



ASCO Connection

## ASCO ADVERTISING OPPORTUNITIES

ASCO offers several print and online advertising opportunities for companies to reach their target audience throughout the year. Each opportunity described in this media kit offers unique vehicles to reach the ASCO membership (30,000+), multidisciplinary oncology specialists (Gastrointestinal, Genitourinary, and Breast) and the attendees of the ASCO Annual Meeting held annually in June.

## PUBLISHING OFFICE

**American Society of Clinical Oncology**  
2318 Mill Road, Suite 800  
Alexandria, VA 22314  
Tel (571) 483-1300  
[www.asco.org](http://www.asco.org)

## ADVERTISING OFFICE

**The Walchli Tauber Group, Inc.**  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015  
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ASCO Annual Meeting Daily News



Symposia Daily News

**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](http://ftp2.wt-group.com); **user: wtgroupftp, password: send-files**. Be sure to use passive FTP if prompted.

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](mailto: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

**ASCO ANNUAL MEETING DAILY NEWS\***



**Four exciting ways to increase your share of voice in the Dailies:**

1. Preview edition distributed at registration and materials pick-up on Friday.
2. Saturday-Monday editions distributed throughout the convention center and dropped at hotel rooms at the Hyatt Regency, Hilton Chicago, and Sheraton Chicago.
3. Tuesday edition distributed throughout the convention center and dropped at hotel rooms at the Hyatt Regency, Hilton Chicago, and Sheraton Chicago.
4. Wrap-up edition mailed to all

ASCO members following the ASCO Annual Meeting.

**GENERAL INFORMATION**

**Dates:** June 1st to 5th, 2012

**Location:** McCormick Place, Chicago, IL

\*Full downloadable PDFs with advertisements available to ASCO members on the meeting microsite and on the ASCO iLibrary.

**CLOSING DATES**

Issue	Space	Material
Registration	3/21	3/30
Saturday through Monday	3/21	3/30
Tuesday	3/21	3/30
Wrap-Up	4/25	5/4

**1. PREVIEW EDITION RATES**

Size	B/W	4-Color
1 Page	\$3,895 net	\$4,945 net
3/4 Page	\$3,425 net	\$4,405 net
Junior Page	\$2,935 net	\$3,875 net
1/2 Page	\$2,305 net	\$3,185 net
1/4 Page	\$1,675 net	—

**Content**

Single section containing helpful attendee information on meeting logistics, Chicago attractions and dining, program highlights, and ASCO information. Distributed with the City Map and Oncology Professionals Hall Floor Plan (affixed) and the *Best of ASCO Connection* (inserted) at registration and at materials pick-up.

Advertising availability will be limited and space will be granted on a first-come, first-served basis.

**2. SATURDAY-MONDAY EDITION RATES**

Size	B/W	4-Color
1 Page	\$11,385 net	\$14,535 net
3/4 Page	\$ 9,965 net	\$12,915 net
Junior Page	\$ 8,515 net	\$11,320 net
1/2 Page	\$ 6,615 net	\$ 8,515 net
1/4 Page	\$ 4,284 net	—

**Content**

Contains four sections (A, B, C, and D) with coverage of scientific presentations, educational sessions, and award winners, along with a full listing of exhibitors. Distributed in bins located throughout the convention center and exhibit hall each day of the meeting, as well as dropped at attendee rooms in three VIP hotels.

**Switch-Outs**

Ad units that are the same size may be changed in sections B, C, and D only. \$1,000 additional one-time charge.

**3. TUESDAY EDITION RATES**

Size	B/W	4-Color
1 Page	\$3,005 net	\$3,850 net
3/4 Page	\$2,640 net	\$3,435 net
Junior Page	\$2,265 net	\$2,990 net
1/2 Page	\$1,745 net	\$2,445 net

**Content**

Single section with scientific coverage and meeting reviews. Distributed in bins located throughout the convention center, as well as dropped at attendee rooms in three VIP hotels.

Advertising availability will be limited and space will be granted on a first-come, first-served basis.

**4. WRAP-UP EDITION RATES**

Size	B/W	4-Color
1 Page	\$11,385 net	\$14,535 net
3/4 Page	\$ 9,965 net	\$12,915 net
Junior Page	\$ 8,515 net	\$11,320 net
1/2 Page	\$ 6,615 net	\$ 8,515 net
1/4 Page	\$ 4,284 net	—

**Content**

Provides coverage of the most important news from the Annual Meeting. Will be mailed 2-3 weeks after the meeting is complete to all ASCO members.

