

2019 MEDIA KIT

Effective January 2019

Journal of Oncology Practice® An American Society of Clinical Oncology Journal

The Authoritative Resource for Practicing Oncology

EDITOR-IN-CHIEF

Linda D. Bosserman, MD, FACP, FASCO

DEPUTY EDITOR

James O. Armitage, MD, FASCO

ASCO® Volume 14 / Issue 10 / October 2018

Journal of Oncology Practice®

An American Society of Clinical Oncology Journal

Cardiovascular and Metabolic Effects of Androgen-Deprivation Therapy for Prostate Cancer

D. Gupta et al

Management of Nasopharyngeal Carcinoma: Is Adjuvant Therapy Needed?
V.H. Lee et al

Continued Challenges to the Adoption and Implementation of Survivorship Care Plans
A.J.J. Tevaarwerk and M.E. Sesto

Clinical Challenges and Opportunities With Current Electronic Health Records: Practicing Oncologists' Perspective
D. Patti et al

CNS Metastases in Epidermal Growth Factor Receptor Mutation-Positive Non-Small-Cell Lung Cancer: Impact on Health Resource Utilization
N. Choudhury et al

Comorbidity Assessment in the National Cancer Database for Patients With Surgically Resected Breast, Colorectal, or Lung Cancer
M.L. Wong et al

IARBORSIDE | jop.ascopubs.org

jop.ascopubs.org

ASCO®
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

IARBORSIDE
The nexus of knowledge

2019

JOP MEDIA KIT

TABLE OF CONTENTS

ASCO & JOP Overview.....	4–5
State of Cancer Care in America.....	6
Circulation and Bonus Distribution.....	7
Print Advertising Rates.....	8
Discounts and Incentives, and Print Specifications.....	9
Print Advertising Specifications.....	10
Closing Dates.....	11
Digital Advertising Opportunities and Custom Programs.....	12
Digital Advertising Opportunities.....	13–14
Digital Specifications.....	15
Additional Terms and Conditions.....	16
About Harborside.....	18–19

ASCO & JOP

Working Together to Improve the Delivery of Cancer Care

ASCO[®]

The story of ASCO is the story of progress against cancer. There is currently tremendous clinical research being done to improve the lives of patients with cancer, and the U.S. cancer care delivery system is constantly changing to better meet the needs of patients. But despite rapid progress, major hurdles prevent patients from accessing the best, high-quality care.

As an integral member of ASCO's portfolio of oncology publications, the *Journal of Oncology Practice (JOP)* provides the tools for the practicing oncologist to navigate the ever-increasing complexity of the cancer care delivery system.

Journal of Oncology Practice[®]

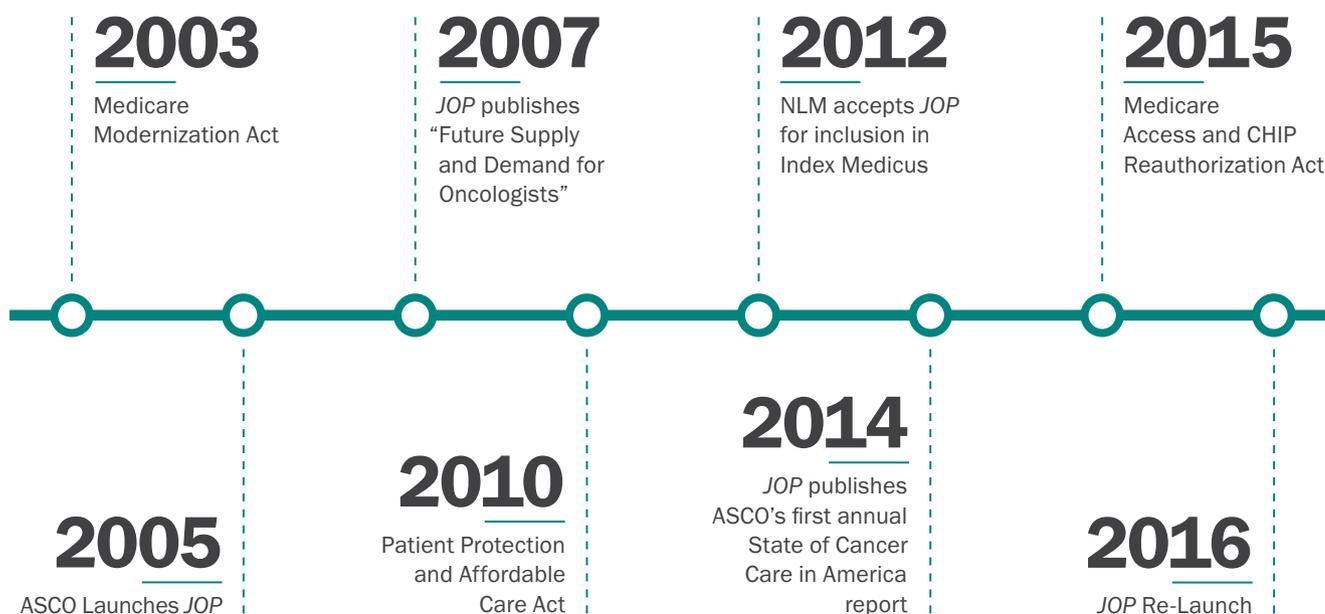
An American Society of Clinical Oncology Journal

Filling an Important Role in Oncology

JOP was launched in 2005 in response to the Medicare Modernization Act (MMA), which brought about a seismic shift in the health care landscape. The years since MMA have brought many legislative, economic, and administrative challenges to the practice of cancer care in the United States, challenges that oncologists and practice managers still grapple with today. Now, more than ever, oncologists need to stay abreast of the latest information and insights to keep their practices current and to continue to deliver high-quality care to cancer patients.

JOP is a unique oncology journal that bridges the gap between the clinical challenges of oncology and the mechanics of practice (also known as care delivery). All content dealing with understanding the provision of care is the purview of *JOP*. Additionally, *JOP* addresses the need of practicing physicians to have contemporary clinical problems discussed in a concise, accessible way.

