

ASCO CONNECTION ADVERTISING



ASCO Connection is the Society's official member magazine. The print, digital, and online editions highlight the membership experience through profiles of and interviews with the world's leading oncology experts. The magazine is the primary source of information about ASCO's programs, with a special focus on the combined contributions and

accomplishments of ASCO and its individual members as they address the concerns of today's oncology community.

The magazine's online component, ASCOconnection.org, is ASCO's professional networking site for the oncology community. ASCOconnection.org provides a secure platform for members to interact with colleagues and ASCO leaders through interactive commentary (blogs), ASCO Connection articles, discussion forums, and working groups.

PRINT GENERAL INFORMATION

Frequency: Bi-monthly, and Annual Meeting (June) Issue.

Mail Class: Periodicals postage; mails polybagged with JCO.

Circulation: All ASCO Members (30,000+)

RUN OF BOOK (ROB) B/W RATES

Freq.	1 Page	1/2 Page
1x	\$3,955 gross	\$2,100 gross
4x	\$3,930 gross	\$2,075 gross
8x	\$3,900 gross	\$2,050 gross
16x	\$3,875 gross	\$2,020 gross

COLOR RATES (PER PAGE)

2-Color	\$1,100 gross
4-Color	\$2,200 gross

CLOSING DATES*

Issue Date	Space	Material	Mails
January	11/16	11/29	12/29
March	1/16	1/27	2/27
May	3/21	4/1	4/27
June (Best of ASCO Connection)	4/11	4/20	6/1
July	5/21	6/1	7/6
September	7/19	8/1	9/7
November	9/17	9/26	10/29

*Cancellations cannot be accepted later than one week after space reservation date.

COVER/PREFERRED POSITION RATES

2nd Cover*	\$8,235 gross
3rd Cover	\$4,700 gross
4th Cover*	\$8,825 gross
Facing TOC	\$4,860 gross

*Covers 2 and 4 must be 4-color. Rates shown include the cost of color.

BONUS DISTRIBUTION

Meetings	Location	Issue Date
Society of Surgical Oncology	Orlando, FL	October
ONS Annual Congress	New Orleans, LA	April
ASCO Annual Meeting	Chicago, IL	June
ASTRO Annual Meeting	Miami Beach, FL	July
ASH Annual Meeting	Atlanta, GA	October

INCENTIVE PROGRAM

Buy 4 regular issues of the ASCO Connection and receive an ad of the same unit size in the Best of ASCO Connection at the 2012 ASCO Annual Meeting free of charge.

THE BEST OF ASCO CONNECTION ANNUAL MEETING ISSUE



The Best of ASCO Connection: Interviews, Features, & Commentary is a Special Edition issue of ASCO Connection. The issue features the most popular commentary and responses as captured from the blogs, articles, and forums on ASCOconnection.org, as well as select features and interviews from the print edition of ASCO Connection.

25,000+ copies are distributed at the Annual Meeting. Copies are also inserted in the Preview Issue of ASCO Daily News on Friday, and are available at the ASCO Connection station.

ASCO CONNECTION EMAIL EDITION BLASTS

The ASCO Connection eblast is sent to all active members of ASCO in conjunction with the mailing of the print edition. The eblast delivers the interactive digital edition and select linked content to the membership. Exclusive advertising at the top of each eblast is available.

2011 Stats

Average Sent: 23,703

Average Open Rate: 18%

Placement	Cost (per Issue)
Leaderboard (728x90)	\$5,000 net

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page (bleed)	8-3/8 x 11-3/16"
Full Page (non-bleed)	7 x 10"
Half Page (horizontal)	7 x 4-7/8"
Half Page (vertical)	3-3/8 x 10"
Quarter Page	3-3/8 x 4-7/8"
2-page Insert	8-3/8 x 11-3/16"
4-page Insert	17 x 11-3/16"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

PAPER STOCK

Cover 100 lb Sterling with aqueous coating; Inside pages 60 lb Velocity Plus. Four-color process available.

BINDING

Saddle-stitched

ELECTRONIC AD SUBMISSION

ASCO Connection is produced digitally and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Upload a high-res PDF to the Walchli Tauber Group FTP site at <ftp2.wt-group.com>; **user: wtgroupftp, password: sendfiles**

Find the folder for ASCO Connection and the issue date for your ad, and copy your high-res PDF into that folder. Send an email to the Print Production Manager, Roland Keve, at roland.keve@wt-group.com saying that you have uploaded the materials.

You also may email the PDF to Roland if the file is less than 10 MB. Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

AD MATERIALS DELIVERY INFORMATION

Walchli Tauber Group, Inc.
Attn: Roland Keve (ASCO Connection)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

ASCO CONNECTION ONLINE ADVERTISING

ASCOconnection.org is the professional networking site for ASCO's worldwide oncology community and the companion website for ASCO's official member magazine. It features exclusive commentary from ASCO member leaders, as well as exclusive articles, discussion forums, and working groups.

All commentary, articles, and forum areas are open to ASCO members who log in with their ASCO.org username and password. Logged-in members can also create secure working groups.

Non-member registered guests can read and comment on select commentary, articles, and forum threads, and create secure working groups.

WEBSITE BANNER ADVERTISING

Position	Share of Voice	Cost
ASCO Connection Website	50%	\$30,000/year

MECHANICAL SPECIFICATIONS

Dimensions	File Size
728x90 pixels	60 KB limit
160x600 pixels	60 KB limit
120x600 pixels	60 KB limit

REQUIRED WEBSITE FILES

JPG, GIF, Rich Media, 3rd Party Tag, Click-through URL. All Rich Media is accepted, 3rd party serving is allowed.

Limited to a maximum of three loops per 45 seconds for animated creatives. User enabled media is allowed.



ASCO Connection Website Screenshot