

2024 AACR PUBLICATIONS MEDIA KIT



For questions or inquiries,
contact Maura Paoletti of the
Walchli Tauber Group, Inc. at
maura.paoletti@wt-group.com.

AACR American Association
for Cancer Research®
FINDING CURES TOGETHER®

AACRJournals.org

TRUSTED AND TIMELY PUBLICATION OF SCIENTIFIC DISCOVERIES

Founded in 1907, the American Association for Cancer Research® (AACR) is the first and largest scientific organization in the world focused on every aspect of high-quality, innovative cancer research. For over a century, our mission has always been to prevent and cure cancer through research, education, communication, and collaboration.

Since the launch of the *American Journal of Cancer* in 1916, the AACR scientific publishing program has provided a forum for the most innovative cancer science, expanding to ten journals to encompass the full spectrum of basic, translational, clinical, and epidemiological research. Our latest journal, *Cancer Research Communications*, launched in 2021, an open access and online-only journal that encompasses all research areas of cancer science and medicine.

The AACR Journals' reputation for scientific breadth and excellence continues to attract the premier researchers in the field. We are proud to note that four of the AACR journals rank in the first quartile in the Oncology category with regard to Impact Factor according to Clarivate Analytics' 2022 Journal Citation Reports® (Clarivate 2023). *Cancer Discovery* ranks 9th overall in the Oncology category, while *Clinical Cancer Research*, *Cancer Research*, and *Cancer Immunology Research* rank 22nd, 26th, and 33rd out of 242 journals in the Oncology category, respectively.

Table of Contents

American Association for Cancer Research®	
Online advertising	2
Email advertising	3
Journal Information.....	4
PubGrade Information.....	8
Advertising Policies.....	9

Advertising Sales

The Walchli Tauber Group, Inc.
P.O. Box 827
Abingdon, MD 21009
Tel 443-512-8899
www.wt-group.com

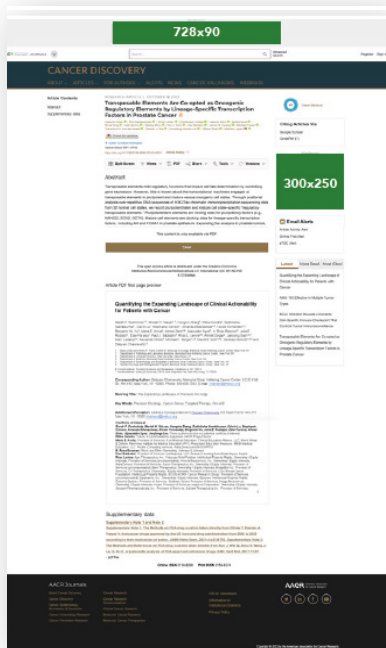
Maura Paoletti

Advertising Sales Manager,
Extension 110
maura.paoletti@wt-group.com

AACR Contact Information

The American Association for Cancer Research®
615 Chestnut Street, 17th Floor
Philadelphia, PA 19106-4404
Tel 215-446-9300
AACR.org

ONLINE ADVERTISING



Journal Websites

AACR's network of ten journal websites offer advertisers the ability to reach the world-renowned audience of researchers, scientists, academics, clinicians, and other influential members. The ten journal websites can be targeted independently or utilized together for a run-of-network campaign across the full collection of AACR content.

Geotargeting ad impressions by state or country is available.

For a full description of each AACR publication and monthly inventory, please see Journal Information beginning on page 4.

Network Impressions per Month: 850,000 per month (USA)

Network Users per Month: 82,000 per month (WW)

DOMESTIC (U.S.) WEB SITE RATES

Placement	CPM
Network (RON)	\$65 net
Journal Targeted (ROS)	\$70 net

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
160/300x600 pixels	200 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted for the 728x90 position.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.

Contextual Keyword Targeting

The AACR Journals use PubGrade Advertising Solutions to offer our clients state-of-the art online advertising, including granular contextual keyword targeting along with superior reporting. We deliver banners in the context of relevant research articles only — making the best use of your budget.

For additional information, please see page six.

CONTEXTUAL TARGETING RATES

Placement	CPM
USA Target	\$75 net
Ex-USA Target	\$75 net

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
160/300x600 pixels	200 KB limit

EMAIL ADVERTISING



AACR Journals eTOCs

Each month, opt-in subscribers receive the AACR Journals eTOCs. The eTOCs are sent around the 1st of each month (*Cancer Research* and *Clinical Cancer Research* send additional eTOCs on/around the 15th of each month). Each eTOC contains two leaderboard banners, one at the top and one in the middle of the content.

