each additional word	\$3.99			

Classified Display Ads	1X	Size	1X
Full page	2,395	1/4 page	875
2/3 page	1,780	1/6 page	595
1/2 page	1,590	1/8 page	475
1/3 page	990	1/12 page	305

Popular Print & Online Packages	Color Rates
1/3 Page plus a job posting \$1,116	2-color: add 10%
1/4 Page plus a job posting \$1,012	4-color: add 15%

*Recognized advertising agencies, providing camera-ready materials as specified, receive 15% commission on gross billing, paid within 30 days. Agency discounts will not apply to line ads. Pubset ads and production charges are non-commissionable. No special headings permitted. When no heading is requested, we will use our own judgment in classifying an ad.

For further details about Classified Rates, contact sales@kerhgroup.com

5. Bleed: No charge

6. Covers and Special Positions

ONCOLOGY:

- Cover 4: earned B/W rate plus 50%
- Cover 2: earned B/W rate plus 25%
- Table of Contents: earned B/W rate plus 10%
- Second Table of Contents: earned B/W rate plus 10%
- Third Table of Contents: earned B/W rate plus 5%
- Opposite Lead Article: earned B/W rate plus 5%
- Three Consecutive Right Hand Pages: 5% on total B/W cost

INSERTS

7. Availability and Acceptance

- (a) **Availability:** 2-8 page inserts are available full run. For split-run information refer to Section 13. Shortcut inserts are not accepted.
- (b) **Acceptance:** Send sample to publisher for approval prior to ad closing date. Final furnished inserts must be the same size as the approved sample.

8. Charges

ONCOLOGY

	1X	6X	12X	24X	36X	48X	60X	72X	96X
2 Page	8,760	8,638	8,528	8,408	8,126	8,018	7,900	7,780	7,672
4 Page	17,520	17,276	17,056	16,816	16,252	16,036	15,800	15,560	15,344
6 Page	26,280	25,914	25,584	25,224	24,378	24,054	23,700	23,340	23,016
8 Page	35,040	34,552	34,112	33,632	32,504	32,072	31,600	31,120	30,688

	120X	144X	168X	192	216X	264X	312X	360X
2 Page	7,554	7,340	7,244	7,116	6,998	6,892	6,784	6,664
4 Page	15,108	14,680	14,488	14,232	13,996	13,784	13,568	13,328
6 Page	22,662	22,020	21,732	21,348	20,994	20,676	20,352	19,992
8 Page	30,216	29,360	28,976	28,464	27,992	27,568	27,136	26,656

9. Sizes and Specifications

Stock weights: All inserts for *ONCOLOGY* are allowed a maximum micrometer reading of 0.004".

Maximum weight 80#, minimum weight 50#. Coated and uncoated stocks acceptable.

10. Trimming

For detailed insert specifications please visit

<http://mediakit.ubmmmedica.com>

11. Quantity Required

ONCOLOGY: Full run: 35,000. Split run: quantity desired plus 8%. A minimum of 50% circulation is required.

12. Shipping

Please refer to <http://mediakit.ubmmmedica.com> for up-to-date shipping instructions.

13. Split-run Inserts

Billing is based on the earned B/W rate times the number of pages and the percentage of circulation, with a minimum of 50% of the total circulation, plus a production charge of \$1,500. Production charge is non-commissionable. Run-of-book ads are not accepted. Contact Publisher for additional information.

ONLINE PRODUCTS

14. Banner Advertising on CancerNetwork

Banners:

Position	Size (Pixels)	Net Price
Top	728 x 90	\$90 net CPM
Skyscraper	160 x 600	\$80 net CPM
Large Rectangle	336 x 280	\$90 net CPM

Home Page Roadblock: \$750 net/week, exclusive ad units on www.CancerNetwork.com/home (including 728x90, 120/160x600, 300x250, and optionally 300x600)

Welcome Ad Units: \$120 CPM (640x480); grab the attention of CancerNetwork visitors at the first moment they access our content.

Topic Resource Center Sponsorship: Resource collections compiled with articles from *ONCOLOGY*, and information/tools from associations, government, RSS and news feeds. Sponsorship includes: topical, traffic-driving eNewsletter (can also carry sponsor message). Contact Publisher for additional information.