**COVER/PREFERRED POSITION RATES**

Issue	Cover	Price
Preview/Wrap-Up	2nd Cover	\$1,750 net
Preview/Wrap-Up	3rd Cover	\$1,250 net
Preview/Wrap-Up	4th Cover	\$1,950 net
Saturday through Monday	2nd Cover	\$4,610 net
Saturday through Monday	3rd Cover	\$3,800 net
Saturday through Monday	4th Cover	\$6,590 net
Tuesday	2nd Cover	\$1,500 net
Tuesday	3rd Cover	\$1,250 net
Tuesday	4th Cover	\$1,750 net

**PRINT MECHANICAL SPECIFICATIONS**

Size	Dimensions
Full Page	10-1/4 x 14"
Junior Page	7-1/2 x 10"
3/4 Page (horizontal)	10-1/4 x 7"
3/4 Page (vertical)	7-5/8 x 14"
1/2 Page (horizontal)	10 x 7"
1/2 Page (vertical)	5 x 14"
1/4 Page	5 x 7"

Publication trims at 10-7/8 x 15", keep live matter 1/2" from trim.

**ELECTRONIC AD SUBMISSION**

ASCO Daily News 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](http://ftp2.wt-group.com); user: **wtgroupftp**, password: **send-files**. Be sure to use passive FTP if prompted.

Find the folder for ASCO Daily News and the issue date for your ad, and copy your high-res PDF into that file. Send an email to the Print Production Manager, Roland Keve, at [roland.keve@wt-group.com](mailto: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.

**SHIPPING INFORMATION**

**For Proofs:**

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

**ASCO DAILY NEWS e-DIGEST eBLASTS**



Each day of the Annual Meeting, ASCO will blast important news from the meeting, publish ahead-of-print content, and exclusive video links.

A total of six eBlasts will be sent over the course of the meeting, giving advertisers exclusive opportunities to increase exposure.

**2011 Stats (6 eBlasts)**

**Average Sent per Day:** 103,250; 98% delivery rate

**Total Views:** 160,878; 26,813 per day

**Total Open Rate:** 26%

**Placement**

**Cost (per Issue)**

Leaderboard (728x90)

\$10,000 net

**ASCO iLIBRARY**

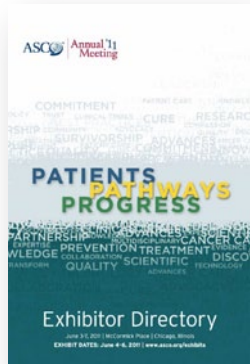


The ASCO iLibrary App offers you more ways to connect with ASCO members. Access all the pages and articles from the print versions of the *Journal of Clinical Oncology*, the *Journal of Oncology Practice*, the *ASCO Connection*, the *ASCO Annual Meeting Daily News*, and the co-sponsored events (GI, GU, and Breast Cancer Symposiums) as well as

member profiles and updates.

Educational publications include scientific abstracts from recent meetings. All this and videos from ASCO's broadcast network can be downloaded to your iPad for ease and portability.

**ASCO ANNUAL MEETING EXHIBITOR DIRECTORY**



The directory is 136 pages plus covers. A fold-out map with the exhibitor floor plan appears in between text pages and cover 3.

Approximately 28,000 copies will be strategically located throughout convention and exhibit hall.

Covers 2, 3, and 4 plus four double-sided dividing tabs offer highly visible advertising opportunities.

**EXHIBITOR DIRECTORY RATES**

Position	Size	4-Color
Double-sided Dividing Tabs (4 available)	—	\$7,500 net
Cover 2	6 x 9"	\$20,000 net
Cover 3	6 x 9"	\$15,000 net
Cover 4	6 x 9"	\$25,000 net

**PAPER STOCK**

Cover and tabs 80 lb stock with coated, #3 brightness; Outside covers UV coated. Text 70 lb stock, #3 brightness.

**ASCO ANNUAL MEETING CITY MAP & ONCOLOGY PROFESSIONALS HALL FLOOR PLAN**



Spot glued to the cover of the Preview Edition (Friday) of the *ASCO Daily News*.

Corporate and product ads with no claims are accepted.

The advertiser's booth will be highlighted on the Oncology Professionals Hall Floor Plan with the company's name.

**CITY/EXHIBITOR FLOOR PLAN MAP RATES**

Position	Size	4-Color
Inside Square (8 available)*	2-3/4 x 2-1/2"	\$3,500 net
Back Cover	3 x 4-1/4"	\$5,500 net

\*Squares may be combined for larger ad space, limit of two squares.

