

ASCO's diverse network of more than 40,000 oncology professionals recognizes ASCO's dedication to provide the highest-quality resources in education, policy, the pioneering of clinical research, and above all, advancing the care for patients with cancer. ASCO is unique in that we are the only organization that encompasses all oncology subspecialties, allowing our members to grow from the professional and personal expertise of their colleagues worldwide and across disciplines. International members make up approximately one-third of the Society's total membership and represent more than 150 countries. ASCO offers a variety of membership categories designed to fit your career stage and specific needs. ASCO offers numerous membership categories and benefits.

The **Oncology Career Fair** offers a convenient way for Meeting attendees to explore available career options with representatives from hospitals, academic institutions, private practices, and leading firms in the field of oncology. Job seekers will learn about new job openings, meet face-to-face with recruiters, and schedule personal interviews in the employers' private interviewing rooms.

## PUBLISHING OFFICE

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

**Stephen Cannistra, MD**  
JCO, Editor-in-Chief

**David Kerr, MD, DSc**  
JGO, Editor-in-Chief

**David Sampson**  
Publisher

## ADVERTISING OFFICE

**WTG**  
The Walchli Tauber Group, Inc.  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015  
Tel (443) 512-8899, Fax (443) 512-8909  
[www.wt-group.com](http://www.wt-group.com)

**Karen Burkhardt**  
Classified Advertising Sales Manager  
Ext 108, [karen.burkhardt@wt-group.com](mailto:karen.burkhardt@wt-group.com)

**Maura Paoletti**  
Print Production Manager  
Ext 110, [maura.paoletti@wt-group.com](mailto:maura.paoletti@wt-group.com)

## Table of Contents

Click the links above to jump to the desired page

### Print Classified Opportunities

- JCO Line Advertising
- JCO Classified Display Advertising

### Online Classified Opportunities

- Online Job Postings
- Journal eTOC Featured Job Postings

### ASCO Career Fair

- Career booths

Volume 35, Issue 31  
November 1, 2017

# JOURNAL OF CLINICAL ONCOLOGY

Official Journal of the American Society of Clinical Oncology

**Featured Content:**  
*ASCO Special Article*  
Patient-Clinician Communication: American Society of Clinical Oncology Consensus Guideline  
*T. Gilligan et al*

**Obinutuzumab or Rituximab Plus CHOP in Previously Untreated Diffuse Large B-Cell Lymphoma.** Li, Vlahos et al. Editorial: A. Goy

**Randomized Phase II Study of R-CHOP With or Without Bortezomib in Previously Untreated Patients With Non-Germinal Center B-Cell-Like Diffuse Large B-Cell Lymphoma.** Li, Leonard et al. Editorial: A. Goy

**Off the Shelf Virus-Specific T Cells to Treat BK Virus, Human Herpesvirus 6, Cytomegalovirus, Epstein-Barr Virus, and Adenovirus Infections After Allogeneic Hematopoietic Stem-Cell Transplantation**  
L. Zanou et al

**Efficacy of Trifluoperazine in Preventing Chemotherapy-Induced Delayed Nausea and Vomiting From Highly Emetogenic Chemotherapy.** L. Zhang et al  
Editorial: R. J. Rudy et al

**Human Papillomavirus Vaccination Rates in Young Cancer Survivors.** J.L. Kitchy et al

**Nintedanib Plus Pembrolizumab/Cisplatin in Patients With Malignant Pleural Mesothelioma.** F. Grosso et al

ASCO

# JCO™ CLINICAL CANCER INFORMATICS

An American Society of Clinical Oncology® Journal

**Headline: NPIV Data Collection and Missing Data**  
Richard S. Heston et al

**Chart Review versus Retrospective Approach to Evaluate Chemotherapy**  
Ben Yu et al

**Reporting Marginal Status in Biologic Research**  
Richard S. Heston et al

Cancer Research and Biostatistics  
Editor: Bruce G. Heston et al

ASCO

# jgo

Journal of Global Oncology

AN AMERICAN SOCIETY OF CLINICAL ONCOLOGY JOURNAL

OCTOBER 2017 | Volume 3, Issue 5

**Commentary: Tale of Two Fellows**  
R. Parshouse et al

**Special Article: Primary Prevention of Cervical Cancer: ASCO Resource-Stratified Guideline**  
S. Arrossi et al

**Special Article: Secondary Prevention of Cervical Cancer: ASCO Resource-Stratified Clinical Practice Guideline**  
Arrossi et al