JOP Timeline of Important Events



A One-Two Punch – Editorial Covering the Business and Clinical Sides of Oncology

From the business of oncology, to health care policy, to the latest clinical and therapeutic advances, the editorial content of *JOP* offers concise, engaging insights into all aspects of oncology practice. The original research published in the journal covers topics that are indispensable to running a successful oncology practice, such as care delivery, reimbursement, health policy, business management, quality, and value of care. In addition, *JOP* provides focused, expert reviews that answer the pressing clinical concerns faced by oncologists every day.

Every issue of *JOP* includes:

- Practice-changing Original Contributions
- Insightful Editorials and Commentaries
- Focused, authoritative Clinical Reviews by thought leaders in oncology
- Unique and engaging Case Reports
- Practical summaries of the latest ASCO Guidelines

ReCAP = Research Contributions Abbreviated for Print

- Structured, accessible, one-page summaries clearly highlighting the main findings and significance of each Original Contribution.
- Increases the audience for each paper while optimizing the number of papers published in print.

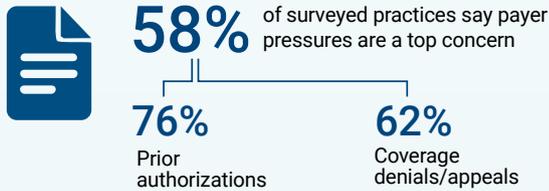
Source: ASCO 2018 State of Oncology Practice in America



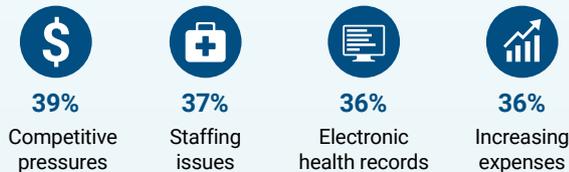
State of Oncology Practice in America

The State of Oncology Practice in America reports on important trends in oncology practice ownership, practice concerns, along with details on the size, geographic distribution, and number of practices.¹ This report is part of the American Society of Clinical Oncology (ASCO) State of Cancer Care in America series, which is published in the *Journal of Oncology Practice*.

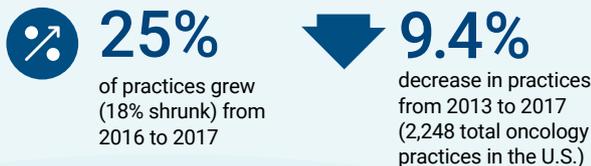
TOP ONCOLOGY PRESSURES²



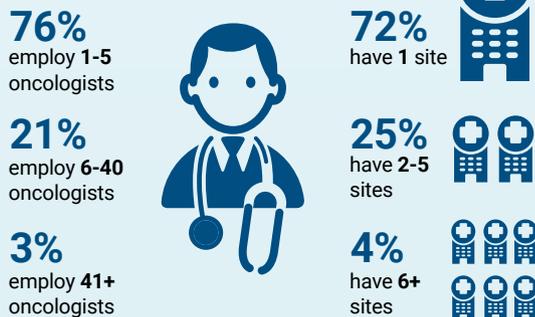
OTHER TOP CONCERNS:



CONSOLIDATION CONTINUES



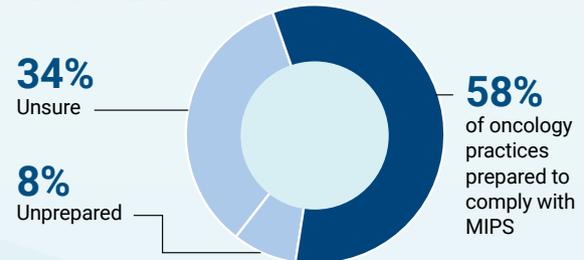
DESPITE CONSOLIDATION, MOST PRACTICES REMAIN SMALL



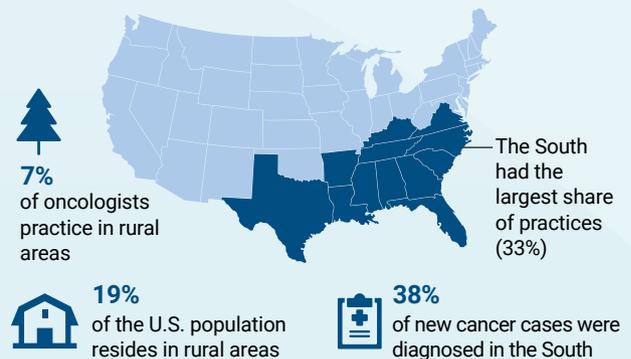
EVERCHANGING ONCOLOGY PRACTICE LANDSCAPE



GETTING READY FOR MIPS³



CANCER CARE IN RURAL AND SOUTHERN U.S.



Learn more: asco.org/state-of-cancer-care

¹Data is based on annual ASCO Practice Census of 394 oncology practices (18% of total oncology practices in the United States) and analysis of the April 2017 Physician Compare research file.

²Practices were able to select more than one option

³Merit-based Incentive Payment System

Circulation and Bonus Distribution

Circulation

SPECIALTY	CIRCULATION
Medical Oncology (AMA & ASCO)	4,360
Hematology/Oncology (AMA & ASCO)	10,460
Hematology (ASCO)	1,652
Internal Medicine (ASCO)	845
Pediatric Hematology/Oncology (ASCO)	574
Urology (ASCO)	105
Surgical Oncology (ASCO)	710
Radiation Oncology (ASCO)	912
Gynecologic Oncology (ASCO)	279
NP & PA (APSHO & ASCO)	1,228
Practice Management	1,750
Non-member Paid Subscribers	700
Other*	1,022
Total	24,597

*Includes dermatologists, musculoskeletal oncologists, biostatisticians, allied health care professionals, and other field-related personnel

ASCO Member Profile

BOARD CERTIFICATION OF US-BASED ASCO MEMBERS	
Medical Oncology	8,128
Internal Medicine	7,766
Hematology	5,711
Radiation Oncology	909
Surgery (inc. Surgical Oncologists)	721
Other	2,639
Pediatrics (Inc. Pediatric Oncologists)	792
Gynecologic Oncology	329
Oncology Pharmacy	486
Oncology Nursing	313
Pathology	214
Urology	153
Neurology	130

Members may choose more than one category and not all give a response—updated June 2018. Does not include 3,980 Fellowship specialties (including 1,482 Med/Onc and Hem/Onc and 927 in Internal Medicine).

