



Journal of Clinical Oncology (JCO) serves its readers as the single most credible, authoritative resource for disseminating significant clinical oncology research. In print and in electronic format, JCO strives to publish the highest quality articles dedicated to clinical research.

Original Reports remain the focus of JCO, but this scientific communication is enhanced by appropriately selected Editorials, Commentaries, Reviews, and other articles that relate to the care of patients with cancer.

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GENERAL INFORMATION

Frequency: Three times monthly (36 times a year); on the 1st, 10th, and 20th each month.

Mail class: Periodicals postage; mails polybagged.

Established: 1983

Editorial: JCO presents peer-reviewed original research, invited review articles, and other article types directed to the practicing oncologist, fellows, residents, and researchers.

Requirement for acceptance of all advertising: Subject to approval of ASCO. The publisher must receive new advertisements for review two weeks before the closing date. Publisher reserves the right to label any advertisement as such for any ads that contain significant editorial content or that resemble text pages.

JCO EDITORIAL OVERVIEW

Impact Factor in 2011: JCO's Impact Factor has increased, for the sixth year in a row, to 18.970, ranking it fourth among 184 oncology journals surveyed, and first among peer-reviewed clinical journals.

Acceptance of articles to online publication time: 65 days

Acceptance of articles to print publication time: 106 days

Submissions in 2011: 5,024 articles

Average number of articles per issue: 25

Manuscript acceptance rate: 15% (Overall)

Manuscript acceptance rate: 10% (Original Reports)

CIRCULATION: 23,809



The single most credible, authoritative resource for disseminating significant clinical oncology research.*

- #1 in Total Readers
- #1 in Average Issue Readers
- #1 in High Readers
- #1 in Average Page Exposures

*Kantar Media, June 2011 Medical/Surgical Study

LINE RATES

Words	1 Ad	2 Ads	3 Ads
1-100	\$ 585	\$1,065	\$1,535
101-200	\$ 770	\$1,240	\$1,715
201-300	\$ 945	\$1,415	\$1,895
301-400	\$1,125	\$1,590	\$2,070

INFORMATION

PRE-PAYMENT IN FULL IS REQUIRED WITH ALL ADS (all major credit cards accepted). Checks should be made payable to ASCO and must be received before ad is placed. All line ads will be placed in the first available print issue (10-day run) and also will be placed online (10-day run). The ad may either be placed online the same date as the print date, or as soon as possible. Line ads are listed alphabetically by state and are NONCOMMISSIONABLE. Please specify the state under which the advertisement should appear, and in which print issues it should appear. Salary amounts may NOT be included in the print version of the ad.

LINE AD OPTIONS

Bold Type	\$45 per issue
Boxed	\$80 per issue
Blind	\$45 per issue

DISPLAY RATES (COST PER ISSUE)

Freq.	1 Page	1/2 Page	1/4 Page
1x	\$3,335	\$2,180	\$1,285
3x	\$3,290	\$2,095	\$1,255
6x	\$3,220	\$2,040	\$1,230
12x	\$3,140	\$1,940	\$1,185

INFORMATION

Display space is available for greater visibility or additional space for the message. PRE-PAYMENT IN FULL IS REQUIRED WITH ALL ADS. Display ads are commissionable. Display ads may be placed online. Please specify format, and in which print issues the ad should appear.

COLOR RATES (PER PAGE)

Standard	\$1,050
Matched	\$1,130
3/4 Color	\$2,835

ONLINE DISPLAY RATES*

1 Page	\$ 685 for 10 days
1/2 Page	\$ 455 for 10 days
1/4 Page	\$ 225 for 10 days

*Total word count must be 400 words or less and must be purchased with display print ad.

CLOSING DATES*

Issue Date	Line	Display
January	1st	12/1
	10th	12/10
	20th	12/20
February	1st	1/1
	10th	1/10
	20th	1/20
March	1st	2/1
	10th	2/10
	20th	2/20
April	1st	3/1
	10th	3/10
	20th	3/20
May	1st	4/1
	10th	4/10
	20th	4/20
June	1st	5/1
	10th	5/10
	20th	5/20
July	1st	6/1
	10th	6/10
	20th	6/20
August	1st	7/1
	10th	7/10
	20th	7/20
September	1st	8/1
	10th	8/10
	20th	8/20
October	1st	9/1
	10th	9/10
	20th	9/20
November	1st	10/1
	10th	10/10
	20th	10/20
December	1st	11/1
	10th	11/10
	20th	11/20

*Cancellation requests must be confirmed in writing and will be honored for the next applicable issue. There are no refunds.

CURRICULUM VITAE SEARCHES*

1 month	\$ 330
3 months	\$ 665
6 months	\$ 995
12 months	\$1,325

*Available at the Oncology Career Center, careers.jco.org.

BONUS DISTRIBUTION

Meetings	Location	Issue Date
Gastrointestinal Cancers Symposium	San Francisco, CA	January 10
Genitourinary Cancers Symposium	San Francisco, CA	February 1
ASCO Annual Meeting	Chicago, IL	June 1
Breast Cancer Symposium	San Francisco, CA	September 10
ECCO/ESMO Congress	Vienna, AUT	September 20
ASH Annual Meeting	Atlanta, GA	December 1

MECHANICAL SPECIFICATIONS

Size	Dimensions
Full Page	6.8 x 9.175"
Half Page (horizontal)	6.8 x 4.45"
Half Page (vertical)	3.25 x 9.175"
Quarter Page	3.25 x 4.45"

ELECTRONIC AD SUBMISSION

Display ads must be submitted as PDF files, preferably 600 dpi minimum. If an ad is being placed online as well, a Word-friendly format of the text must be included.