Total sent (approximate): Varies by Publication; see Journal Information starting on page 3.

Open rate: 30% - 35% average

EMAIL RATES

Placement	Cost
Top Leaderboard	\$1,200 - \$1,800 net
Middle Leaderboard	\$1,000 - \$1,500 net

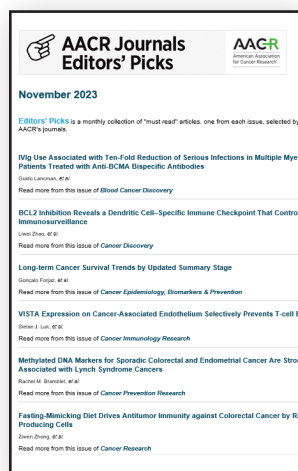
MECHANICAL SPECIFICATIONS

728x90 pixels

39 KB limit

REQUIRED FILES

Advertisers must provide a JPG and a click-through URL.
No 3rd-party tags can be accepted.



Editors' Picks

The AACR Editors' Picks email is sent every month. The Editors-in-Chief select must-read articles from their respective journals for the monthly email. Advertisers choosing to sponsor the email will be associated with the top articles from the AACR Journal portfolio for that month.

Total sent (approximate): 4,500 per issue

Open rate: 25.00% average

EMAIL RATES

Position	Cost
Top 728x90	\$2,500 net per issue

MECHANICAL SPECIFICATIONS

728x90 pixels

39 KB limit

REQUIRED FILES

Advertisers must provide a JPG, and a click-through URL.
No 3rd-party tags can be accepted.

JOURNAL INFORMATION



CANCER DISCOVERY

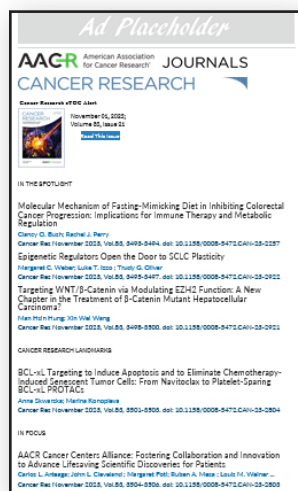
Cancer Discovery publishes high-impact articles featuring major advances in research and clinical trials. Topics span the spectrum of cancer research and medicine from the laboratory to the clinic to epidemiologic studies.

Monthly Impressions (USA): 150,000

eTOC List Size: 13,798

EMAIL RATES

Position	Cost
Top 728x90	\$2,000 net per email
Middle 728x90	\$1,800 net per email



CANCER RESEARCH

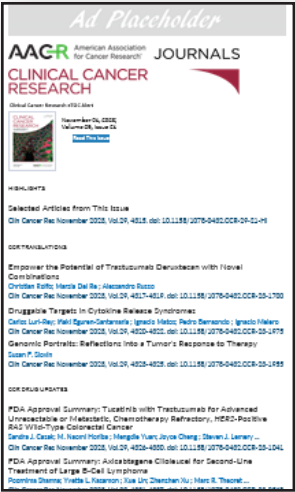
As one of the most frequently cited cancer journals in the world, *Cancer Research* publishes original studies, reviews, and opinion pieces offering significance and broad impact to a diverse audience. The main scope of the Journal is captured in its primary subsections which focus on genome and epigenome, metabolism and chemical biology, molecular cell biology, tumor biology and immunology, translational science, convergence and technologies, and population and prevention science.

Monthly Impressions (USA): 300,000

eTOC List Size: 10,800

EMAIL RATES

Position	Cost
Top 728x90	\$2,000 net per email
Middle 728x90	\$1,800 net per email



CLINICAL CANCER RESEARCH

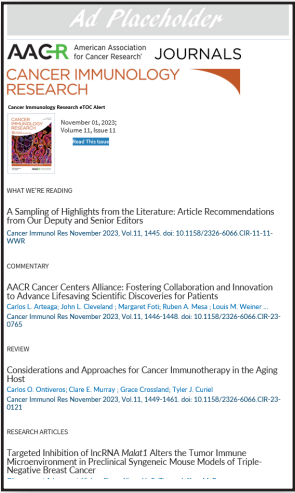
Clinical Cancer Research publishes articles that focus on innovative clinical and translational cancer research studies that bridge the laboratory and the clinic. Topics include targeted therapies; mechanisms of drug sensitivity and resistance; pharmacogenetics and pharmacogenomics; personalized medicine; immunotherapy; gene therapy; diagnostic biomarkers; innovative imaging, and clinical genetics.