Bonus Distribution*

CONFERENCE	ISSUES
GI Cancers Symposium	January
GU Cancers Symposium	January
ASCO-SITC Clinical Immuno-Oncology Symposium	February
NCCN Annual Conference	March
Society of Surgical Oncology	March
ONS Congress	March
ASCO Annual Meeting	April and May
Best of ASCO - Seattle	June
Best of ASCO - Austin	July
Best of ASCO - Baltimore	July
ASCO Practice Management and ASCO Quality Care	August
American Society of Radiation Oncology (ASTRO)	August
NCCN Hematologic Malignancies Congress	September
ESMO - European Cancer Congress	September
JADPRO Live	October
ASH Annual Meeting	November
San Antonio Breast Cancer Symposium	November

*Subject to change

Print Advertising Rates

Black & White Rates

FREQUENCY	FULL PAGE	1/2 PAGE	1/4 PAGE
1×	\$3,235	\$2,115	\$1,260
6×	\$3,135	\$1,980	\$1,220
12×	\$3,065	\$1,935	\$1,190
24×	\$2,955	\$1,890	\$1,165
36×	\$2,840	\$1,850	\$1,140
48×	\$2,780	\$1,775	\$1,110
60×	\$2,735	\$1,745	\$1,075
72×	\$2,695	\$1,735	\$1,040
96×	\$2,625	\$1,655	\$1,040
120×	\$2,585	\$1,620	\$1,040

Insert Rates

FREQUENCY	2 PAGE	4 PAGE	6 PAGE	8 PAGE
1×	\$7,470	\$13,940	\$20,410	\$26,880
6×	\$7,270	\$13,540	\$19,810	\$26,080
12×	\$7,130	\$13,260	\$19,390	\$25,520
24×	\$6,910	\$12,820	\$18,730	\$24,640
36×	\$6,680	\$12,360	\$18,040	\$23,720
48×	\$6,560	\$12,120	\$17,680	\$23,240
60×	\$6,470	\$11,940	\$17,410	\$22,880
72×	\$6,390	\$11,780	\$17,170	\$22,560
96×	\$6,250	\$11,500	\$16,750	\$22,000
120×	\$6,170	\$11,340	\$16,510	\$21,680

Insert samples must be forwarded to publisher prior to reservation deadline.

Net Rates Cover Tips Supplied

FREQUENCY	2-PAGE SUPPLIED
1×	\$18,675
6×	\$18,175
12×	\$17,825
24×	\$17,275
36×	\$16,700
48×	\$16,400
60×	\$16,175
72×	\$15,975
96×	\$15,625
120×	\$15,425

All published rates are in USD

Color Charges

COLOR SCHEME	CHARGE
Two color standard	\$920
Two color matched	\$995
Four color	\$2,500
Five color	\$3,650

Premium Position Fees

POSITION	CHARGE
Cover 4	50% B&W Rate
Cover 2	25% B&W Rate
Opposite TOC	15% B&W Rate
Following TOC	10% B&W Rate
First Ad (ROB)	10% B&W Rate
Consecutive Right Hand Pages	20%* over B&W Rate

*On 2nd and 3rd pages, up to 3 pages. For additional pages contact Publisher.

Frequency: 12× in 2019

ISSUE DATES

Jan 15, Feb 15, Mar 15, Apr 15, May 15, Jun 15, Jul 15, Aug 15,
Sep 15, Oct 15, Nov 15, Dec 15

Earned Rates: Each page or fraction thereof qualifies for earned annual contract frequency discounts for all affiliates of advertiser's parent company.

Bleeds: No charge

BRC Insert Charge

BRCs are billed as 1/2-page B&W inserts with minimum full-page ad opposite. A sample of the BRC and paper must be submitted to the publisher for approval.

List Match Charge

Harborside will match any client list to JOP's circulation. The first 2 list matches are free; charge of \$2,000 applies to all subsequent matches. If the client chooses to advertise to the selected audience through a demo insert, the appropriate demo charge will apply, and the initial list match fee will be waived. Maximum of 2 list matches per year per brand.

Split-Run Insert Charge

Billing is based on the earned insert rate times the percentage of circulation, with a minimum of 50% of the total circulation, plus a noncommissionable production charge of \$2,000. For a run-of-book split-run charge, please contact the publisher.

Note: There is a maximum of 4 split-runs per issue.

Discounts and Incentives, and Print Specifications

Discounts and Incentives

ASCO Publications Combined Frequency Rate

Advertisers in ASCO Publications: *The ASCO Post*, *Journal of Clinical Oncology (JCO)*, and *Journal of Oncology Practice (JOP)* combine for pages to earn the frequency rate in *JOP* as well as in all the ASCO publications. Space purchased by a parent company and subsidiaries is combined in calculating the earned rate. When the number of insertions is greater or less than indicated by the contract, rates are adjusted accordingly. Please contact the publisher for details. Frequency will be determined by the total number of pages placed in these publications during a calendar year.

PI Discount

Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page. Multi-journal discount is not eligible on discounted PI pages.

6-Time Discount

Advertise a product in 5 issues of *JOP* and receive the 6th FREE. If multiple sized ad units are placed in issues within a calendar year, the free ad unit will be determined by the average dollar amount spent per issue over the course of the year. This amount will be credited towards the last insertion of the year.