ASCO

# JCO™ PRECISION ONCOLOGY

An American Society of Clinical Oncology® Journal

**ASCO Special Article: Primary Prevention of Cervical Cancer: ASCO Resource-Stratified Guideline**  
S. Arrossi et al

**ASCO Special Article: Secondary Prevention of Cervical Cancer: ASCO Resource-Stratified Clinical Practice Guideline**  
Arrossi et al

ASCO

**NO RATE INCREASE**



**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.

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

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

**Circulation:** 26,322 (17,464 US recipients)

**LINE AD PACKAGES**

**Pre-payment in full is required with all ads.** Checks should be made payable to ASCO and must be received before ad is placed. Major credit cards accepted.

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 non-commissionable. Please specify the state under which the advertisement should appear, and in which print issues it should appear.

Posting may be allowed to 600 words maximum. CV/Resume database search included; searchable during length of job posting.

1 print issue & 10 days online	\$1,135
2 print issues & 20 days online	\$1,650
3 print issues & 30 days online	\$2,160

**LINE AD OPTIONS**

Bold Type	\$50 per issue
Boxed	\$100 per issue
Blind	\$50 per issue

**DISPLAY RATES**

**Pre-payment in full is required with all ads.**

Display space is available for greater visibility or additional space for the message. Display ads are commissionable. Display ads may be placed online. Please specify format, and in which print issues the ad should appear.

Frequency	1 Page	1/2 Page	1/4 Page
1x	\$3,645	\$2,380	\$1,405
3x	\$3,595	\$2,285	\$1,370
6x	\$3,518	\$2,230	\$1,345
12x	\$3,430	\$2,120	\$1,330

**COLOR RATES (PER PAGE)**

Standard	\$1,150
Matched	\$1,230
3/4 Color	\$3,095

**CLOSING DATES\***

Issue Date	Line	Display
Jan	1st	12/1
	10th	12/10
	20th	12/20
Feb	1st	1/1
	10th	1/10
	20th	1/20
Mar	1st	2/1
	10th	2/10
	20th	2/20
Apr	1st	3/1
	10th	3/10
	20th	3/20
May	1st	4/1
	10th	4/10
	20th	4/20
Jun	1st	5/1
	10th	5/10
	20th	5/20
Jul	1st	6/1
	10th	6/10
	20th	6/20
Aug	1st	7/1
	10th	7/10
	20th	7/20
Sep	1st	8/1
	10th	8/10
	20th	8/20
Oct	1st	9/1
	10th	9/10
	20th	9/20
Nov	1st	10/1
	10th	10/10
	20th	10/20
Dec	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.

**JCO BONUS DISTRIBUTION**

Meeting	Dates	Issue
Gastorintestinal Symposium	January 18-20	January 10
ASCO-SITC Immuno Onc Symposium	January 25-27	January 20
Genitourinary Symposium	February 8-10	February 1
Thoracic Cancers Symposium	March 16-18	March 10
ASCO Annual Meeting	June 1-5	May 20 June 1
ESMO	October 19-23	August 20
SABCS Breast Cancer Symposium	December 5-9	November 10
American Society of Hematology	December 1-4	November 20

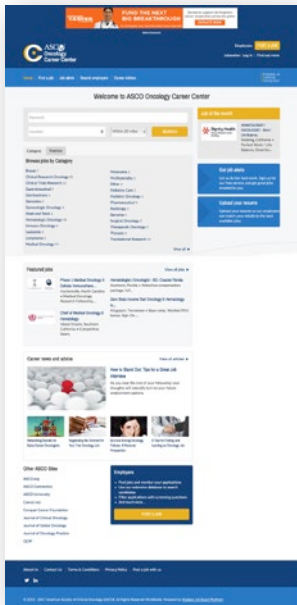
**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Full page	6.8 x 9.175"
1/2 page (horizontal)	6.8 x 4.45"
1/2 page (vertical)	3.25 x 9.175"
1/4 page	3.25 x 4.45"

**ELECTRONIC AD SUBMISSION**

JCO 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.