Impressions (USA): 175,000

eTOC List Size: 8,463

EMAIL RATES

Position	Cost
Top 728x90	\$2,000 net per email
Middle 728x90	\$1,800 net per email



CANCER IMMUNOLOGY RESEARCH

Cancer Immunology Research publishes outstanding original articles reporting major advances in cancer immunology that span the discipline from basic investigations in host-tumor interactions to developmental therapeutics in model systems, early translational studies in patients, and late-stage clinical trials. The Journal disseminates knowledge of immunology to the cancer research community, catalyzing cross-disciplinary work that yields a deeper understanding of the host-tumor relationship, more potent cancer treatments, and improved clinical outcomes. Specific topics of interest include endogenous antitumor immunity, tumor-promoting inflammation, cancer antigens, vaccines, antibodies, cellular therapy, cytokines, immune regulation, immune suppression, immunomodulatory effects of cancer treatment, emerging technologies, and clinical investigations.

Monthly Impressions (USA): 35,000

eTOC List Size: 2,288

EMAIL RATES

Position	Cost
Top 728x90	\$1,200 net per email
Middle 728x90	\$1,000 net per email



CANCER EPIDEMIOLOGY, BIOMARKERS & PREVENTION

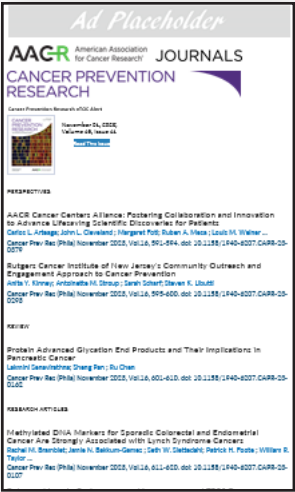
Cancer Epidemiology, Biomarkers & Prevention publishes original peer-reviewed, population-based research on cancer etiology, prevention, surveillance, and survivorship. The following topics are of special interest: descriptive, analytical, and molecular epidemiology; biomarkers including assay development, validation, and application; chemoprevention and other types of prevention research in the context of descriptive and observational studies; the role of behavioral factors in cancer etiology and prevention; survivorship studies; risk factors; implementation science and cancer care delivery; and the science of cancer health disparities.

Monthly Impressions (USA): 60,000

eTOC List Size: 5,723

EMAIL RATES

Position	Cost
Top 728x90	\$1,500 net per email
Middle 728x90	\$1,200 net per email



CANCER PREVENTION RESEARCH

Cancer Prevention Research publishes original studies, reviews, and commentaries in the fields of cancer prevention and interception. The Journal comprises preclinical, clinical, translational, and implementation research, with special attention given to molecular discoveries and an emphasis on building translational and mechanistic bridges between the basic, clinical, and population sciences.

Monthly Impressions (USA): 20,000

eTOC List Size: 4,500

EMAIL RATES

Position	Cost
Top 728x90	\$1,500 net per email
Middle 728x90	\$1,200 net per email



MOLECULAR CANCER THERAPEUTICS

Molecular Cancer Therapeutics publishes translational research studies focused on the discovery and preclinical development of therapeutic agents for oncology. To reflect the evolving field of therapeutics, the Journal's interest extends to all selective drugs including small molecule inhibitors, antibody-drug conjugates, antibody cytokine fusions, bispecific antibodies, cell therapies, gene therapies, radio-immunotherapeutics, vaccines, viral therapies, and other experimental approaches in oncology. Specific areas of interest are the disclosure of translational investigations of novel drug therapies, preclinical studies of approved therapeutics (including their combination with radiation therapy), mechanisms of action, mitigation of resistance, biomarkers of response, novel models and technology, and applications of big data in drug discovery.

Monthly Impressions (USA): 55,000

eTOC List Size: 5,440

EMAIL RATES

Position	Cost
Top 728x90	\$1,500 net per email
Middle 728x90	\$1,200 net per email



MOLECULAR CANCER RESEARCH

Molecular Cancer Research publishes articles describing novel basic cancer research discoveries of broad interest to the field. Studies must be of demonstrated significance, and the Journal prioritizes analyses performed at the molecular and cellular level that reveal novel mechanistic insight into pathways and processes linked to cancer risk, development, and/or progression. Areas of emphasis include all cancer-associated pathways (including cell-cycle regulation; cell death; chromatin regulation; DNA damage and repair; gene and RNA regulation; genomics; oncogenes and tumor suppressors; signal transduction; and tumor microenvironment), in addition to studies describing new molecular mechanisms and interactions that support cancer phenotypes.