Two Publication Discount

Each individual product advertising in ASCO's *Journal of Clinical Oncology (JCO)* **OR** *The ASCO Post* during the same month it advertises in ASCO's *Journal of Oncology Practice (JOP)* will receive a \$350 per page discount in ASCO's *Journal of Oncology Practice (JOP)* and either a \$200 discount in *JCO* or a \$500 discount in *The ASCO Post*. Discount is based on the matching number of pages in *The ASCO Post* and *JCO* or *JOP* in a given month.

Total savings:

JOP + JCO = \$550 JOP + TAP = \$850

Three Publication Discount

Each individual product advertising in ASCO's *Journal of Clinical Oncology (JCO)* **AND** *The ASCO Post* during the same month it advertises in ASCO's *Journal of Oncology Practice (JOP)* will receive a \$400 per page discount in ASCO's *Journal of Oncology Practice (JOP)* and a \$200 discount in *JCO* and a \$500 discount in *The ASCO Post*. Discount is based on the matching number of pages in *The ASCO Post* and *JCO* and *JOP* in a given month.

Total savings:

JOP + JCO + TAP = \$1,150

Agency Commission

Fifteen percent (15%) of gross billings on space, color, cover, and preferred position charges. Additional production charges are noncommissionable. Cash discounts are available. Contact the publisher for details.

Advertising Policies

Placement of Advertising: Between, but not within, articles. Placement location is at the discretion of Harborside.

Publication Set Copy: With proofs, 30 days preceding publication month.

Disposal of Furnished Materials: Files not called for within one year will be deleted without notification.

Reprint Orders

Commercial reprints are available for order. Contact Rick Werdann, Springer Healthcare Ltd. Tel: 212-460-1523 (US) or +44 (0)1829 772765 (UK); email: asco@springer.com

Production Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and files. Contact publisher before ad is due for additional specifications. Submit in PDF (X-1a) format CMYK. File and proof should include bleeds and trim.

All material should be supplied to the following specs. 1/8" will be trimmed on ALL sides.

Safety Margins for Live Matter:

1/2" clear of all trim edges and the gutter

Journal Trim Size: 8-1/8" × 10-7/8"

Type of Binding: Perfect

Advertising Sizes

AD SIZES	BLEED	TRIM	LIVE
2-Page spread	16.5" × 11.125"	16.25" × 10.875"	15" × 10" *
Full Page	8.375" × 11.125"	8.125" × 10.875"	7.5" × 10"
1/2-Page (vertical)	4.25" × 11.125"	4.0" × 10.437"	3.75" × 8"
1/2-Page (horizontal)	8.375" × 5.75"	8.125" × 5.875"	7.625" × 7.0"
1/4-Page (square)	4.25" × 5.75"	4.0" × 5.437"	3.75" × 5"

* with a 0.75" safety down the middle

Print Advertising Specifications

Requirements for Cover Tips, Inserts and Outserts

2 mockups must be provided for proposed piece. Mockups are needed to head off potential problems during binding and allow Publisher to provide feedback on how to correct any problems prior to delivery. Once samples are received, it will also be determined if additional postage and binding charges will be necessary. For a simple two-sided piece, a mockup is not necessary. All other configurations require mockups, which are due **4 weeks before due date to printer**.

Cover Tips

Cover tip should be supplied trimmed

Minimum paper weight: 70#

Quantity: 27,750

Size: 8" wide x 5" high or 3.5" wide by 6" high.



Cover tip will be flush (with variation of up to 0.125") to spine and foot of cover.

If there is printing on the back of the cover tip, please leave a minimum safety for live matter of .5" at the gutter edge to accommodate the glue strip.

If you are planning a variation on the normal 2-page cover tip (i.e. PI affixed to back, pocket cover tips with PI enclosed, etc.) it is recommended that there be 2" clearance between the edge of the PI and the gutter edge of the cover tip.

Two samples must be submitted for pre-approval.

Send samples to:

Norman W. Virtue, Harborside
94 North Woodhull Road, Huntington, NY 11743.

A pdf of the creative for pre-approval by ASCO must be sent to nvirtue@hbside.com

Once approved ship printed pieces:

Dartmouth Printing Company
Attn: Lisa George
69 Lyme Road
Hanover, NH 03755

Material must be shipped in cartons

Printed pieces must be cross-stacked in cartons.

Please note that the use of shrink wrapping or additional binding may incur additional costs.

Cartons must indicate publication name, issue date, and quantity.

Outsert Specifications

Outserts are limited by the size of the host publication (8.125" x 10.875").

Outserts must be supplied as single units. They cannot be supplied individually shrink wrapped. Any PI information must be spot glued inside the Outsert.

Insert Specifications

Quantity: 27,750

Paper Weight: 80# - 100# Text

Specifications:

Insert Height: 11-1/8"; head trim 3/16"; foot trim 1/8"

Insert Width: 8-3/8"; spine grindoff 1/8"; outside edge trim 1/8"

Inserts should be supplied folded.

Prior to printing, two samples, or mockups made from the same paper stock as the final piece, must be submitted for pre-approval and evaluation, along with a PDF of the file for ASCO approval.

Material Storage

Files are held for one year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed one month after the issue mails.

Shipping

Insertion Orders to:

Nick Vroom, JOP, Harborside
94 North Woodhull Road, Huntington, NY 11743
Tel: 631-935-7677
email: hspadorders@hbside.com

Ad Materials to:

email: hspadmats@hbside.com
FTP: [ftp.harborsidenexus.com](ftp://ftp.harborsidenexus.com)
Username: hspsales Password: Connect!1

Color Proofs to:

Norman W. Virtue, JOP, Harborside
94 North Woodhull Road, Huntington, NY 11743
Tel: 631-935-7682, Fax: 631-692-0805

Inserts to:

Lisa George (JOP-Harbor), Dartmouth Printing Co.
69 Lyme Road, Hanover, NH 03755

A packing slip must be included with each shipment noting the title of publication, issue date for insertion, and quantity shipped.

