



Journal of Oncology Practice (JOP) serves as the authoritative forum dedicated to the mission of providing practitioners in all settings with key information regarding delivery of care. The Journal covers topics ranging from health service and outcomes research, to practice efficiency and management.

JOP presents information and data that assist practices in adapting to changes in health care policy, and seeks to evaluate and analyze the pressures brought to bear by changes in

the always evolving oncology workforce.

GENERAL INFORMATION

Frequency: Bi-monthly (6 times/year in odd numbered months).

Mail class: Periodicals postage; mails polybagged with *JCO*.

Established: 2005

Editorial: *JOP* presents timely peer-reviewed information directed to physicians, nurses, and practice administrators.

Requirement for acceptance of all advertising: Subject to approval of ASCO. The publisher must receive new advertisements for review two weeks before 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.

ARTICLE SUBMISSION FACTS

Acceptance of articles to publication time: 62 days

Submissions in 2011: 256 articles

Average number of articles per issue: 25

Manuscript acceptance rate: 65% (Overall)

CIRCULATION: 16,883



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The mission of *JOP* is to be the authoritative resource for oncology practices. Practice is often thought of as community practice, but the journal's focus is on oncology practice in whatever setting it is provided, whether it be a community practice, an academic practice, or an institutional-based practice. All of these practice settings have in common the need for a resource like *JOP*.

RUN OF BOOK (ROB) B/W RATES

Freq.	1 Page	1/2 Page	1/4 Page
1x	\$2,935	\$1,920	\$1,140
6x	\$2,845	\$1,795	\$1,110
12x	\$2,780	\$1,755	\$1,080
24x	\$2,680	\$1,710	\$1,055
36x	\$2,575	\$1,680	\$1,035
48x	\$2,525	\$1,610	\$1,005
60x	\$2,480	\$1,585	\$ 975
72x	\$2,445	\$1,575	\$ 930
96x	\$2,380	\$1,500	—
120x	\$2,345	\$1,470	—
144x	\$2,320	\$1,450	—
170x	\$2,245	\$1,415	—
194x	\$2,210	\$1,395	—
216x	\$2,180	\$1,365	—
242x	\$2,145	\$1,350	—
268x	\$2,115	\$1,325	—

COLOR RATES (PER PAGE)

Standard	\$ 920
Matched	\$ 995
3/4 Color	\$2,500

INSERT RATES

Freq.	2 Page	4 Page	6 Page
1x	\$8,805	\$14,675	\$20,545
6x	\$8,535	\$14,225	\$19,915
12x	\$8,340	\$13,900	\$19,460
24x	\$8,040	\$13,400	\$18,760
36x	\$7,725	\$12,875	\$18,025
48x	\$7,575	\$12,625	\$17,675
60x	\$7,440	\$12,400	\$17,360
72x	\$7,335	\$12,225	\$17,115
96x	\$7,140	\$11,900	\$16,660
120x	\$7,035	\$11,725	\$16,415
144x	\$6,960	\$11,600	\$16,240
170x	\$6,735	\$11,225	\$15,715
194x	\$6,630	\$11,050	\$15,470
216x	\$6,540	\$10,900	\$15,260
242x	\$6,435	\$10,725	\$15,015
268x	\$6,345	\$10,575	\$14,805

COVER/PREFERRED POSITION RATES*

Journal Mark	\$19,025 Gross
2nd or 4th Cover	Earned rate plus 50%
Opposite TOC	Earned rate plus 30%
Following TOC	Earned rate plus 10%
Facing First Editorial	Earned rate plus 10%

*Non-cancellable, 10% penalty applied

CLOSING DATES*

Issue Date	Space	Material	Inserts
January/February	11/30	12/6	12/14
March/April	2/1	2/6	2/14
May/June	4/1	4/7	4/14
July/August	6/2	6/6	6/13
September/October	8/1	8/6	8/14
November/December	10/1	10/6	10/14