**CLOSING DATES**

Placement	Space	Material
Exhibitor Directory	3/23	4/2
City/Exhibitor Floor Plan Map	4/11	4/18

**ANNUAL MEETING REGISTRATION MICROSITE**

This site contains all information pertinent to ASCO's Annual Meeting including registration, meeting program, attendee and exhibitor information, as well as links to all Meeting products.



ASCO Annual Meeting Registration Microsite Screenshot

**MICROSITE RATES\***

Position	Share of Voice	Cost
ASCO Annual Meeting Website	20%	\$25,000/year net
Best of ASCO Website	20%	Value-add

\*Limited to five advertisers. Estimated total number of impressions per advertiser is 300,000. Best of ASCO microsite impressions estimated at 50,000.

**MECHANICAL SPECIFICATIONS**

Dimensions	File Size
728x90 pixels	60 KB limit

**FLIGHT DATE (16 MONTHS)**

September 1, 2011 to December 31, 2012

**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 TV**

ASCO TV has been discontinued for the 2012 ASCO Annual Meeting.

**GASTROINTESTINAL CANCERS SYMPOSIUM DAILY NEWS**



The Daily News offers direct access to GI Cancer specialists attending the Symposium and specialists that are ASCO members. The only official daily print publication. Available throughout the convention center, on the ASCO iLibrary app and online at [www.gicasymposium.org](http://www.gicasymposium.org). Symposium co-sponsors include the AGA Institute, ASTRO, and SSO.

All advertising is limited to companies exhibiting at the GI Cancers Symposium and is subject to the approval of ASCO.

**GENERAL INFORMATION**

**Dates:** January 19th to 21st, 2012

**Location:** Moscone West Building, San Francisco, CA

**DISPLAY RATES\***

Size	B/W	4-Color
King Page	\$3,900 net	\$6,100 net
3/4 Page (horizontal)	\$3,300 net	\$5,700 net
Junior Page	\$2,800 net	\$5,000 net
1/2 Page	\$2,200 net	\$4,400 net
1/4 Page	\$1,700 net	—

\*Pricing for two issues.

**COVER/PREFERRED POSITION RATES**

2nd Cover	\$1,750 net
3rd Cover	\$1,250 net
4th Cover	\$2,000 net

**CLOSING DATES**

Issue	Space & Payment	Material
All	11/28	12/8

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
King Page	10-1/4 x 14"
Junior Page	7-1/2 x 10"
3/4 Page (horizontal)	7-5/8 x 14"
3/4 Page (vertical)	10-1/4 x 7"
1/2 Page (horizontal)	10 x 7"
1/2 Page (vertical)	5 x 14"
1/4 Page	5 x 7"

Publication trims at 10-7/8 x 15", keep live matter 1/2" from trim.

**SWITCH-OUTS**

Ad units that are the same size may be changed for a \$1,000 additional one-time charge.

**WRAP-UP eBLAST**

Approximately one week after the conclusion of the GI Cancers Symposium, an e-mail blast including the full-text Daily News issues will be sent to attendees and ASCO members specializing in GI cancers. Your ad will receive additional reach to ASCO membership. Exclusive to one advertiser.

**2011 Stats**

Total Sent: 4,580

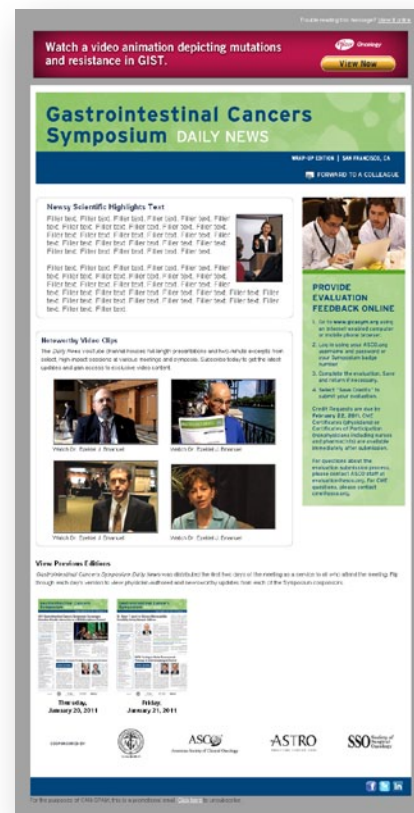
Placement	Cost
Leaderboard (728x90)	\$7,500 net

**MECHANICAL SPECIFICATIONS**

Dimensions	File Size
728x90 pixels	60 KB limit

**REQUIRED FILES**

JPG, GIF, Click-through URL. No Rich Media can be accepted.



