

Journal of Clinical Oncology Order Form Information Sheet (2012)

- Issue Dates:** JCO publishes 3 times a month. The 1st, the 10th, and the 20th day of each and every month. Each issue is current for 10 days.
- Payment:** **PAYMENT must be received prior to placement.** If using a PO, an invoice will be issued; however, ads **WILL NOT** be placed until payment is received. **Checks need to be made out to The American Society of Clinical Oncology. Tax ID 13-6180380.** Cancellation Policy: Cancellation request must be confirmed in writing by deadline date, and will be honored for the next applicable issue. There is no refund.
- Deadlines:** Deadlines for every issue are **one month prior to Issue run date.** (ex. Feb 1 issue, deadline Jan 1).
- Line ads (NET)** All line ads go in a minimum of 1 print issue (10 days). The ads also go online for the same amount of time. The online portion of the ad goes “live” approximately the same date as the print date, #print/#online is the amount of issues/time your ad will run., The minimum is 1 print/1 online; this means that your ad will be in 1 print issue (10 days per journal) and 1 online (10 days online). **To placed the ad online A.S.A.P or the same date as issue date, please check your choice on the order form.** ASCO reserves the right to edit classified ad copy for grammar, style, and content, as appropriate.
NO SALARY AMOUNTS MAY BE PLACED IN YOUR CLASSIFIED ADS
- Word count:** You may use Microsoft Word (tools, word count) for an accurate word count. Otherwise, every word counts as one. Some exclusion is similar to: (BC/BE but not Board Certified/Board Eligible, FT/PT but not full time/part time.). Phone numbers are one word, fax numbers are one word, e-mail addresses or websites are one word apiece as well. In counting words, the contact information that is placed in the ad (mandatory; address, phone, fax or e-mail) must be counted as well.
- Options:** Options for line ads are as follows: Bold, Boxed, Blind Box or extra online.
Bold is \$45 per issue
Boxed is \$80 per issue (hairline box, but no logos)
Blind Box is \$45 per issue (used for anonymity purposes)
Additional 10 days online \$200.00 per 10 days (line ads only) must be order with print ad.
- For additional exposure:** **Feature JOB Posting on the JCO Table of Contents E-mail Alert** are sent to 34,911 recipients every 10 days and 2 days prior to 1st, 10th and 20th day publication date of each month. Logos are located near the top of the Table of Contents e-mail alerts, and may include company name, job title, city/state, a brief position description, and a link to an ad on the Oncology Career Center Web site. A logo will be linked directly to your Web site for added visibility. Only 2 jobs will be featured per e-mail alert. Feature Job Postings are sold on a first-come, first-served basis.
Must be purchased with a print/online package.
- E-Mail address:** E-mail address for the person collecting the CV’s is important. When your ad goes online, there is an “apply now” feature that allows the candidates to send their CV immediately. If there is no e-mail address to send to, you will be losing candidates
- Display ads** **Display ads** may be used for greater visibility. A one time rate is for ads placed one or two times in the journal **PER ISSUE** cost. A 3 or 6 times rate gives you a discount per issue for ads placed 3 or more times. Cost is **PER ISSUE**. Display ads are at **GROSS COST**. Online ads are at **NET COST**. Multi sizes are available. **To placed the ad online A.S.A.P or the same date as issue date, please check your choice on the order form**
Display ads can also be placed online for an additional fee in 10 day intervals and additional 10 days can be ordered when print is ordered.
- Color:** Color may be added to display ads for an additional cost. Standard color is a basic red, blue, green or yellow. Matched color is a specific PMS color. $\frac{3}{4}$ colors is a build of colors.
- CV Searches:** CV searches are available online for intervals of 1 month, 3 months, 6 months and 1 year. CV searches **DO NOT** come with placement of your ad. Cost is separate.

Please e-mail or fax and the ORDER FORM and payment information to:

E-mail: sandy.bredlow@wt-group.com Fax: 443-512-8909

E-MAIL AD COPY TO:

sandy.bredlow@wt-group.com

2012 JOURNAL OF CLINICAL ONCOLOGY CLASSIFIED ADVERTISING

Questions-Contact: Sandy Bredlow, The Walchli Tauber Group
 P: 443-512-8899 Ext 108 Fax: 443-512-8909 E-mail: sandy.bredlow@wt-group.com

ADVERTISER'S INFORMATION

Contact Name: _____ Company Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Email (required): _____ Phone: _____ Fax: _____
 Website: _____ Email for CV to be sent (online only): _____