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

BONUS DISTRIBUTION

Meetings	Location	Issue Date
Gastrointestinal Cancers Symposium	San Francisco, CA	Nov/Dec
Genitourinary Cancers Symposium	San Francisco, CA	Jan/Feb
ASCO Annual Meeting	Chicago, IL	May/Jun
Breast Cancer Symposium	San Francisco, CA	Jul/Aug
ECCO/ESMO Congress	Vienna, AUT	Sep/Oct
ASH Annual Meeting	Atlanta, GA	Nov/Dec

INCENTIVE PROGRAM

Advertise a product 5 times and receive the 6th insertion free. All ads, including the free ad, must be for the same product. If the ads vary in size, the least expensive ad qualifies for the free ad.

MATCHING PAGE DISCOUNT PROGRAM

Each product advertising in *JCO* during the same month it advertises in *JOP* will receive a \$500 per page discount in *JOP*. Discount is based on the matching number of pages in *JCO* and *JOP* in a given month.

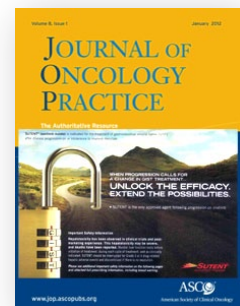
AGENCY COMMISSION: 15%

Color and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). No extra charges are commissionable.

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"
Cover tip	8 x 5-1/2"

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



Cover tip Example

INSERT REQUIREMENTS

2-page insert: 8-3/8 x 11-3/16"
 4-page insert: 17 x 11-3/16"

Trimming: 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert.

Stock: 80 lb. text stock maximum.

Quantity: 20,000 per issue.

PAPER STOCK

Cover 100 lb Sterling with aqueous coating; Inside pages 40 lb Groundwood Coated. Four-color process available.

BINDING

Perfect.

ELECTRONIC AD SUBMISSION

JOP 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: send-files**. Be sure to use passive FTP if prompted.

Find the folder for *JOP* and the issue date for the ad, and copy the high-res PDF into that file. Send an email to the Print Production Manager, Roland Keve, at roland.keve@wt-group.com indicating that the materials have been uploaded.

If the file size is less than 10 MB, the PDF can be sent to the above email address. Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

SHIPPING INFORMATION

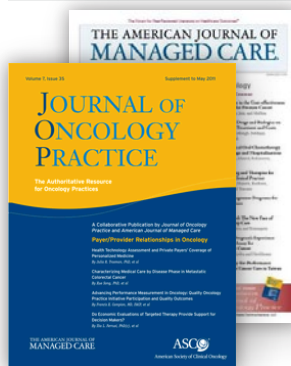
For inserts:

Cadmus Communications
 Attn: *JOP* (Month/Quantity)
 2901 Byrdhill Road
 Richmond, VA 23228

For all other material:

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

SPECIAL SUPPLEMENT ADVERTISING*



ASCO is pleased to announce a collaboration between *American Journal of Managed Care* and *Journal of Oncology Practice* to produce a supplement on the subject of payer/provider relationships for the second straight year.

Contact John Malamphy (john.malamphy@wt-group.com) or Kim Kleinberg (kim.kelinberg@wt-group.com) for current rates and more information.

*Cover-tips are not included with this incentive.

EARNED RATE DISCOUNT POLICY

Frequency rates are based on insertion orders submitted. Advertisers who contract for a specific frequency or discount program but do not meet those terms within the contract period will be short-rated. Clients will be required to remit the difference within 30 days of receipt of invoice.

Advertisers who exceed their contracted frequency are eligible to be re-rated on future advertising placed. No cash rebates are paid if a greater frequency rate is attained over the contracted number.

BULK SUBSCRIPTIONS

JOP bulk subscriptions can enhance practice efficiency by providing information that will ensure the highest quality patient care. Throughout the year, topics and columns will cover Medicare, clinical trials, new chemotherapy administration codes, and much more.

