

IGCS



INTERNATIONAL
GYNECOLOGIC
CANCER SOCIETY

2024

Media Kit



Featured Announcements

Strategic Alliance Partner Highlight - INASGO

IGCS is proud of our strategic alliance partnership with INASGO, a professional organization of gynecologic oncologists in Indonesia, and is pleased to announce this partnership. IGCS spoke with the current INASGO president, Dr. Rudi Hartono, and former INASGO General Secretary, Prof. Gede Purwanto, and asked a few questions to better explain their Strategic Alliance Partnership with IGCS.

IGCS Council Election Results 2022

The results are in - please join us in congratulating the newly elected IGCS Council Members. For each position, the candidate receiving the most votes was elected. Regional Council Members were elected by IGCS Members residing in the corresponding region.

Project GEDOC Survey

The goal of Project GEDOC is to assess current practices, barriers to, and priorities of care globally, and ultimately use this information to drive research, addressing results and equity in care for all women affected by ovarian cancer. Please participate in our study.

Read More Announcements

International Journal of Gynecologic Cancer

A premier educational journey in gynecologic oncology

READ MORE

IGCS Education 360 Learning Portal

Complete the circle of learning.

READ MORE

Join IGCS in the fight against women's cancer worldwide

APPLY FOR A MEMBERSHIP

Member Benefits

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Dear Members and Friends,

As a core principle, the concept of global health equity—the absence of systematic disparities in health to allow the opportunity for every person to attain her (or his) full health potential—is embedded in the mission of the International Gynecologic Cancer Society (IGCS) and is reflected in the breadth of our membership and the design and implementation of our programs.

With over 3,100 members from low-, middle-, and high-income countries around the globe, IGCS has purposefully developed an inclusive membership framework that encourages interaction and growth across diverse social, political, and health care systems. Through this framework, IGCS connects our members with specific needs to those with corresponding resources and programs; forms partnerships, educates, trains, and mentors clinicians, survivors/patients, and caregivers; and otherwise enhances benefits to women not only in optimal but also in the most challenging circumstances and environments.

Since our establishment in 1987 as a forum for the worldwide exchange of scientific information, IGCS has grown as a model for global health equity, and consistent with that history and our current operation, IGCS supports individuals and organizations meaningfully engaged, at whatever level, in the journey toward social and health equity worldwide. As we lead the global fight against gynecologic cancers, we do so with the clear understanding that prompting, promoting, and inspiring maximum achievable health outcomes for every girl and woman (and thus every community—wherever and under whatever circumstance she might live—are fundamental to the social justice and human rights imperative of global health equity.

In keeping with this understanding and by focusing our work and service where they can have the greatest impact on health and well-being, IGCS supports the empowerment of girls and women—and the health professionals who serve them—so they can attain the best health and life outcomes specific to but not limited to gynecologic cancers.

Sincerely,



Robert Coleman, MD
IGCS President



Mary Ellen, MS
IGCS CEO

728 x 90

IGCS INTERNATIONAL GYNECOLOGIC CANCER SOCIETY

1445 Woodmont Ln NW #3234 Atlanta, GA 30318

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IGCS 2024 DUBLIN

THE 2024 ANNUAL GLOBAL MEETING OF THE INTERNATIONAL GYNECOLOGIC CANCER SOCIETY

October 16 - 18, 2024
Dublin, Ireland

Select language English

Join Us At IGCS 2024

You are invited to the 2024 Annual Global Meeting of the International Gynecologic Cancer Society, which will be held in Dublin, Ireland, from October 16 to 18, 2024.

The IGCS Meeting is a platform for exchanging insights, sharing research findings, and discussing best practices. It is an opportunity to build professional networks, foster collaborations, and learn from some of the brightest minds in the field.

Don't miss the chance to be part of this global community striving to make a difference in the lives of women affected by gynecologic cancer.

in collaboration with Fáiite Ireland

About IGCS Contact Us Sponsorship

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International Journal of Gynecologic Cancer

A premier educational journey in gynecologic oncology

Join us Tuesday, June 14 for the June IGCS Journal Club in collaboration with IGCS and ESGO

This session will explore the lead article in our June issue, Intensity of end-of-life care for gynecologic cancer patients by primary oncologist specially, along with its accompanying editorial.

When? Tuesday, June 14, from 11:00-11:45 AM CDT (8:00 PM CEST).

Registration is not required. To join the June IGCS chat, simply use this Zoom link to join the journal club at the scheduled time.

The featured discussions are Dr. Katherine Hicks Courant, lead author of the article, who will be joined by IGCS Editor-in-Chief Dr. Pedro Ramirez and Social Media Editor Dr. Anne Gerda Zahl Eriksson.

We strongly encourage you to join Drs. Hicks Courant, Ramirez, and Eriksson—along with your colleagues from around the world—as they assess the article's findings, evaluate their clinical significance, and consider their potential role in gynecological oncology.

