The American Society of Clinical Oncology (ASCO) offers an array of print and online advertising opportunities for companies to reach targeted audiences throughout the year. Each opportunity described in this media kit offers unique vehicles to reach the ASCO membership (nearly 45,000), as well as multidisciplinary oncology specialists attending specialty symposia and the ASCO Annual Meeting.

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Contacts

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Tel (443) 512-8899 x114
www.wt-group.com

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joseph.frank@wt-group.com

Amy Birnbach
Sales Manager, ASCO Publications
(917) 837-4796
amy.birnbach@wt-group.com

DUE TO POTENTIAL COVID-19 RESTRICTIONS SOME OPPORTUNITIES IN THIS MEDIA KIT MAY CHANGE
The ASCO Plenary Series is a new monthly abstract online webinar series bringing breaking cancer research to oncologists right away. Your banner ad displayed in the announcement or reminder emails for this Series is prominently placed in front of prospective abstract submitters or Annual Meeting attendees.

Designed to keep clinicians current on new and emerging research in between meetings, the ASCO Plenary Series provides a monthly online forum for presentation and discussion of the latest cancer research. The Plenary Series will provide faster dissemination of practice-changing science to better help clinicians deliver the most up-to-date care and treatments to patients with cancer. Beginning in November, each month attendees can participate in a live one-hour broadcast session online on the latest cutting-edge research with the experts. Abstract presentations will highlight novel and high-impact research with practice-changing implications for the global oncology community.

DOMESTIC (U.S.) EMAIL RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 728x90 pixels</td>
<td>$10,000 net per send</td>
</tr>
<tr>
<td>First 300x250 pixels</td>
<td>$7,500 net per send</td>
</tr>
<tr>
<td>Second 300x250 pixels</td>
<td>$7,500 net per send</td>
</tr>
</tbody>
</table>

INTERNATIONAL (EX-U.S.) WEBSITE RATES

Contact sales representative if interested in an ex-U.S. campaign.

CLOSING DATES

Contracts due three weeks prior to email send date, materials due two weeks prior to email send date.

MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Limit</th>
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</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>300x250 pixels</td>
<td>50 KB limit</td>
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</tbody>
</table>

EMAIL DISTRIBUTION

<table>
<thead>
<tr>
<th>Webinar</th>
<th>Audience</th>
<th>Sends*</th>
<th>Send date</th>
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</thead>
<tbody>
<tr>
<td>Nov</td>
<td>Annual Meeting attendees</td>
<td>11,000</td>
<td>8/27</td>
</tr>
<tr>
<td>Nov</td>
<td>Prospective abstract submitters</td>
<td>34,000</td>
<td>9/28</td>
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<tr>
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<td>10/27</td>
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<tr>
<td>Dec</td>
<td>Prospective abstract submitters</td>
<td>34,000</td>
<td>TBD</td>
</tr>
<tr>
<td>Dec</td>
<td>Annual Meeting attendees</td>
<td>11,000</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Send numbers reflect U.S.-only, opt-in distribution.

REQUIRED EMAIL FILES

Advertisers must provide a JPG, PNG or GIF, and a click-through URL. No third-party tags can be accepted.
The **ASCO Quality Care Symposium Program** is a popular on-site and online reference for all activities related to the Symposium. Organized by day and then chronologically by time, the Program offers information on sessions, posters, speakers, and locations. It also includes continuing education information and the exhibitor directory. This print publication will be distributed on-site to attendees at registration and posted online directly prior to the Symposium.

### DISPLAY RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>4-color</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td></td>
<td>$10,000 net</td>
</tr>
<tr>
<td>Cover 3</td>
<td></td>
<td>$7,500 net</td>
</tr>
<tr>
<td>Cover 4</td>
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<td>$15,000 net</td>
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### CLOSING DATES

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<td>7/28</td>
<td>8/11</td>
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### MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions (bleed)</th>
<th>Dimensions (non-bleed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>8-3/8 x 11-9/16&quot;</td>
<td>7 x 10&quot;</td>
</tr>
</tbody>
</table>

The **ASCO Quality Care Symposium microsite** ([quality.asco.org](http://quality.asco.org)) contains all information pertinent to the ASCO Quality Care Symposium, including registration, program, general attendee information, as well as links to all Symposium products.

Limited to 2 advertisers, each campaign running for 6 months, beginning July 2021.