GI Daily News eBlast Screenshot

**GENITOURINARY CANCERS SYMPOSIUM DAILY NEWS**



Direct access to attendees of the GU Cancers Symposium and specialists that are ASCO members. The only official daily print publication. Available throughout the convention center, on the ASCO iLibrary app and online at [www.gucasymposium.org](http://www.gucasymposium.org). Symposium co-sponsors include ASTRO and SUO.

All advertising is limited to companies exhibiting at the GU Cancers Symposium and is subject to the approval of ASCO.

**GENERAL INFORMATION**

**Dates:** February 2nd to 4th, 2012

**Location:** Marriott Marquis, San Francisco, CA

**DISPLAY RATES\***

Size	B/W	4-Color
King Page	\$3,900 net	\$6,100 net
3/4 Page (horizontal)	\$3,300 net	\$5,700 net
Junior Page	\$2,800 net	\$5,000 net
1/2 Page	\$2,200 net	\$4,400 net
1/4 Page	\$1,700 net	—

\*Pricing for two issues.

**COVER/PREFERRED POSITION RATES**

2nd Cover	\$1,750 net
3rd Cover	\$1,250 net
4th Cover	\$2,000 net

**CLOSING DATES**

Issue	Space & Payment	Material
All	12/6	12/14

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
King Page	10-1/4 x 14"
Junior Page	7-1/2 x 10"
3/4 Page (horizontal)	7-5/8 x 14"
3/4 Page (vertical)	10-1/4 x 7"
1/2 Page (horizontal)	10 x 7"
1/2 Page (vertical)	5 x 14"
1/4 Page	5 x 7"

Publication trims at 10-7/8 x 15", keep live matter 1/2" from trim.

**SWITCH-OUTS**

Ad units that are the same size may be changed for a \$1,000 additional one-time charge.

**WRAP-UP eBLAST**

Approximately one week after the conclusion of the GU Cancers Symposium, an e-mail blast including the full-text Daily News issues will be sent to attendees and ASCO members specializing in GU cancers. Your ad will receive additional reach to ASCO membership. Exclusive to one advertiser.

**2011 Stats**

**Total Sent:** 3,570

Placement	Cost
Leaderboard (728x90)	\$7,500 net

**MECHANICAL SPECIFICATIONS**

Dimensions	File Size
728x90 pixels	60 KB limit

**REQUIRED FILES**

JPG, GIF, Click-through URL. No Rich Media can be accepted.



GU Daily News eBLAST Screenshot

**BREAST CANCER SYMPOSIUM DAILY NEWS**



Direct access to attendees of the Breast Cancer Symposium and specialists that are ASCO members. The only official daily print publication. Available throughout the convention center, on the ASCO iLibrary app and online at [www.breastcancersymposium.org](http://www.breastcancersymposium.org). Symposium co-sponsors include ASTRO, ASBS, ASBD, and SSO.

All advertising is limited to companies exhibiting at the Breast Cancer Symposium and is subject to the approval of ASCO.

**GENERAL INFORMATION**

**Dates:** September 13th to 15th, 2012

**Location:** Marriott Marquis, San Francisco, CA

**DISPLAY RATES\***

Size	B/W	4-Color
King Page	\$4,575 net	\$6,865 net
3/4 Page (horizontal)	\$4,005 net	\$6,295 net
Junior Page	\$3,430 net	\$5,725 net
1/2 Page	\$2,860 net	\$5,150 net
1/4 Page	\$2,290 net	—

\*Pricing for two issues.

**COVER/PREFERRED POSITION RATES**

2nd Cover	\$1,750 net
3rd Cover	\$1,250 net
4th Cover	\$2,000 net

**CLOSING DATES**

Issue	Space & Payment	Material
All	7/16	7/23

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
King Page	10-1/4 x 14"
Junior Page	7-1/2 x 10"
3/4 Page (horizontal)	7-5/8 x 14"
3/4 Page (vertical)	10-1/4 x 7"
1/2 Page (horizontal)	10 x 7"
1/2 Page (vertical)	5 x 14"
1/4 Page	5 x 7"

Publication trims at 10-7/8 x 15", keep live matter 1/2" from trim.

**SWITCH-OUTS**

Ad units that are the same size may be changed for a \$1,000 additional one-time charge.

**WRAP-UP eBLAST**

Approximately one week after the conclusion of the Breast Cancer Symposium, an e-mail blast including the full-text Daily News issues will be sent to attendees and ASCO members specializing in breast cancers. Your ad will receive additional reach to ASCO membership. Exclusive to one advertiser.