Lead Article Zoom Link

300 x 250

Lead Article Zoom Link

728 x 90

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Since 1985, the **International Gynecologic Cancer Society (IGCS)** has been uniting the globe in the fight against gynecologic cancer by contributing to the prevention, treatment and study of gynecologic cancer, as well as improvement in the quality of life among women suffering from gynecologic cancer throughout the world.

The IGCS Annual Global Meeting provides attendees the opportunity to learn about the latest clinical advances as well as international developments in research, practice, and treatment for the holistic care of women with gynecological cancer.

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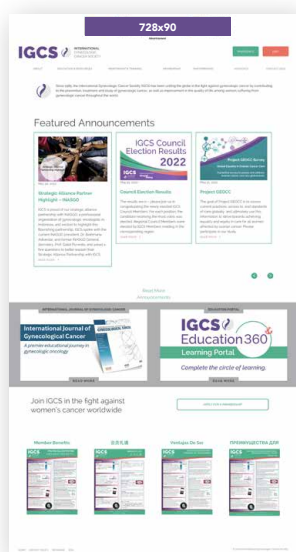
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The **IGCS.org website** (www.igcs.org) provides information about the society's programs, initiatives, and access to virtual member benefits. Clinicians, researchers, and patient advocates with an interest in gynecologic cancers visit the site from all over the world to learn about the latest educational offerings, mentorship and training opportunities and society news. The website is also an access point for the society's official scientific publication, the *International Journal of Gynecological Cancer* and the IGCS Annual Global Meeting.

Estimated users: 18,000 U.S.-only (50,000 ex-U.S.) per year

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model. Contracts are invoiced in full when the campaign begins

Contract Length	SOV	Cost
Annual	10%	\$15,000 net
Annual	20%	\$25,000 net
Annual	25%	\$30,000 net

INTERNATIONAL (EX-U.S.) WEB SITE RATES

Contact sales representative if interested in an ex-US campaign.

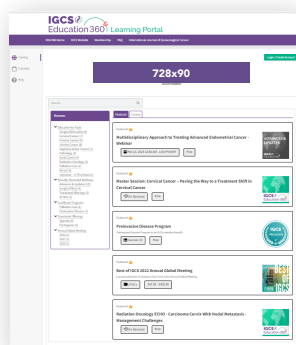
MECHANICAL SPECIFICATIONS

728x90 pixels 200 KB limit
320x50 pixels (mobile-only) 100 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.

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.



The **IGCS Education 360 Learning Portal website** (edu360.igcs.org) is the official educational source for the IGCS and provides educational content including webinars, recordings, certificate programs, and literature library. The site is marketed to members by providing a link in the education updates eNewsletters.

Estimated users: 18,000 U.S.-only (50,000 ex-U.S.) per year

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model. Contracts are invoiced in full when the campaign begins

Contract Length	SOV	Cost
Annual	10%	\$15,000 net
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Annual	25%	\$30,000 net

INTERNATIONAL (EX-U.S.) WEB SITE RATES

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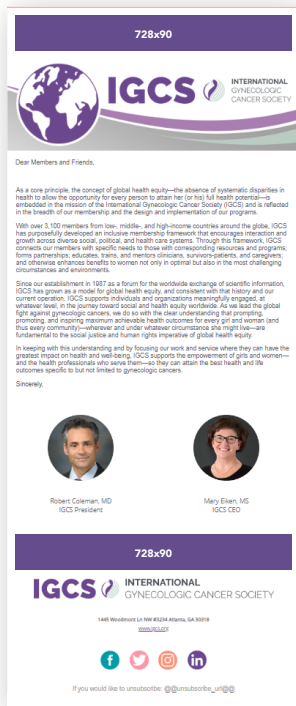
MECHANICAL SPECIFICATIONS

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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.



Society Update emails inform members and subscribers about the society's initiatives, partnerships, and programs. Annual council elections, messages from the President and CEO, and updates about the *International Journal of Gynecological Cancer* are some examples.

Total sent: 3,700+ (1,300+ members) per send

Open rate: 40.00%

EMAIL RATES

Position	Cost
First 728x90	\$5,000 net
300X250	\$5,000 net
Second 728x90	\$2,500 net

CLOSING DATES

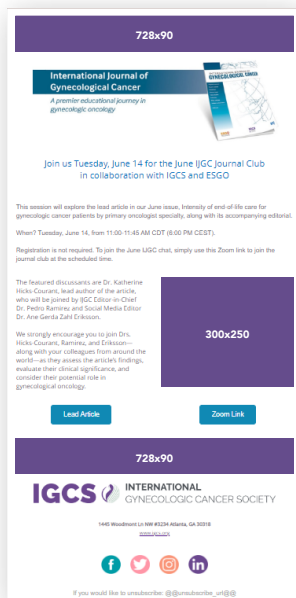
Contracts and materials are due two weeks prior to email send date.