### RUN OF SITE (ROS) RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>SOV</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 pixels</td>
<td>50%</td>
<td>$7,500 net</td>
</tr>
<tr>
<td>320x50 pixels</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. For complete specs, view our [online ad spec sheet](#) or contact the production manager.

The **ASCO Quality Care Symposium Daily News emails** include coverage of meeting sessions and speakers. The eNewsletters will be sent to participants as well as ASCO members specializing in quality care.

**Total sent (2020):** 22,000 per send

**Open rate (2020):** 19%

### DOMESTIC (U.S.) EMAIL RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost per send</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 pixels</td>
<td>$5,000 net</td>
</tr>
<tr>
<td>Top 300x250 pixels</td>
<td>$5,000 net</td>
</tr>
<tr>
<td>Bottom 300x250 pixels</td>
<td>$4,500 net</td>
</tr>
<tr>
<td>Exclusive package (all emails, all positions)</td>
<td>$20,000 net</td>
</tr>
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</table>

### CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space</th>
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<tr>
<td>Preview</td>
<td>8/9</td>
<td>8/23</td>
<td>9/17</td>
</tr>
<tr>
<td>Wrap-up</td>
<td>9/7</td>
<td>9/20</td>
<td>10/15</td>
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### MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>728x90 pixels</th>
<th>50 KB limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 pixels</td>
<td>50 KB limit</td>
</tr>
</tbody>
</table>

### REQUIRED EMAIL FILES

Advertisers must provide a JPG, PNG or GIF, and a click-through URL. No third-party tags can be accepted.

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For questions or inquiries, contact Joseph Frank at joseph.frank@wt-group.com or (443) 512-8899 x114
Advertising Policy

Companies that reserve advertising space agree to comply with the Advertising Policy of the American Society of Clinical Oncology, as posted on ASCO's website at https://www.asco.org/meetings/exhibitors/exhibitor-policies.

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-refundable unless FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

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.

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. ASCO and WTG will not credit the advertiser based on data shortfalls from the analytics preferred.

Material Specifications

It is the advertiser/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.

Outserts

All outserts will be placed into the polybag in front of cover 4. Outserts must be tabbed if pages are included inside the outsurt or if outsurt is more than one sleeve. All outserts must be supplied trimmed and be no smaller than 4x6" or no larger than 8-1/8x10-7/8". A single outsurt should not exceed 3 ounces in weight, heavier outserts may incur extra distribution costs.

Cover tips

All cover tips will be tipped onto cover 1. All tips must be flat in nature, with little to no variance in thickness across the tips-on. Thickness is not to exceed 1/16". Multiple-page tips may cause the book to be non-uniform, premiums may be applied and will be determined case-by-case. All tips must be supplied trimmed and be no larger than 5" tall x 7" wide*. Tips with business reply cards must meet all postal specifications.

For 2-page tips paper stock must be a minimum of 70# text and maximum of 12 pt. For 4-page, 6-page, or 8-page double-gate tips, paper stock must be a minimum of 60# text and maximum of 9 pt. Tips with inserts must be tabbed and/or wafer sealed on the face (right-hand-side when looking at the front of the piece). All tips from 5" to 6-1/2" tall will need a minimum of 1 tab or wafer seal centered on the face edge. All tips larger than 6-1/2" will need 2 tabs or wafer seals on the face edge: one 1" below the head, and one 1" above the foot.

Shipping instructions

All outsert and/or cover tip materials must be approved in advance. After initial approval, provide a minimum of 10 printed samples far in advance to verify binding specifications. If samples are not provided in time, slowdown charges may be incurred.

Ship samples to:
Quad/Graphics, Inc.
Attn: Phil Zagorski (Job #)
555 South 108th Street
West Allis, WI 53214

All cartons and enclosed paperwork must include the designated job number. Each carton should be labelled with the content (ex. ASCO Connection Sep/Oct Cover tips). Each carton should be labelled with the number of cartons (ex. 1 of 10; 2 of 10).

Ship bulk to:
Quad/Graphics, Inc.
Job #
555 South 108th Street
West Allis, WI 53214

Send all tracking information, expected delivery date, and an inventory of what has shipped. If there are any further questions, please contact Vicki Vaughn of the Walchli Tauber Group at vicki.vaughn@wt-group.com.
The Walchli Tauber Group is a successful publisher’s representation firm that specializes in collaborating with scientific and medical societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse medical offerings provide a unique benefit to all of our partners.

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

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