PLEASE CHECK ALL ISSUE DATES THAT APPLY

Published on the 1st, 10th, 20th day of each month

January	February	March	April	May	June	July	August	September	October	November	December
<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st	<input type="checkbox"/> 1st
<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th	<input type="checkbox"/> 10th
<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th	<input type="checkbox"/> 20th

LINE & ONLINE ADS PACKAGE (PER WORD COUNT)

Line ad/online package	1 issue & 10 days online	2 issues & 20 days online	3 issues & 30 days online	<i>Please choose</i>	<i>For Additional Exposure</i>	<i>Additional Options</i>
<input type="checkbox"/> 1-100 words	<input type="checkbox"/> \$585	<input type="checkbox"/> \$1,065	<input type="checkbox"/> \$1,535	<input type="checkbox"/> Placed Ad Online ASAP	<input type="checkbox"/> FEATURE JOB POSTING <i>On JCO Table of Contents E-mail Alert Page</i> \$400.00 Includes 10 days online	<input type="checkbox"/> \$45 Bold type ad (cost per issue)
<input type="checkbox"/> 101-200 words	<input type="checkbox"/> \$770	<input type="checkbox"/> \$1,240	<input type="checkbox"/> \$1,715	<input type="checkbox"/> Placed ad online same date as issue date		<input type="checkbox"/> \$80 Boxed ad (cost per issue)
<input type="checkbox"/> 201-300 words	<input type="checkbox"/> \$945	<input type="checkbox"/> \$1,415	<input type="checkbox"/> \$1,895			<input type="checkbox"/> \$45 Blind Box (for anonymity purposes)
<input type="checkbox"/> 301-400 words	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$1,590	<input type="checkbox"/> \$2,070			<input type="checkbox"/> \$200 Extra 10 days online

• Line/online ads package are net price. • Line ads automatically go online for 10 days • Salary amounts cannot be included in printed ad.

DISPLAY RATES (COST PER ISSUE) AND ONLINE OPTIONS

	1-2 issues	3-5 issues	6-8 issues	9-12 issues	Online*	<i>Please choose if applicable</i>	<i>For Additional Exposure</i>	<i>Display Color Fee* Color Cost are in addition to the ad rate cost/per issue</i>
<input type="checkbox"/> Full Page (6.8" x 9.175")	<input type="checkbox"/> \$3,335	<input type="checkbox"/> \$3,290	<input type="checkbox"/> \$3,220	<input type="checkbox"/> \$3,140	<input type="checkbox"/> \$685 10 Days	<input type="checkbox"/> Placed Ad Online ASAP	<input type="checkbox"/> FEATURE JOB POSTING <i>On JCO Table of Contents E-mail Alert Page</i> \$400.00 Includes 10 days online	<input type="checkbox"/> Standard \$1050*
<input type="checkbox"/> 1/2 Page (6.8" x 4.45") or (3.25" x 9.175")	<input type="checkbox"/> \$2,180	<input type="checkbox"/> \$2,095	<input type="checkbox"/> \$2,040	<input type="checkbox"/> \$1,940	<input type="checkbox"/> \$455 10 Days	<input type="checkbox"/> Placed ad online same date as issue date		<input type="checkbox"/> Matched \$1,130* (PMS#)
<input type="checkbox"/> 1/4 Page (3.25" x 4.45")	<input type="checkbox"/> \$1,285	<input type="checkbox"/> \$1,255	<input type="checkbox"/> \$1,230	<input type="checkbox"/> \$1,185	<input type="checkbox"/> \$225 10 Days			<input type="checkbox"/> Full Color \$2,835*

• Display ads are Gross price. • Online ads cost is Net price and in addition to ad rate.
 • Ad runs 10 days online. • Online word count is limit up to 400 words.

CV SEARCHES (OVER 200 LISTED)

<input type="checkbox"/> 1 month search \$330	<input type="checkbox"/> 3 months search \$665	<input type="checkbox"/> 6 months search \$995	<input type="checkbox"/> 12 month search \$1,325
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DEADLINE & PAYMENT POLICY

DEADLINE: All materials and payment must be received 30 days prior to publication date. (Example: March 1st issue, materials and payment must be received by February 1st deadline). **PAYMENT POLICY: ALL ADS MUST BE PREPAID. If a PO is issued, the ad will not be placed until payment is received.** Make checks payable to the American Society of Clinical Oncology, mail to: Walchli Tauber Group Inc, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015.

PAYMENT OPTIONS:

CHECK VISA MASTERCARD AMERICAN EXPRESS DISCOVER **TOTAL COST \$** _____

CARD NUMBER: _____ SECURITY CODE: _____ EXPIRATION DATE: _____

PRINT NAME ON CARD: _____ SIGNATURE: _____ DATE: _____