Email the PDF to Sandy Bredlow at sandy.bredlow@wt-group.com. Ads may be submitted on CD-ROM. WinZip and StuffIt are the only acceptable compression techniques.

ASCO CAREER FAIR

The ASCO Career Fair is an incredible opportunity for your companies to directly recruit the top cancer specialists in the world.

The Career Fair is held during the ASCO Annual Meeting. The 2012 meeting will be held at the McCormick Convention Center, in Chicago, IL on Saturday, June 2nd and Sunday, June 3rd, from 9 AM to 5 PM.

BOOTHS ARE LIMITED and may be reserved on a first-come, first-served basis, so book a reservation now.

If you are not able to attend the meeting, but would like to participate, the Virtual Meeting Package gives companies the opportunity to have a recruitment message in front of all the attendees at the ASCO Career Fair, without having a booth at the Career Fair.

CREATIVE APPROVAL

E-mail alerts are sent to 34,911 recipients every 10 days and 2 days prior to publication date.

Banners 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. Banners are sold on a first-come, first-served basis.

eTOC FEATURE JOB POSTING RATES

10-day feature ad online with logo and link to web site. Must be purchased with a print/online package.

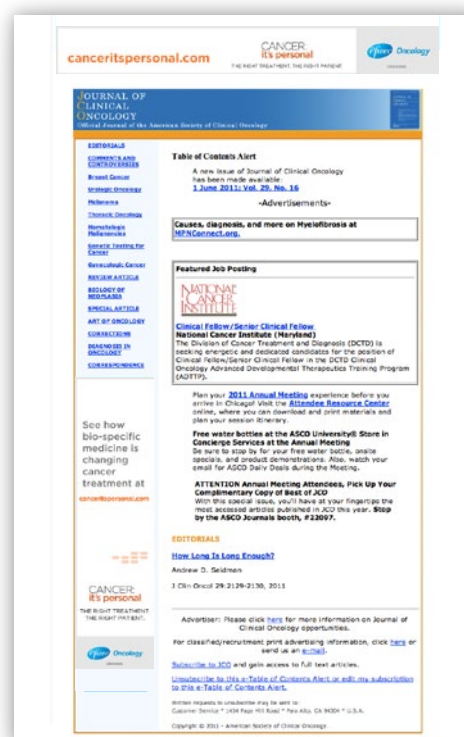
Position	Cost
Logo	\$400/10 days

MECHANICAL SPECIFICATIONS

Dimensions	File Size
126x61 pixels maximum	40 KB limit

CREATIVE APPROVAL

ASCO reserves the right to approve all ad creatives that will run in the JCO eTOC Feature Job Posting. ASCO reserves the right to reject any creative that does not follow ASCO's specifications.



JCO eTOC Screenshot

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 & Specialties)	1,761	4.20
Other	1,408	3.36
Pediatrics (Pediatric Oncology & Specialties)	1,046	2.49
Gynecologic Oncology	649	1.55
Laboratory Research	574	1.37
Pharmacology (Clinical)	325	0.78
Oncology Nursing	284	0.68
Biostatistics/Epidemiology	263	0.63
Pathology	255	0.61
Urology/Urologic Oncology	226	0.54
Gastroenterology	209	0.50

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 (not Liver & Pancreas)	3,599	5.71
Genitourinary Cancer	1,820	2.89
Gyn Cancer	1,713	2.72
Pharmaceutical/Drug Development	1,701	2.70
Tumor Biology/Molecular Biology/Growth Factors/Cytokines	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

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
Government Agency	643	2.14
Staff Model HMO	444	1.48

ASSOCIATION MEMBERSHIP*

American Society of Hematology	6,968	19.21%
American College of Physicians-American Society of Internal Medicine	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 of Therapeutic Radiology and Oncology	2,039	5.62
American Cancer Society	1,548	4.27
Society of Surgical Oncology	1,150	3.17
American Osteopathic Association	1,131	3.12

YEARS IN PRACTICE*

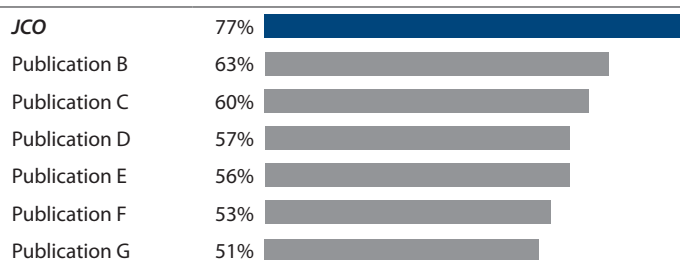
1 to 5 years	26.0
6 to 10 years	7.0
11 to 15 years	4.0
16 to 20 years	4.0
21 to 25 years	9.0
26 to 30 years	9.0
30+ years	30.0

PATIENTS SEEN WEEKLY*

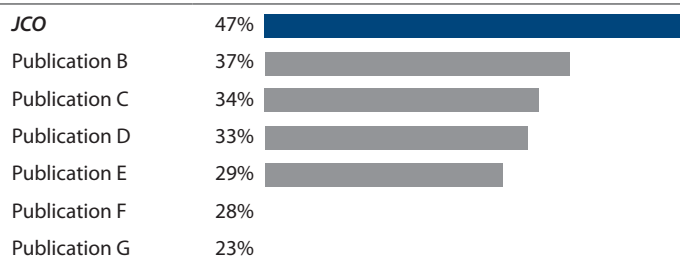
Less than 20	22.0
20 to 40	36.0
41 to 60	22.0
61 to 80	9.0
81 to 100	9.0
Over 100	3.0

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

OFFICE/HOSPITAL-BASED READERSHIP



OFFICE/HOSPITAL-BASED EXPOSURES



*Source: Kantar Media, Focus Study, June 2011.