Closing Dates and Acceptance of Advertising

Closing Dates

ISSUE DATE	INSERTION ORDER DUE	AD MATERIAL DUE	INSERT DUE
January 15	12/7/18	12/14/18	12/21/18
February 15	1/11/19	1/18/19	1/25/19
March 15	2/8/19	2/15/19	2/22/19
April 15	3/12/19	3/19/19	3/26/19
May 15	4/11/19	4/18/19	4/25/19
June 15	5/10/19	5/17/19	5/24/19
July 15	6/10/19	6/17/19	6/24/19
August 15	7/12/19	7/19/19	7/26/19
September 15	8/12/19	8/19/19	8/26/19
October 15	9/11/19	9/18/19	9/25/19
November 15	10/14/19	10/21/19	10/28/19
December 15	11/8/19	11/15/19	11/22/19

Closing dates are subject to change. Supplement closing dates may vary.

Acceptance of Advertising

All advertising is subject to approval of the Editor-in-Chief, publisher, and ASCO. New advertisements are to be received by the publisher at least two weeks before the closing date. Please email all ad proofs to Norman W. Virtue at nvirtue@hbside.com. The publisher reserves the right to label any advertisement as such for any ads that contain significant editorial content or that look like editorial pages.

The advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions, and facts) of advertisements and their compliance with all applicable laws and regulations and also assume responsibility for any claims made against the publisher or ASCO arising from or related to such advertisements.

The advertiser and advertising agency recognize and accept that the following language appears within the publication: "The ideas and opinions expressed in *JOP* do not necessarily reflect those of ASCO. The mention of any product, service, therapy in this publication or in any advertisement in this publication should not be construed as an endorsement of the products mentioned."

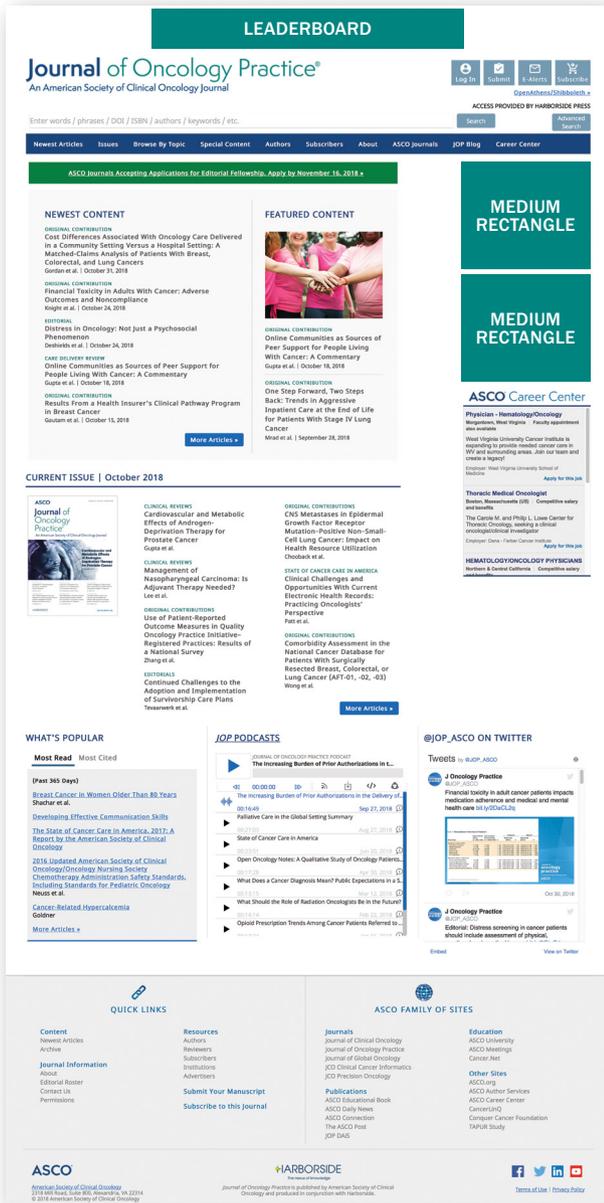
In the event that legal action or a claim is made against the publisher or ASCO arising from or related to such advertisements, the advertiser and advertising agency agree to fully defend, indemnify, and hold harmless the publisher and ASCO and to pay any judgment, expenses, and legal fees incurred by the publisher or ASCO as a result of said legal action or claim.

In addition, the publisher reserves the right to reject or discontinue any advertising for any reason. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher reserves the right to label any advertisement as such for any ads that contain significant editorial content or that look like text pages. The publisher is not liable for delays in delivery and/or nondelivery due to any condition beyond the control of the publisher affecting production or delivery in any manner.

The publisher reserves the right to reject any advertising that it believes is not in keeping with the publication's standards.

Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisement printed or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.

Digital Advertising Opportunities and Custom Programs



jop.ascopubs.org

JOP 2018 Average Stats* U.S.

- Sessions Per Month: 36,227
- New Users Per Month: 25,811
- Time on Site: 14 minutes per session
- Impressions Per Month: 133,278
- CTR: 0.10%

*Based on U.S. average stats Jan-Jun 2018, Google Analytics, Google DFP, MOAT Analytics, and Kantar Media Readership Website Usage Study

JOP 2018 Average Stats* GLOBAL

- Sessions Per Month: 57,977
- New Users Per Month: 41,831
- Impressions and Access Numbers: 1.79

*Based on Global average stats Jan-Jun 2018, Google Analytics, Google DFP, and MOAT Analytics.