For additional online offerings and custom program costs, please see digital rate card at: <http://mediakit.ubmmedica.com>

15. SearchMedica Oncology

For sponsorship information consult Publisher.

ISSUANCE AND CLOSING

16. **First Issue:** *ONCOLOGY*: 1987

17. Frequency

ONCOLOGY: 12x annually.

ONCOLOGY Nurse Edition: 4x: February, April, July, October

18. Closing Dates

(a) Space and materials deadlines

Issue	<i>ONCOLOGY</i> Close	Materials
January 15	December 15	December 21
February 15	January 13	January 20
March 15	February 10	February 17
April 15	March 9	March 16
May 15	April 9	April 16
June 15	May 11	May 18
July 15	June 8	June 15
August 15	July 9	July 16
September 15	August 10	August 17
October 15	September 10	September 17
November 15	October 10	October 17
December 15	November 9	November 16

ONCOLOGY Nurses Edition

Issue	Close	Materials
February	January 6	January 13
April	March 2	March 9
July	June 1	June 8
October	September 4	September 11

(b) **Cancellations and changes:** Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed to by both parties in writing. UBM Medica is under no obligation to revise advertising materials unless changes are received by the UBM Medica production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

19. **Mailing Class:** Periodicals. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

20. Mail Date

ONCOLOGY: 15th of issue month

EDITORIAL

21. **Peer Review:** *ONCOLOGY*: Yes

22. General Editorial Direction

ONCOLOGY is a monthly journal featuring clinical and practical review articles authored by top physicians in their respective field of oncology and hematology. *ONCOLOGY* covers treatment and perspective in medical, hematological, surgical and radiation oncology. Editorial features such as Practice & Policy, explores the changing times in the healthcare landscape in such areas as FDA regulations, Medicare & Medicaid policy and the impact of health care reform. Another feature is Integrative Oncology which covers alternative herbal treatments, uses, research, adverse reactions and interactions. Other features include Test Your Image IQ and Research Reports which reports on findings from other sources.

CIRCULATION

23. Description of Circulation Parameters

ONCOLOGY serves office-based and hospital-based medical physicians, residents and oncology nurses in the United States. Qualified recipients include the following professional classifications: medical oncology, hematology, hematology/oncology, secondary specialists hem/onc, surgical oncology, gynecological oncology, radiation oncology, colon/rectal surgery, head and neck surgery, pediatric hematology/oncology, oncology nurses, others allied to the field and classifications unspecified.

24. Circulation Verification

(a) **Audit:** BPA Worldwide

(b) **Mailing house:** Direct Medical Data, LLC

25. Bonus Distribution

Oncology Nursing Society (ONS), American Society of Clinical Oncology (ASCO), and San Antonio Breast Cancer Symposium (SABCS).

26. Estimated Total Circulation for 2012

ONCOLOGY: 28,269

CIRCULATION (CONTINUED)

27. Coverage

Specialty	ONCOLOGY	TOTAL
Medical Oncology	4,419	
Hematology	1,598	
Hematology/Oncology	6,321	
Pediatric Hem/Onc	1,665	
IMs sec. spec. Oncology/HEM/HO	1,429	
Gynecological Oncology	.424	
Surgical Oncology	.371	
Radiation Oncology	4,212	
Colon and Rectal Surgery	1,295	
Head/Neck Surgery	.166	
Urologists (by request)	1,505	
General Surgery (by request)	1,440	
Miscellaneous Physicians (by request)	1,303	
Oncology Nurses	1,738	
Misc. Other	.383	
TOTAL CIRCULATION		28,269

Publisher's projected 2012 circulation based on current (08/25/11) Direct Medical Data Inc physician counts. Total qualified BPA July 2011 circulation is 28,269.

GENERAL INFORMATION

28. Requirements for Advertising Acceptance

All orders are subject to publisher's approval and acceptance by UBM Medica at its headquarters.

29. New Product Releases: Acceptable if applicable

30. Ad Format and Placement Policy: Placement between articles. Positioning of advertisements is at the sole discretion of UBM Medica except where a specific position has been agreed to by UBM Medica in writing. UBM Medica assumes no liability for any errors or omissions in key numbers appearing in advertisements.

31. Ad/Edit

ONCOLOGY: 45% ad/55% edit

32. Services

Mailing List: Contact Publisher

Editorial Reprints Available: Contact Wrights Reprints, (877) 652-5295, sales@wrightsreprints.com for pricing information.