Monthly Impressions (USA): 60,000

eTOC List Size: 5,534

EMAIL RATES

Position	Cost
Top 728x90	\$1,500 net per email
Middle 728x90	\$1,200 net per email



BLOOD CANCER DISCOVERY

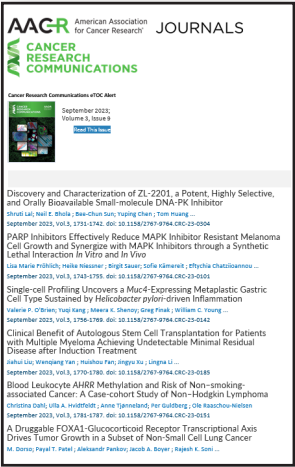
Blood Cancer Discovery publishes high-quality Research Articles and Briefs representing major advances in basic, translational, and clinical research of leukemia, lymphoma, myeloma, and associated diseases. The topics appropriate for coverage include but are not limited to the following: molecular and cellular features of pathogenesis, therapy response and relapse, transcriptional circuits, stem cells, differentiation, microenvironment, metabolism, immunity, mutagenesis, and clonal evolution. These subjects are characterized in animal disease models as well as in high-dimensional clinical data landscapes.

Monthly Impressions (USA): 5,000

eTOC List Size: 603

EMAIL RATES

Position	Cost
Top 728x90	\$1,000 net per email
Middle 728x90	\$800 net per email



CANCER RESEARCH COMMUNICATIONS

Cancer Research Communications, an open access and online-only journal, encourages high-quality submissions from all areas of cancer science and medicine. Submissions are welcome that advance basic, translational, or clinical cancer research in the following subdisciplines: Molecular and Cellular Biology, Tumor Biology, Immuno-oncology, Therapeutic Research and Development, Emerging Technologies and Data Science, Precision Medicine and Biomarkers, Clinical Research and Trials, Epidemiology and Prevention, and Health Disparities and Outcomes Research.

Monthly Impressions (USA): 15,000

eTOC List Size: 141

EMAIL RATES

Position	Cost
Top 728x90	\$500 net per email
Middle 728x90	\$300 net per email

PUBGRADE INFORMATION



The AACR Journals use PubGrade Advertising Solutions to offer our clients state-of-the art online advertising, including granular contextual and audience targeting along with superior reporting. We deliver banners in the context of relevant research articles only—making the best use of your budget.

Assessment of the TCR repertoire

The "total productive sequences" were first calculated. This value is dependent on how many cells carry a particular TCR rearrangement and how many copies (sequences) of each of those cell's genomes are produced because of PCR amplification. The total number of productive (in-frame CDR3) amplification-normalized TCRs was then calculated ("productive TCRs"). This value is a measure of the total number of functional T cells present in the tissue. Only samples with sufficient number of productive TCRs present were included in the analysis (at least 100 normalized productive TCRs) to exclude clonality measures being influenced by a small T-cell population. Four samples were excluded using this cutoff. Then, the percentage of total T cells ("% total T cells") as a proportion of all cells within the biopsy was determined using the following calculation: $\text{productive TCRs} / [\text{input gDNA (ng)} \times 156 \text{ diploid genomes/ng DNA}]$.

The numbers of individual productive T-cell clones in the samples were then identified by calculating the number of "productive uniques". This is a measure of the number of functional T cells with a distinct TCR rearrangement (an estimate of how many clones exist in the entire repertoire) and is also termed "richness."

Shannon's entropy (H) was calculated using the frequency of amino acid sequences. Shannon's entropy (or "entropy") measures both the sample richness and the degree of unevenness in clone frequencies. The higher the value of entropy, the more diverse the distribution of the CDR3 clones (19). The clonality metric is the reciprocal of the normalized entropy. It describes the "evenness" of the distribution of TCR clones in the repertoire, that is, how much of the TCR repertoire is composed of expanded clones independent of sample size. A maximally polyclonal cell population is one in which every sequence is represented once and represented by a clonality score of 0, whereas an entirely monoclonal population has a clonality score of 1.