Pricing

- \$180 CPM when advertising in JOP print within the same month
- \$200 CPM when not advertising in JOP print
- 24,000 minimum impressions per month

Ad Sizes Available

- Leaderboard: 728 × 90
- Medium Rectangle: 300 × 250
- Mobile Leaderboard: 320 × 50

CUSTOM PROGRAMS

Digital offerings

- Roundtable discussions with thought leaders
- Point-counterpoint discussions
- Interviews with the experts at oncology conferences
- Customized email programs

Supplements

- Conference highlights
- Coverage of special events
- Poster roundups



For more information, contact

Nick Vroom

631-935-7677 • nvroom@hbside.com

Digital Advertising Opportunities

JOP e-TOCs

JOP e-TOC 2018 Average Stats*

- Open Rate: 18.21%
- Unique Opens: 3,994
- Unique CTR: 2.99%
- Delivery Rate: 99.41%
- Ad Click through rate: 0.1%

*Based on U.S. average stats Jan-June 2018

Distribution

29,718 ASCO members and other oncology professionals, including:

- 19,255 U.S.-based ASCO members
- 10,463 International ASCO members

Four Emails for Every Issue of JOP

e-TOCs deploy weekly and have content linking to recently published articles in JOP, including:

- Contents of current issue
- Highlights of past issues
- Exclusive early-release articles

JOP e-TOC Sponsorship

- \$3,000 net (per 50% SoV)
- Buy 5 get the 6th e-TOC **FREE**

JOP e-TOC Closing Dates

EMAIL DATE*	INSERTION ORDER DUE	AD MATERIAL DUE
1/8/19	12/24/19	12/21/18
1/15/19	12/31/19	1/8/19
1/22/19	1/8/19	1/15/19
1/29/19	1/15/19	1/22/19
2/5/19	1/22/19	1/29/19
2/12/19	1/29/19	2/5/19
2/19/19	2/5/19	2/12/19
2/26/19	2/12/19	2/19/19
3/5/19	2/19/19	2/26/19
3/12/19	2/26/19	3/5/19
3/19/19	3/5/19	3/12/19
3/26/19	3/12/19	3/19/19
4/2/19	3/19/19	3/26/19
4/9/19	3/26/19	4/2/19
4/16/19	4/2/19	4/9/19
4/23/19	4/9/19	4/16/19
4/30/19	4/16/19	4/23/19
5/7/19	4/23/19	4/30/19
5/14/19	4/30/19	5/7/19
5/21/19	5/7/19	5/14/19
5/28/19	5/14/19	5/21/19
6/4/19	5/21/19	5/28/19
6/11/19	5/28/19	6/4/19
6/18/19	6/4/19	6/11/19
6/25/19	6/11/19	6/18/19
7/2/19	6/18/19	6/25/19
7/9/19	6/25/19	7/2/19
7/16/19	7/2/19	7/9/19
7/23/19	7/9/19	7/16/19
7/30/19	7/16/19	7/23/19
8/6/19	7/23/19	7/30/19
8/13/19	7/30/19	8/6/19
8/20/19	8/6/19	8/13/19
8/27/19	8/13/19	8/20/19
9/3/19	8/20/19	8/27/19
9/10/19	8/27/19	9/3/19
9/17/19	9/3/19	9/10/19
9/24/19	9/10/19	9/17/19
10/1/19	9/17/19	9/24/19
10/8/19	9/24/19	10/1/19
10/15/19	10/1/19	10/8/19
10/22/19	10/8/19	10/15/19
10/29/19	10/15/19	10/22/19
11/5/19	10/22/19	10/29/19
11/12/19	10/29/19	11/5/19
11/19/19	11/5/19	11/12/19
11/26/19	11/12/19	11/19/19
12/3/19	11/19/19	11/26/19
12/10/19	11/26/19	12/3/19
12/17/19	12/3/19	12/10/19
12/24/19	12/10/19	12/17/19

*Dates are subject to change.

The screenshot displays the JOP e-TOC interface. At the top, there is a green banner for a 'LEADERBOARD 728 x 90'. Below this, the JOP logo and 'An American Society of Clinical Oncology Journal' are visible. The main content area includes 'IN THIS ISSUE' for Volume 14, Issue 10 (October 2018). There are several ad placements: a 'MEDIUM RECTANGLE 300 x 250' on the left, and two 'SKYSCRAPER 160 x 600' ads on the right side of the page. The interface also features sections for 'EDITORIAL', 'CLINICAL REVIEWS', and 'COMMENTARY'.

Send all digital material to digitalads@hbside.com

Best of JOP- ASCO Annual Meeting Edition

Print

- Editorial is a compilation of JOP's top original reports from the past year
- Bonus distribution at the ASCO Annual Meeting
- Mailed to self-identified Practice Managers and Medical Oncologists (~6,000 recipients)
- Advertiser will have 50% SOV and be featured on the Cover-Tip and TOC Positions or Cover 2 and Cover 4

Emails

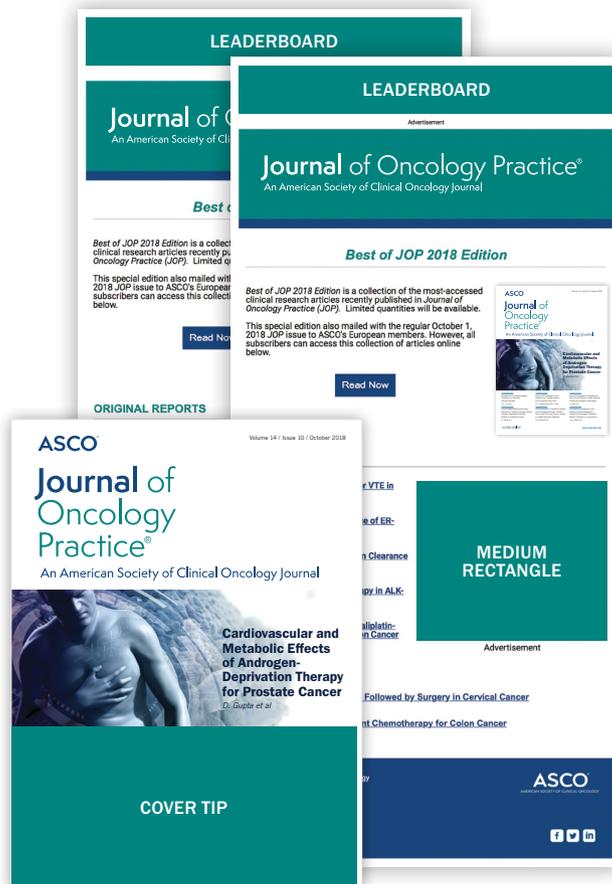
- 1 e-TOC featuring the articles in the print issue is sent to ~19,800 recipients
- 1 additional email is sent to 1,752 self-identified Practice Managers
- Advertiser will have 50% SOV on both emails

Website

- Each self-identified Practice Manager that clicks through the on the second e-mail, will be targeted with your banner on the JOP Gated ASCO website.