Send an email to the Classified Sales Manager, Karen Burkhardt, at [karen.burkhardt@wt-group.com](mailto:karen.burkhardt@wt-group.com).



**ASCO Career Center website (careercenter.asco.org)** offers employers and recruiters 24/7 online access to post jobs and search resumes for quality candidates. Jobseekers are able to upload resumes and search job postings.

ASCO, a leading force in the oncology field, offers online/print packages to aid in your search for accomplished job candidates. Combining ASCO Online Career Center website and Journal of Clinical Oncology print gives you full exposure to a highly qualified extensive candidate base to achieve your employment goals.

Average impressions: 55,000 per month

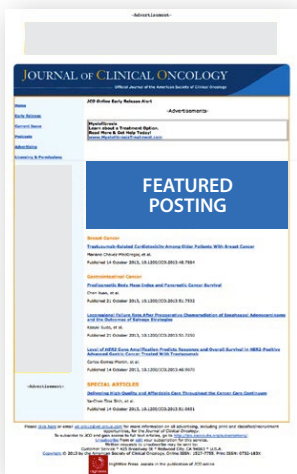
**ONLINE DISPLAY RATES\***

1 Page	\$745 for 10 days
1/2 Page	\$500 for 10 days
1/4 Page	\$240 for 10 days

\*Total word count must be 600 words or less and must be purchased with display print ad.

**DISPLAY UPGRADES**

Premium Jobs	\$105
Top Job	\$205
Featured Jobs	\$260
Featured Employers	\$410
Job of the Month	\$510



**JCO eTOC Featured Job Postings** are located near the top of page of each JCO eTOC which is sent three times per month. The featured job posting offer a logo, job title, city/state, and a brief description of the job opportunity. A logo will be linked directly to a website for added visibility and a link to the job posting on the ASCO Career Center website. Only three job opportunities will be featured per email alert.

All feature job posting must be purchased via the print and online package. Sold on first-come, first-served basis.

Average sent: 42,766 (27,798 US) per email

Average open rate: 23.00%

**EMAIL RATES**

Featured posting	\$400 net/issue
------------------	-----------------

**REQUIRED EMAIL FILES**

JPG, static GIF, Click-through URL. Job title, city/state, and a brief description of job opportunity.



**JGO eTOC Featured Job Postings** offer international exposure and like the JCO job positings, are located near the top of page of each email alert which offers a logo, job title, city/state, and a brief description of the job opportunity. A logo will be linked directly to a website for added visibility and a link to the job posting on the ASCO Career Center website. Only three job opportunities will be featured per email alert.

All feature job posting must be purchased via the print and online package. Sold on first-come, first-served basis.

Average sent: 43,000 (26,000 US) per month

Average open rate: 21.00%

**EMAIL RATES**

Featured posting	\$200 net/issue
------------------	-----------------

**REQUIRED EMAIL FILES**

JPG, static GIF, Click-through URL. Job title, city/state, and a brief description of job opportunity.



**ASCO Career Fair** offers employers unparalleled opportunities to directly recruit cancer specialists and minimize recruiting expenses. During the 2-day event your company's dedicated booth space located in the Oncology Professionals Hall, Career Fair Section, will allow you to conduct multiple interviews with oncology professionals. A complete package is available to assist you before, during, and after the ASCO Annual Meeting in finding high caliber candidates.