Finally, to quantify the clones that were most highly expanded, we used the "% maximal frequency clone," which is the percentage frequency of the largest dominant clone. The top 10 (or 100) most frequent clones ("% top 10 (or 100) maximal frequency clones") is the frequency of the top 10 (or 100) dominant clones identified in each sample.

Frequency normalizes for the percentage of each clone in a sample and allows a direct comparison of samples with different sampling depths. Therefore, frequency measures such as entropy, clonality, % total T cells, and % maximal frequency clones were used for analyses, so as to enable comparison of samples irrespective of the numbers of T-cell sequencing reads. To make

Jump to section

- Article
 - Abstract
 - Introduction
 - Materials and Methods
 - Results
 - Discussion
 - Disclosure of Potential Conflicts of Interest
 - Authors' Contributions
 - Grant Support
 - Footnotes
 - References
- Figures & Data
- Info & Metrics
- PDF

Advertisement

Discover a SMARTer approach to TCR repertoire profiling

that's GOOD science!

DOWNLOAD TECH NOTES

Takara Clontech Takara cellartis

Before the campaign

- You tell us about the products, services, and content you want to promote.
- We identify relevant keywords within scientific articles most likely read by your potential customers.
- You can use any amount of keywords, phrases, or scientific concepts, which we combine using Boolean logic, to deliver your message alongside only the most relevant scientific articles.
- Keywords can be modified according to your feedback.
- We will share forecast data about potential campaign reach prior to campaign start.

During the campaign

- You receive detailed monthly PDF reports going beyond general metrics.
- Analyze your campaigns and optimize them to achieve superior results.

ADVERTISING POLICIES

Acceptance of Advertising

All advertising is subject to publisher's approval. The AACR reserves the right to accept, reject, or cancel any advertisement at any time if it is deemed not to be in keeping with the publication's standards and to evaluate ad copy to ensure that it does not contain misleading statements or information contrary to AACR policy. All advertisements must clearly identify the advertiser and the product or service being offered and must be clearly identifiable to the reader as advertisements. Drug advertisements must include the full generic name of each active ingredient, and all must be listed for nutritional products.

Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references. Articles accepted for publication but not yet published may also be used, but the name and date of issue of the journal involved must be furnished. Documentation based on scientific exhibits or personal communications are not acceptable; all promotional claims must have complete citations.

Neither the AACR nor WTG is responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. All advertisements should be reviewed and approved internally by the advertiser (or agency) prior to submission to WTG for AACR approval. No changes to materials will be accepted after the contracted material deadline.

Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications. WTG and AACR are not responsible for how digital creatives render if supplied outside of the specifications provided.

Digital Advertising

Digital ad units are considered sponsorship advertising. The analytics presented in this document are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. AACR and WTG will not credit the advertiser based on data shortfalls from the analytics preferred.

No advertising should include any pixels, tags, flash containers, or any other type of information collection software code. Furthermore, advertisements are prohibited from using any type of pixel, tags, or flash containers, etc. to collect any personally-identifiable information with respect to any AACR user.

Digital Campaign Reporting

WTG does not complete third-party reporting templates or spreadsheets, and does not upload reporting data into digital portals or sFTP's.

WTG uses Google Ad Manager (GAM) to serve advertisements on website properties on which ad space is offered. A representative of WTG will provide reports for website campaigns upon request or via an automatically-generated email sent by GAM. WTG works with the AACR to place advertisements on email properties on which ad space is offered. A representative of WTG will provide reports as they are in-turn provided to WTG by AACR. Formats for these reports will vary as many different servers are used across the society's email portfolio. Reports for advertisements will be provided, at the earliest, two weeks following the month in which impressions were delivered.

Other Terms and Conditions

Both the advertiser and agency, if used, are jointly liable for any payment due.

Rates are NET. No agency commission or cash (prepayment) discount is provided. Any discounts offered are at the discretion of WTG and AACR. Year-to-year rate protection is not implied or guaranteed unless written in contract.

Neither WTG nor AACR will provide any discount, credit, or refund for advertising not received by the material deadline contracted.

All invoices are payable in USD and payment is accepted via check, wire transfer or credit card. A fee of 3-4% will apply on all credit card transactions. Advertiser or agency is responsible for this fee. WTG reserves the right to contact the agency/representative's client and/or association for all outstanding balances if the agency's account becomes delinquent.

Payment terms are NET 30 days. If you require additional time to process and issue payment, you must make WTG aware at the time of contract. Failure to submit payment within 90 days of invoice may result in the denial of future advertising or a prepayment requirement.



The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