Price

- 50% SOV: \$40,000 net



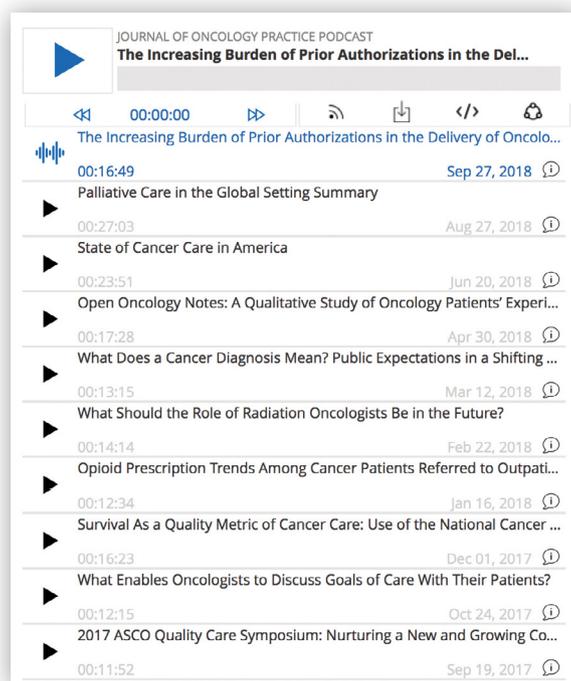
JOP Podcasts

About

- *Journal of Oncology Practice* podcasts bring listeners observations and commentaries on key care delivery issues in a convenient audio format. This popular feature provides further insight and depth to JOP's written articles
- Average monthly podcast downloads: 5,858
- Narrator: Dr. Nathan Pennell
 - » Director of the Lung Cancer Medical Oncology Program at Cleveland Clinic
 - » Ranked #22 among all Cancer Research Thought Leaders on Twitter (Thinklab)

Opportunity

- 100% SOV Sponsorship on podcast landing page
- Pre-roll includes: 15 second unbranded bumper before each podcasts begins.
Example: This podcast is brought to you in part by (Pharma company). Learn more about (Pharma company) be visiting PharmaCompany.com).
- 9-12 podcasts per year
- \$5,000 net per month or \$50,000 net per year



Digital Specifications

SPECIFICATION	WEBSITE	E-TOC
Accepted ad sizes	Leaderboard (728 × 90) Medium Rectangle (300 × 250) Mobile Leaderboard (320 × 50)	Leaderboard (728 × 90) Medium Rectangle (300 × 250) or Skyscraper (160 × 600)
Ad expansion available	Yes	N/A
Ad expansion sizes	Leaderboard (728 × 315) Medium Rectangle (600 × 250)	N/A
Ad expansion notes	Ad must require user initiation before expansion. Expanded ad must include clearly visible close controls.	N/A
Ad formats	JPG, GIF, HTML5, Javascript, third-party served ads	JPG, GIF, animated GIF
Maximum initial file size	200K	100K
Rich media file size	200K	N/A
Animation time	3 frames & 15 seconds, 3 loops	3 frames & 15 seconds, 3 loops**
Border	All ads with white or partially white background must use a 1-pixel dark color border	All ads with white or partially white background must use a 1-pixel dark color border
Third-party click and pixel tracking available [†]	By request	By request
Alternate text required [‡]	Yes	Yes
Maximum Ad Resource Requests***	15	N/A

All ad creative is due one week prior to live date and is subject to approval by ASCO. HTML5 ads must be provided as soon as possible for testing purposes.

All ad creative is subject to approval from the American Society of Clinical Oncology. For times when the user's browser does not support creative functionality (i.e. Flash™, HTML5), provide a standard image file.

*Sizes include larger-scaled version for iPad retina display.

**Please ensure that the first frame of the animated GIF makes sense as a static image.

*** Resource request limits include any tracking scripts that the agency/advertiser may be utilizing in conjunction with their campaign.

†Please provide alternative text (up to 64 characters including spaces).

Interactive ads will allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking on the ad.

File weight calculation: All files for the ad, including supporting files and agency supplied tracking scripts, must be included as part of the maximum file weight calculation for all file limits load.

HTML5 Best Practice Notes:

HTML5 ads are like mini web pages. You can improve initial display by following a few guidelines:

- Provide inline css and use HTML to deliver initial display resources as much as possible.
- Limit initial dependencies on any render-blocking .js or .css
- Load interactive elements as a deferred or secondary subload, but keep them efficient using techniques such as caching.
- Defer heavy file weights until user initiates interaction.
- Use techniques such as byte-serving to download partial content and to optimize for auto-play video.
- Avoid any unnecessary downloads.
- Combine all supporting files e.g. JavaScript toolkits, libraries, HTML, and CSS whenever possible.

Ads must not load more than 15 supporting files, including any agency supplied tracking scripts.

Use well-distributed, cached libraries to provide supporting files instead of providing them with the ad.

Check device and bandwidth and tailor supporting files and other elements to the environment and experience.

Harborside utilizes MOAT analytics for comprehensive data on advertising viewability. If there is a 10% difference between third-party reporting, a conversation ensues between client and Harborside.