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
300x250 pixels	50KB limit

REQUIRED EMAIL FILES

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



Education Update emails include the latest educational offerings including surgical education, certificate programs, monthly journal club reminders, and highlights. These eblasts are sent at least once per month with the exact date to be determined based on the education schedule.

Total sent: 3,700+ (1,300+ members) per send

Open rate: 42.00%

EMAIL RATES

Position	Cost
First 728x90	\$5,000 net
300x250	\$5,000 net
Second 728x90	\$2,500 net

CLOSING DATES

Contracts and materials are due two weeks prior to email send date.

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
300x250 pixels	50KB limit

REQUIRED EMAIL FILES

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



The **IGCS Annual Global Meeting website** (www.igcsmeeting.com) provides IGCS members, meeting attendees and partners with information about the society’s upcoming conference. The IGCS Annual Global Meeting attracts multidisciplinary clinicians, researchers, and patient advocates from across the globe to learn about the latest clinical advances and international developments in research, practice, and treatment for the care of women with gynecological cancer. Our delegates look forward to the meeting each year as an opportunity to gather with friends and colleagues from around the world. The meeting website is the singular source of information where visitors can find the scientific program, information about abstract submission and surgical films, registration, housing, travel, and FAQs.

Estimated users: 10,000 U.S.-only (20,000 ex-U.S.) per year

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

Contract Length	SOV	Cost
Annual	10%	\$15,000 net
Annual	20%	\$25,000 net
Annual	30%	\$30,000 net

INTERNATIONAL (EX-U.S.) WEB SITE RATES

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

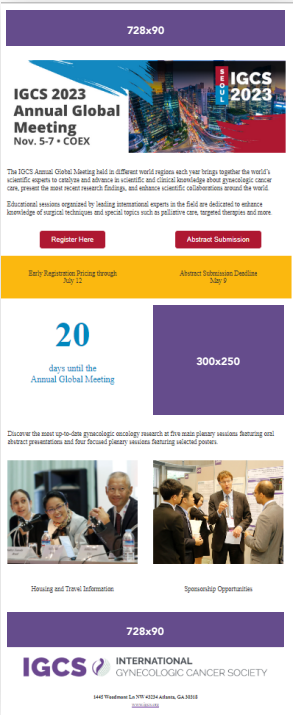
MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
320x50 pixels (mobile-only)	100 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.

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.



Pre and Post-Annual Global Meeting Eblasts encourage abstract submission and registration highlighting meeting information including program highlights, invited speaker announcements, information about the meeting location and more. General eblasts will be sent out twice a month from January-April, four-times a month from May-October, and once a month December.

Total sent: 10,000+ (1,300+ U.S.-only) per send
Open rate: 40.00%

EMAIL RATES

Position	Cost per send
First 728x90	\$7,500 net
300x250	\$5,000 net
Second 728x90	\$3,500 net

MECHANICAL SPECIFICATIONS

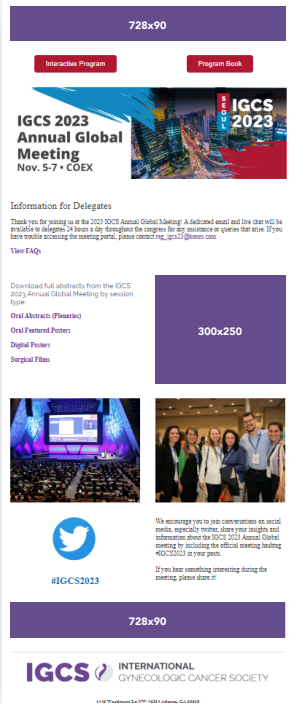
728x90 pixels	50KB limit
300x250 pixels	50KB limit

CLOSING DATES

Contracts and materials are due two weeks prior to email send date.

REQUIRED EMAIL FILES

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



Annual Global Meeting Delegate Eblasts are sent in advance, during, and immediately following the meeting inform registered delegates about the program details, logistics, daily highlights, and more.

Total sent (2022): 1,800 (300 U.S.-only)

EMAIL RATES

Position	Cost per send
First 728x90	\$7,500 net
300x250	\$5,000 net
Second 728x90	\$3,500 net

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
300x250 pixels	50KB limit

REQUIRED EMAIL FILES

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

CLOSING DATES

Edition	Space	Material	Sends
Saturday	10/13	10/20	11/4
Sunday	10/13	10/20	11/5
Monday	10/13	10/20	11/6
Tuesday	10/13	10/20	11/7
Wednesday	10/13	10/20	11/8

Acceptance of Advertising

All advertising is subject to publisher's approval. The IGCS 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 IGCS 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. An analysis of contents must be included in advertisements for infant formula.

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.

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

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 AAP 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 [society]. 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.



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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.