**2011 Stats**

Total Sent: 6,512

Placement	Cost
Leaderboard (728x90)	\$7,500 net

**MECHANICAL SPECIFICATIONS**

Dimensions	File Size
728x90 pixels	60 KB limit

**REQUIRED FILES**

JPG, GIF, Click-through URL. No Rich Media can be accepted.



Breast Daily News eBlast Screenshot

**SCHEDULE OF MEETINGS**

Meetings	Location	Dates
GI Cancers Symposium	San Francisco, CA	January 19-20
STS Annual Meeting	Fort Lauderdale, FL	January 29-31
GU Cancers Symposium	San Francisco, CA	February 2-3
ASPO Annual Meeting	Washington, DC	March 3-6
SSO Annual Meeting	Orlando, FL	March 22-24
AACR Annual Meeting	Chicago, IL	March 31-April 4
ASPHO Annual Meeting	New Orleans, LA	Mat 10-11
ASCO Annual Meeting	Chicago, IL	June 2-4
BOA Chicago	Chicago, IL	July 12
BOA Boston	Boston, MA	August 3
BOA San Diego	San Diego, CA	August 10
Breast Cancer Symposium	San Francisco, CA	September 13-15
ECCO/ESMO Congress	Vienna, AUT	September 28-Oct. 3
SIOP Annual Meeting	London, UK	October 5-8
ASCO-NCI-EORTC Meeting	Hollywood, FL	October 11-12
ASTRO Annual Meeting	Boston, MA	October 28-Nov. 1
ASCO QC Symposium	San Diego, CA	November 31-Dec. 1
ASH Annual Meeting	Atlanta, GA	December 8-11

**BOARD CERTIFICATION**

Medical Oncology	13,815	32.94%
Internal Medicine	11,182	26.67
Hematology	6,852	16.34
Radiation Oncology	1,998	3.36
Surgery/Surgical Oncology	1,761	4.20
Other	1,408	3.36
Pediatrics/Pediatric Oncology	1,046	2.49
Gynecologic Oncology	649	1.55
Laboratory Research	574	1.37

**PRIMARY FOCUS OF PROFESSIONAL ACTIVITY**

General Oncology	6,782	10.75%
Breast Cancer	6,059	9.61
Leukemia/Lymphoma/Myeloma/MDS	5,778	9.16
Medical Oncology	4,252	6.74
Clinical Trials/Biostatistics/Epidemiology	4,186	6.64
Lung Cancer	3,685	5.84
Gastrointestinal Cancer	3,599	5.71
Genitourinary Cancer	1,820	2.89
Gyn Cancer	1,713	2.72
Pharm/Drug Development	1,701	2.70
Tumor/Molecular Biology/Growth Factors	1,547	2.45
Liver and Pancreas Tumors	1,354	2.15
Surgical Oncology	1,255	1.99
Head and Neck Cancer	1,183	1.88
Radiation Oncology	1,125	1.78

**PRIMARY SPECIALTY**

Medical Oncology/Hematology	8,445
Medical Oncology (only)	6,514
Surgery/Surgical Oncology	2,895
Radiation Oncology	2,172
Pediatric Oncology	1,447
Other	2,895

**ASSOCIATION MEMBERSHIP\***

American Society of Hematology	6,968	19.21%
American College of Physicians	4,668	12.87
American Association for Cancer Research	4,420	12.18
American Medical Association	4,087	11.26
European Society for Medical Oncology	3,232	8.91
American Society for Therapeutic Radiology	2,039	5.62
American College of Surgeons	1,548	4.27
Society of Surgical Oncology	1,150	3.17
Arizona Oncology Associates	1,131	3.12
Japan Society of Clinical Oncology	628	1.73

**PRACTICE LOCATION**

Academic Medical Center/University	10,555	35.12%
Private Practice (Office or Hospital Based)	10,270	34.18
Training Program	4,455	14.82
Pharmaceutical/Biotech Company	3,090	10.28

**YEARS IN PRACTICE\***

1 to 5 years	26.0
6 to 10 years	7.0
11 to 15 years	4.0
16 to 20 years	4.0
21 to 25 years	9.0
26 to 30 years	9.0
30+ years	30.0

**PATIENTS SEEN WEEKLY\***

Less than 20	22.0
20 to 40	36.0
41 to 60	22.0
61 to 80	9.0
81 to 100	9.0
Over 100	3.0

\*Source: Matalia Group, members may choose more than one category, not all give a response. All statistics given are as of July 1, 2011.