**Dates:** June 2 to 3, 2018, 9AM to 5PM

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

**Attendance:** ASCO Annual Meeting attendees

Booth exhibit space is limited and may be reserved on a first come, first served basis, so book a reservation now. Each Career Fair Booth package includes each of the following:

- » An 8 x 10 foot carpeted booth with 8 foot high back drape and 3 foot high side drape. One counter-high draped table with two stools. Standard electricity provided with each booth. Booth identification sign with company name and booth number.
- » A full 60 days to post up to 30 job opportunities on ASCO Career Center Web site ([www.careercenter.asco.org](http://www.careercenter.asco.org)) before, during, and after the ASCO Annual Meeting, and 90 days to search CV/résumés on the ASCO Oncology Career Center website.
- » Recruitment ad placement in JCO. Choice of a 1/4 page ad to appear in both JCO Annual Meeting Conference issues, or a 1/2 page ad in one of the issues. Ads may be full color or black & white.
- » A 1/4 page ad placement in the Career Fair Section of the Oncology Professionals Hall Exhibitors Directory
- » A full page ad in Oncology Recruitment Opportunities Career Fair Book, with option to purchase an additional 1/4 page line ad
- » Option to post jobs on kiosks located in the Career Fair

---

The **eCareer Fair Package** gives companies the opportunity to have recruitment messages in front of all the attendees at the ASCO Career Fair, without having a booth at the Career Fair. The May 20 and June 1 issues of JCO will be distributed at the ASCO Annual Meeting as well as via the regular JCO circulation.

The Oncology Professional Hall Exhibitors Directory and Oncology Recruitment Opportunities Career Fair Book will also be distributed at the meeting. Company job opportunities will be posted on the ASCO Oncology Career Center Web site before, during, and after the ASCO Annual Meeting. A complete package is available to assist in finding high caliber candidates.

**PRIMARY FOCUS OF PROFESSIONAL ACTIVITY**

General Oncology	6,195	9.92%
Breast Cancer	5,800	9.28%
Leukemia/Lymphoma/Myeloma	5,249	8.40%
Medical Oncology	4,520	7.23%
Clinical Trials/Biostatistics/Epidemiology	4,124	6.60%
Lung Cancer	3,561	5.70%
Gastrointestinal Cancer	3,470	5.55%
Pharmaceutical/Drug Development	1,901	3.04%
Genitourinary Cancer	1,811	2.90%
Gynecological Cancer	1,619	2.59%
Tumor Biology/Growth Factors/Cytokines	1,592	2.55%
Liver and Pancreas Tumors	1,403	2.25%
Head & Neck Cancer	1,191	1.91%
Surgical Oncology	1,136	1.82%
Other	1,115	1.78%

**BOARD CERTIFICATION**

Medical oncologist	12,538	30.64%
Internal medicine	10,531	25.74%
Hematology	7,490	18.31%
Other	1,651	4.03%
Radiation oncology	1,602	3.92%
Surgical oncology	1,537	3.76%
Pediatric oncology	976	2.39%
Lab research	632	1.54%
Gynecologic oncology	564	1.38%
Pharmacists	377	0.92%
Oncology nurse	356	0.87%
Hospice	332	0.81%
Pathology	308	0.75%
Bio statistics	306	0.75%
Urologic oncology	279	0.68%

**PRACTICE LOCATION**

Academic Medical Center/University	12,955	30.72%
Training Program	11,135	26.40%
Private Practice (Office or Hospital Based)	10,049	23.83%
Pharmaceut/Biotech Company	5,829	13.82%
Government Agency	733	1.74%
Administration	706	1.67%

**ASSOCIATION MEMBERSHIP\***

American Society of Hematology	7,147	17.07%
American Association for Cancer Research	5,839	13.95%
American College of Physicians-American Society of Internal Medicine	4,912	11.73%
American Medical Association	4,250	10.15%
European Society for Medical Oncology	3,892	9.30%
American Society of Therapeutic Radiology and Oncology	2,009	4.80%
American Cancer Society	1,561	3.73%
Society of Surgical Oncology	1,092	2.61%
American Osteopathic Association	1,048	2.50%

**YEARS IN PRACTICE\***

1 to 5 years	26%
6 to 10 years	7%
11 to 15 years	4%
16 to 20 years	4%
21 to 25 years	9%
26 to 30 years	9%
30+ years	30%

## ACCEPTANCE OF ADVERTISING

ASCO is a nonprofit publisher of scientific and educational works in the field of oncology. As a matter of policy, ASCO will sell advertising space in its Publications when the inclusion of advertising does not interfere with the mission or objectives of ASCO or its Publications.