Sponsorship opportunities: Contact publisher for details regarding sponsorship opportunities from **The Oncology Group**, including supplements, newsletters, cover tips, online education and advertising opportunities, patient education materials and textbooks.

Website: <http://www.cancernetwork.com>

33. Databases:

ONCOLOGY is listed in: Index Medicus, Excerpta Medica, EMBASE, SciSearch, Research Alert, Current Contents/Clinical Medicine and the CancerLit and Cancer Line databases at the National Cancer Institute.

34. Educational Activities Opt Out: We value our relationship with our readers. Recipients of **ONCOLOGY** occasionally receive additional educational activities as supplements or in other formats. All recipients of **ONCOLOGY** can opt out of receiving the journal and the accompanying educational activities at any time by contacting our Circulation Department.

MECHANICAL REQUIREMENTS

35. Ad Sizes and Bleed Sizes

(a) **Hold live matter:** Minimum 1/4" from trim edges for **ONCOLOGY**.

(b) **Trim size of journal:**

ONCOLOGY: 7³/₄" x 10³/₄" for trim, 8" x 11" for bleed (allow 1/8" for head, face, gutter and foot). HEADLINES DESIGNED ACROSS SPREAD UNITS: Allow 1/4" space for gutter allowance.

ADVERTISING UNIT SIZES – ONCOLOGY

Ad Unit	Non-Bleed Size Width x Depth	Bleed Size Width x Depth
1 Page	7 x 10	8 x 11
2/3 Page	4 ¹ / ₂ x 10	5 ¹ / ₈ x 11
1/2 Page (vertical)	3 ³ / ₈ x 10	4 x 11
1/2 Page (horizontal)	7 x 4 ³ / ₈	8 x 5 ¹ / ₈
1/3 Page	2 ¹ / ₈ x 10	2 ³ / ₄ x 11

Cover tips for ONCOLOGY:

Please contact Production Department for specifications: production@ubmmedica.com

36. Type of Binding

ONCOLOGY: Perfect Bound

37. Digital File Requirements

ONCOLOGY is printed Web Offset. Follow specifications for Web Offset Publications (SWOP) booklet, revised 2001.

(a) **Digital file requirements:** You may submit digital ad files via the Send My Ad Portal: <https://cmpmedica.sendmyad.com/>. The file format must be PDF/X-1a.

PDF/X-1a Tools:

Distiller Option: DDAP Optimized

Apago PDF/X Checkup

<http://www.apagoinc.com>

Enfocus PitStop or Instant PDF

<http://www.enfocus.com>

Service Bureau Resources

<http://www.enfocus.com>

(b) **Diposition of Material:** Files will be stored for 90 days from the last time the ad ran and then automatically deleted. Supplied inserts/outserts spoilage will be automatically destroyed unless otherwise requested in advance.

38. Digital Ad Specifications: For updates on digital ad specifications and contact information, go to <http://mediakit.ubmmedica.com>

ADDITIONAL TERMS AND CONDITIONS

1. Positioning of advertisements is at the sole discretion of UBM Medica, except where a specific position has been agreed to by UBM Medica in writing.

2. UBM Medica assumes no liability for any errors or omissions in key numbers or facts appearing in advertisements. The advertiser is responsible for the content of the advertisement.

3. UBM MEDICA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

4. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

5. The advertiser hereby represents and warrants to UBM Medica that the advertiser has the right to publish the advertising materials or other information provided hereunder ("Ad Materials") in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. The advertiser agrees, at its own expense, to indemnify, defend and hold harmless UBM Medica, its employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including attorneys' fees and costs) arising out of or related to (a) the printing, publication or distribution of any Ad Materials hereunder, (b) the Ad Materials or any matter or thing contained in any Ad Materials and/or (c) third parties' access to advertiser's website and/or use of advertiser's products and services (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy

or data protection violation, false, deceptive or misleading advertising or sales practices).

6. UBM MEDICA SHALL NOT BE LIABLE TO ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT UBM MEDICA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL UBM MEDICA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO UBM MEDICA FOR THE AD MATERIALS GIVING RISE TO SUCH LIABILITY.

7. UBM Medica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM Medica.

8. Advertising in UBM Medica's online products and services is subject to the terms of the applicable online insertion order.

9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.

ONCOLOGY

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