Print/Online	1-19	20-99	100-299	Over 300
Domestic	\$125.00	\$106.25	\$ 93.75	\$ 75.00
International	\$145.00	\$123.25	\$108.75	\$ 87.00
Online Only				
Domestic/Int'l	\$112.00	\$ 95.20	\$ 84.00	\$ 67.20

STANDARD WEB SITE RATES

Position	Cost
JOP Web site full circulation	\$60.00 CPM
JOP Web site international geotargeting	\$60.00 CPM
JOP Web site domestic geotargeting	\$70.00 CPM

A minimum purchase of 10,000 impressions in required for all campaigns.

3rd Party Report Fee: Add \$10 CPM if providing WTG with a 3rd party impression report to generate billing numbers. Otherwise ASCO impression reports will be used.

REQUIRED WEB SITE FILES

JPG, GIF, rich media, 3rd Party Tag, click-through URL. All rich media is accepted. Third party serving is allowed.

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

eTOC RATES

Position	Cost
Current and future eTOC leaderboard	\$3,000 net/issue
Current and future eTOC skyscraper	\$3,000 net/issue

REQUIRED eTOC FILES

JPG, GIF, click-through URL. No rich media can be accepted.

MECHANICAL SPECIFICATIONS

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

AGENCY & ADVERTISER REQUIREMENTS

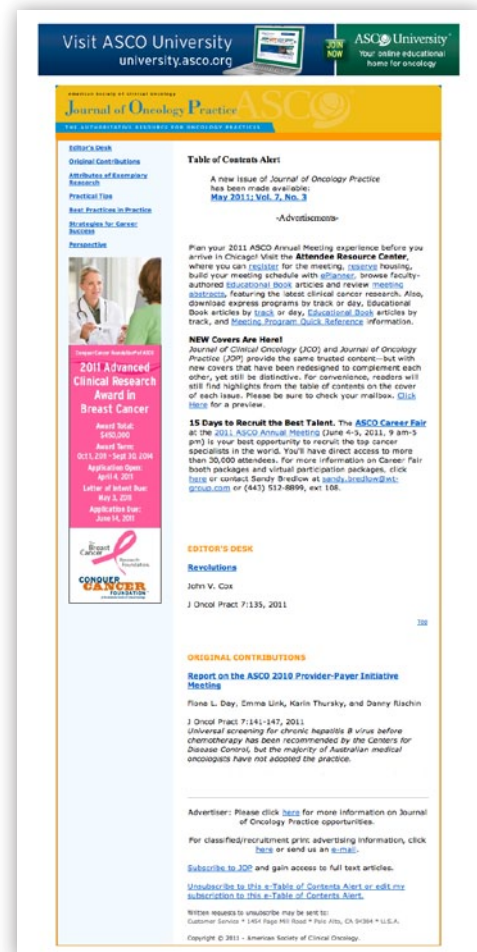
An agency or advertiser generated insertion order is required for each banner ad placed. Must include the flight dates, CPM and special instructions.

All cancellations and revisions must be received in writing from the advertiser or agency and is not valid unless signed by a WTG representative.

ASCO reserves the right to approve all ad creatives that will run on the JOP Web site and eTOC. ASCO reserves the right to reject any creative that does not follow ASCO's specifications.



JOP Web Site Screenshot



JOP eTOC Screenshot

MOBILE PACKAGE RATE

This opportunity will only be sold to four companies at \$50,000 each (\$4,166 per month) and includes both the iPad and iPhone.

All four companies share the app loading screen and the article loading screen. The companies will share a 25% SOV on the main menu box ad and menu banner ad. The box and banner ads may be a corporate or product ad that may link to full screen product ads with a click-through URL.

Each company will also receive 36 additional pages towards the earned frequency rate in the print edition of JOP and JCO.

Ad Type	SOV	Cost (per year)
Loading screen exclusive	100% shared	
Article loading screen exclusive	100% shared on iPad, 25% on iPhone	\$50,000 net
Main menu banner	25%	
Main menu box	25%	

MECHANICAL SPECIFICATIONS*

Ad Type	Dimensions
Corporate logo	White and RGB EPS vector file
Banner ad	320x50 pixels (640x100 pixels for Retina display)
Box ad	320x240 pixels (640x480 pixels for Retina display)

*320 pixels is the full width of the iPhone/iPod Touch screen in portrait. Retina display sizes are double both dimensions.