†No Advertising shall include any pixels, tags, Flash containers or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a "Pixel"), nor place any beacons, cookies or other information collection devices on the browsers of users unless expressly approved in writing by Harborside. If Harborside approves the inclusion of a Pixel in an advertisement, then unless and only to the extent that such approval contains an express exception, (i) Advertiser may not use such Pixel to collect any personally-identifiable information (PII) with respect to any JOP user, (ii) no such Pixel can be flash or object based, (iii) No cookies may be placed on a user's system, (iv) Advertiser will not link any non-PII that it collects to any PII that it may have from any other source and (v) Advertiser will not update any existing profile or create any profile in its database based on any data collected on the JOP site, including the fact that someone is a JOP user or any information derived from the information in the referring URL.

We cannot honor viewability related campaign goals if ads are supplied that do not meet the specifications supplied in the grid above.

NHT related campaign requirements cannot be honored if logs including IP addresses and timestamps are not supplied of suspected NHT generated impressions for verification. These logs also enable us to ensure that we filter out future NHT visitations from these addresses if deemed valid. Harborside will supply a report back of any NHT traffic deemed valid along with supporting evidence.

Additional Terms and Conditions

The publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any manner.

Insertion Order and Copy Regulations: Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instruction such as bleed and color.

Cancellation of space order forfeits the right to position protection.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

When change of copy, covered by an uncancelled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.

Requests for specified position at ROB rates are given consideration, but no guarantee is made unless the position premium has been agreed to in the contract.

The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher will provide credit only on future advertisements.

Payment Terms: Net 30 days of invoice date. Pre-payment discounts are available, contact publisher for more details.

Payment for New Advertisers: All new advertisers are required to prepay until credit and/or reference checks are completed. Once approved, Harborside payment terms are net 30 days. Contact Nick Vroom (nvroom@hbside.com) for more details.

Viewability: 70% Viewability is current industry standard. Ads taking more than 3 seconds to load will not qualify for viewability makegoods. Harborside utilizes MOAT analytics for comprehensive data on advertising viewability. If there is a 10% difference between third-party reporting, a conversation ensues between client and Harborside.

Cancellation Policies

Print Cancellations

Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication unless otherwise agreed to by both parties in writing.

Premium Position, Cover Tip, and Outsert Cancellations:

Must be prior to 60 days of the published insertion order due date. After the published closing date, any premium positions are non-cancelable, and full payment is due.

Please see page 8 for list of Premium positions

Digital Cancellations

In accordance with the AAAA/IAB Standard Terms and Conditions for Internet Advertising (Version 3.0) found at

https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf

Advertiser may cancel the I/O as follows:

For Flat-Fee or Fixed Placements:

- With minimum of 30 days prior written notice: no penalty
- With less than 30 days prior written notice: Advertiser is responsible for any contracted media to be served within 30 days
- NHT and Viewability Campaign requirements will not be honored on Flat-Fee (SOV) or Fixed Placements

Website: Advertiser may cancel the entire IO, or any portion thereof of a CPM buy, as follows: 14 days' prior written notice from advertiser without penalty. However, for a yearly buy, advertiser can cancel twice with 14 days notice. All ensuing cancellations will require 30 days prior notice to avoid penalty charge.



HARBORSIDE

The nexus of knowledge

Publications

The leader in medical publishing, with titles that have earned the trust of doctors, advanced practitioners, medical societies, medical affairs professionals, and marketers.

Journal of
Oncology
Practice®

The ASCO® Post

JNCCN

JADPRO

Advertising Services

We represent titles that have the largest audience share in the oncology space, with well-read and frequently visited brands across print and digital.

Journal of
Clinical
Oncology®

JCO® Precision
Oncology

JCO® Clinical Cancer
Informatics

Journal of
Global
Oncology®

In oncology, there is a constant quest for improvement—a need for better treatment options and better outcomes. At Harborside, our quest is to help advance the field of oncology through better information. Our reputation for high-quality, diverse offerings and our partnerships with ASCO, NCCN, APSHO, and other organizations lead to an unmatched level of trust from clinicians. This trust grants us access to our target audience through relevant content, education, and events.

Standing at the nexus of oncologists, marketers, and societies, we are uniquely positioned to deliver knowledge.

Harborside is the foremost medical communications company that oncology clinicians turn to for accurate content, news, and education.

Education

Harborside creates multichannel content that delivers trusted knowledge to a diverse group of oncology clinicians.



Partnerships

Harborside partners on publishing, education, and membership initiatives with some of the most important and trusted organizations in oncology.





AMERICAN SOCIETY OF CLINICAL ONCOLOGY

President

Bruce E. Johnson, MD

President-Elect

Monica M. Bertagnolli, MD

Chief Executive Officer

Clifford A. Hudis, MD

Publisher

David Sampson

Director of Publications

Vicki Vaughn

**Director, Digital Content
and Commercial Development**

Doug Parker

Managing Editors

Ken G. Kornfield

Kelly Brooks

**Associate Director,
Journal Production**

Julie Blum



The nexus of knowledge

Chairman

John A. Gentile, Jr.
jgentile@hbside.com

President

Anthony Cutrone
acutrone@hbside.com

Executive Vice President

Conor Lynch
clynch@hbside.com

JOP Advertising Sales

Nick Vroom
Direct: 631-935-7677
Mobile: 917-538-0699
nvroom@hbside.com

Ad Operations Group

digitalads@hbside.com

Managing Editor

Sarah McGullam
smcgullam@hbside.com

**Advertising Sales
Project Manager**

Anthony Beers
631-629-0603
abeers@hbside.com

Production Manager

Norman W. Virtue
nvirtue@hbside.com

**Advertising Sales
Coordinator**

David Craig
631-629-0609
dcraig@hbside.com

VP, Director of Sales

David Horowitz
dhorowitz@hbside.com

Harborside

94 North Woodhull Road Huntington, NY 11743

Tel: 631-692-0800 • Fax: 631-692-0805 • www.hbside.com