To maintain the integrity of ASCO Publications, advertising interests (i.e., advertising representatives, Companies, or other advertisers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without reference to specific editorial content. ASCO's advertising sales representatives have no prior knowledge of specific editorial content before it is published. Planned placement of print advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited. Advertisements that appear on a given page of a Publication's website may coincidentally be related to the subject of an article, but such juxtaposition must be random.

The ideas and opinions expressed in the Publications do not necessarily reflect those of ASCO. The mention of any company, product, service or therapy in ASCO Publications or in any advertisement in ASCO Publications should not be construed as an endorsement by ASCO of the company, product, service or therapy mentioned. It is the responsibility of the treating physician or other health care provider, relying on independent experience and knowledge of the patient, to determine drug dosages and the best treatment for the patient. Readers are advised to check the appropriate medical literature and the product information currently provided by the manufacturer of each drug to be administered to verify approved uses; the dosage, method, and duration of administration; or contraindications. Readers are also encouraged to contact the manufacturer with questions about the features or limitations of any products. ASCO assumes no responsibility for any injury or damage to persons or property arising out of or related to any use of the material contained in its Publications or to any errors or omissions.

By submitting advertisements for consideration, all advertisers agree to the Principles Governing Advertising in Publications of the American Society of Clinical Oncology and all Rate Card provisions, as amended from time to time.

## Agency/Advertiser Requirements

**No contract will be held without a signed insertion order.** Orders must include the flight dates and special instructions.

**All contracts are non-cancellable unless** FDA directive to suspend campaign is provided to WTG. Retiring will apply to cancellations.

ASCO reserves the right to approve all ad creatives that will run on the JCO web site. ASCO reserves the right to reject any creative that does not follow ASCO's specifications. ASCO reserves the right to change supplied creatives if advertisers preferred creative malfunctions. Advertiser will be notified in order to resend new tags or opt to allow the other supplied tags to run. Advertiser may decide to remove the advertising and forfeit the inventory. ASCO will not reduce cost of contract or make up the inventory missed.

## Personally-Identifiable Information (PII) Collection

No Advertising shall include any pixels, tags, Flash containers or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a "Pixel"), nor place any beacons, cookies or other information collection devices on the browsers of users. Specifically, advertiser may not use such Pixel to collect any PII with respect to any ASCO user, advertiser will not link any non-PII that it collects to any PII that it may have from any other source, and advertiser will not update any existing profile or create any profile in its database based on any data collected on any ASCO sites, including the fact that someone is an ASCO user or any information derived from the information in the referring URL.

## Missed or Incorrect Ads

ASCO is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should ASCO fail to publish an accepted ad for which an insertion order was received, ASCO will adjust the advertiser's or agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.

## Eligible and Ineligible Advertisement Subject Matter

**Health Care Products or Services Referenced in Advertising:** Products or services eligible for advertising shall be commercially available for, germane to, effective in, and useful in (a) the practice of medicine, (b) medical education, (c) practice management, or (d) health care delivery. Institutional advertising germane to the practice of medicine and public service messages of interest to physicians may be considered eligible for appearance in ASCO Publications.

**Non-Health Care Advertising:** In addition to health care products and services as described in No. 1 immediately above, other products and services that are offered by responsible advertisers and that are of interest to physicians and other health professionals are also eligible for advertising.

**Equipment, Instruments, and Devices:** ASCO determines on a case-by-case basis the eligibility of advertising for equipment, instruments, and devices intended for preventive, diagnostic or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. This data may be either published or unpublished. Samples of equipment, instruments or devices should not be submitted.

**CME Programs:** Advertisements for Continuing Medical Education (CME) programs will be considered if the CME sponsor is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and is an accredited medical school (or hospital affiliated with such a school), a state or county medical society, a national medical specialty society, or other organization affiliated with the American Board of Medical Specialties (ABMS) member boards.