AD CREATIVE TYPES

Corporate logos: These corporate logos will appear immediately following the app launch screen when the app is first opened.

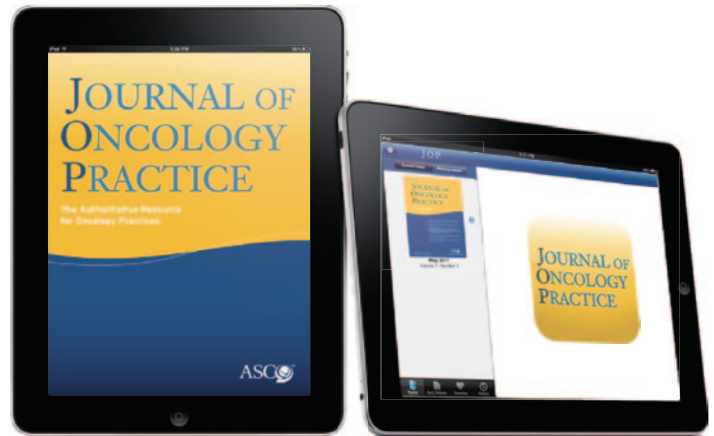
Banner ads: A user taps on these ads to learn more; the ad may expand when tapped, display full-screen browser, or launch a video.

Loading screen ads: These corporate logos appear at the bottom of the loading screen page that appears as a new article is being propagated on the user's device.

REQUIRED FILES

Banner graphics in PNG format in standard and 2x retina sizes. Corporate logos in EPS vector format.

Any action-specific information (mobile site URL, video URL, destination phone number, enlarged image, etc.)



Mobile App iPad Screenshots



Mobile App iPod Touch and iPhone Screenshots

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.

DOMESTIC DISTRIBUTION (16,165 TOTAL)

Alabama	159	0.98%
Arkansas	82	0.50
Arizona	250	1.53
California	1,857	11.39
Colorado	230	1.41
Connecticut	292	1.79
Washington D.C.	91	0.56
Deleware	53	0.33
Florida	873	5.36
Georgia	355	2.18
Illinois	677	4.15
Indiana	291	1.79
Iowa	114	0.70
Kansas	112	0.69
Kentucky	148	0.91
Louisiana	144	0.88
Maine	59	0.36
Maryland	603	3.70
Massachusetts	795	4.88
Michigan	458	2.81
Minnesota	310	1.90
Mississippi	63	0.39
Missouri	263	1.61
Nebraska	106	0.65
Nevada	75	0.46
New Hampshire	70	0.43
New Jersey	743	4.56
New Mexico	71	0.44
New York	1,409	8.64
North Carolina	549	3.37
Ohio	555	3.40
Oklahoma	102	0.63
Oregon	166	1.02
Pennsylvania	970	5.95
Rhode Island	62	0.38
South Carolina	140	0.86
Tennessee	341	2.09
Texas	1,240	7.61
Utah	83	0.51
Virginia	310	1.90
Washington	366	2.25
Wisconsin	272	1.67
West Virginia	66	0.40
Other	259	1.59

INTERNATIONAL DISTRIBUTION (718 TOTAL)

Argentina	9	1.58%
Austrailia	36	6.32
Austria	6	1.05
Belgium	13	2.28
Brazil	58	10.18
Canada	57	10.00
China	13	2.28
France	27	4.74
Germany	32	5.61
Greece	6	1.05
India	15	2.63
Ireland	5	0.88
Italy	21	3.68
Japan	79	13.86
Lebanon	5	0.88
Mexico	16	2.81
Netherlands	9	1.58
New Zealand	9	1.58
Saudi Arabia	6	1.05
Singapore	6	1.05
South Korea	14	2.46
Spain	13	2.28
Switzerland	17	2.98
Taiwan	8	1.40
Thailand	5	0.88
United Kingdom	17	2.98
Other	68	11.93