**Calls for Patients to Participate in Clinical Trials or Clinical-Trial Matching Services:** Advertisements containing such calls will be considered for eligibility if the trial is conducted by a party recognized by ASCO as a clinical research institution and the advertisement states the location of the clinical trial's registration in one of the clinical trial registries accepted by Journal of Clinical Oncology (available upon request). Acceptance of an advertisement does not indicate approval of the call for patients; the advertiser is responsible for securing any necessary institutional review board approval.

**Ineligible Advertising Subject Matter:** Alcoholic beverages, tobacco products, and investment opportunities may not be advertised. Advertisements directed at patients or consumers are not eligible for inclusion in ASCO Publications. Advertisements for dietary supplements and vitamin preparations are not eligible unless the U.S. Food and Drug Administration (FDA) has approved the claim(s) as to the safety and efficacy of the product for a disease state.

## Content of Advertisements

**FDA and Other Regulatory Requirements:** All advertisements for pharmaceuticals, drugs, devices, and other regulated health care products must meet all applicable legal requirements, including regulations of the FDA regarding advertisement and promotion. FDA regulations contain exacting legal controls over the claims that drug advertisers may make for their products and may require advertisements to identify contraindications, side effects, etc. Adherence to FDA and other legal requirements concerning the content of drug advertising is the manufacturer's responsibility. ASCO's acceptance of an advertisement is not an indication that the advertisement is legally compliant. ASCO may require an advertiser to furnish a certification of legal compliance. ASCO Publications will allow pharmaceutical manufacturers to run "corporate" or "teaser" ads prior to a product's official FDA approval. Such advertisements may not mention specific product names.

**Advertising Message:** An advertisement is the advertiser's message and should not be considered a reader's sole source of information regarding a product, service or therapy. All promotional claims must have complete citations of information to allow readers to critically evaluate the documentation.

**Statistical or Research Claims:** Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references to content published in recognized scientific journals. Articles accepted for publication but not yet published may also be cited, but the name and issue date of the publishing journal must be furnished. Statements based on material approved by the FDA for the package insert are acceptable. Documentation based on scientific exhibits or personal communications are not acceptable.

**Advertiser and Product Identified:** The advertisement should clearly identify the advertiser of the product, service or therapy offered. In the case of pharmaceutical advertisements, the full scientific (generic) name of each active ingredient must appear. The only exceptions to this requirement are the "confidential reply box" option made available to classified advertisers of physician placement opportunities and the "corporate" or "teaser" type of advertisement mentioned in No. 1 immediately above, which may not state the name of a specific product until it receives FDA approval, but must provide the name of the advertising company.

**Price Comparisons:** All price-comparison advertising must meet the following guidelines. The source of all prices quoted must be identified within the advertisement, and substantiation must be available to ASCO and readers upon request. If a price comparison is based on the advertiser's own research, that research must be available to ASCO and readers upon request. All advertising about prices must contain a qualification similar to the following: "Prices will vary depending on the location of purchase and other factors." For pharmaceutical products, in the absence of standard retail price comparison data, the manufacturer's suggested price may be used if so identified. For over-the-counter products, price comparisons must be based on manufacturer's suggested retail or resale price if so identified.

**Insurance Coverage:** Claims made in advertisements for insurance coverage must conform to the following guidelines. Claims relating to policy benefits, losses covered or premiums must be complete and truthful. Claims made must include disclosure of relevant exclusions and limitations affecting the benefits advertised. Claims incorporating quoted testimonials must meet the same standards as other claims. Each advertisement for insurance products and services must include a statement indicating either the states in which the products or services are available, or the states in which the products or services are not available.

**ASCO Name and Marks:** Use of a name, logo, trademark, or service mark of ASCO or its affiliates, except in reference citations, is not permitted without the express, written permission of ASCO, and the mere execution of an advertising agreement does not constitute written permission. Any reference to ASCO or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to ASCO's prior written approval in each instance.

**Unacceptable Ads:** This class of advertisements includes those that contain unfair comparisons or unwarranted disparagement of a competitor's products or services; deceptive or misleading claims; offensive language or art; attacks or derogations of a personal, racial, sexual, or religious nature; or are demeaning or discriminatory toward an individual or group on the basis of age, sex, race, ethnicity, religion, sexual orientation, physical appearance, or disability.