

CLASSIFIED ADVERTISING ORDER FORM

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

DISPLAY ADVERTISING

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

MECHANICAL SPECIFICATIONS

| Size | Dimensions |
|-----------------------|-----------------|
| Full page | 7-1/8 x 9-3/4" |
| 1/2 page (horizontal) | 7-1/8 x 4-1/4" |
| 1/2 page (vertical) | 3-7/16 x 9-3/4" |
| 1/4 page | 3-7/16 x 4-1/4" |

LINE ADVERTISING

All line ads will be placed in the first available print issue and also will be placed online. 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.

ELECTRONIC AD SUBMISSION

Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Rhonda Truitt at rhonda.truitt@wt-group.com.

Sales contact

Advertising sales office
The Walchli Tauber Group, Inc.
2225 Old Emmorton Road, Suite 202
Bel Air, MD 21015
Tel (443) 512-8899
Fax (443) 512-8909
www.wt-group.com

Rhonda Truitt
Sales Manager, ASCO Classified
Extension 106
rhonda.truitt@wt-group.com

The collage features the November issue of the Journal of Clinical Oncology, the ASCO Career Center website showing job listings and search filters, and a large graphic stating '#1 IN TOTAL READERS'. The website interface includes sections for 'Welcome to ASCO Career Center', 'Browse jobs by Category', 'Featured employers' (listing Carle, St. Luke's, UIC, etc.), and 'Featured jobs' (listing various oncology positions). The graphic also includes a small inset showing a job posting for a 'NATIONWIDE BREAST SURGERY MEDICAL DIRECTOR'.

Contact Information

*Required

Contact name: _____ Company name: _____
 *Email: _____ Email for CV: _____
 Phone: _____ Website: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____

Issue Dates

Check all that apply. JCO is published on the 1st, 10th, and 20th of each month.

| January | February | March | April | May | June | July | August | September | October | November | December |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st | <input type="checkbox"/> 1st |
| <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th | <input type="checkbox"/> 10th |
| <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th | <input type="checkbox"/> 20th |

Rates

Net Pricing: CV/Resume database search included; searchable during the length of the job posting.

| Online rates | | Print line ad and online rates | | Print upgrades | Start date |
|--------------|--------------------------------------|--------------------------------|--------------------------------------|---|--|
| Duration | Cost | Duration | Cost | Cost | |
| 30 days | <input type="checkbox"/> \$2,200 net | 30 days | <input type="checkbox"/> \$3,600 net | Bold type <input type="checkbox"/> \$50 net | <input type="checkbox"/> A.S.A.P. |
| 60 days | <input type="checkbox"/> \$4,250 net | 60 days | <input type="checkbox"/> \$6,770 net | Boxed ad <input type="checkbox"/> \$100 net | <input type="checkbox"/> Same as issue date |
| 90 days | <input type="checkbox"/> \$6,250 net | 90 days | <input type="checkbox"/> \$9,610 net | Blind box <input type="checkbox"/> \$50 net | <input type="checkbox"/> Date of choice: _____ |

Online Upgrades

All upgrades are for online ads and are available to all packages listed above for an additional fee.

| | | |
|---|-----------|--|
| <input type="checkbox"/> Premium jobs | \$125 net | These jobs will be highlighted so that they stand out against other jobs in the listing. |
| <input type="checkbox"/> Top job | \$225 net | Is the top job listed for each category. |
| <input type="checkbox"/> Featured jobs | \$275 net | Displays on home page, logo and job title will be linked to one job. |
| <input type="checkbox"/> Featured employers | \$425 net | Displays a logo on home page for 30 days which is linked directly to all jobs. |
| <input type="checkbox"/> Job of the month | \$560 net | Promtently displays on home page in the highlighted "Job of the Month" box. |

ASCO Journal eTOCs

| | | |
|--|-------------|--|
| <input type="checkbox"/> JCO Table-of-Contents email | \$400 net | For additional exposure to the JCO audience. |
| <input type="checkbox"/> Video | \$300 net | |
| <input type="checkbox"/> Banner ad | \$3,000 net | |

Payment

ALL ADS MUST BE PREPAID. If a PO is issued, THE AD WILL NOT BE PLACED UNTIL PAYMENT IS RECEIVED. Make checks payable to Walchli Tauber Group, Inc., 2225 Old Emmorton Road, Suite 202, Bel Air, MD 21015.

Pay by credit card: Call with card details or send via secure email.

Pay by check: Invoice will be issued. Ad will be placed online and in the next available print issue when payment is received.

Total cost \$ _____

Contact Information

*Required

Contact name: _____ Company name: _____
 *Email: _____ Email for CV: _____
 Phone: _____ Website: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____

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Rates

ALL COSTS ARE PER ISSUE. Check all that apply. CV/Resume database search included; searchable during the length of the job posting. Display ads are gross price; online ad cost is net price and in addition to ad rate.

Display rates

| Size | Black/white cost | Color cost |
|-----------|--------------------------------------|--------------------------------------|
| Full page | <input type="checkbox"/> \$3,850 net | <input type="checkbox"/> \$6,350 net |
| 1/2 page | <input type="checkbox"/> \$2,490 net | <input type="checkbox"/> \$4,990 net |
| 1/4 page | <input type="checkbox"/> \$1,440 net | <input type="checkbox"/> \$3,940 net |

Online rates

| Duration | Cost |
|----------|--------------------------------------|
| 30 days | <input type="checkbox"/> \$2,200 net |
| 60 days | <input type="checkbox"/> \$4,250 net |
| 90 days | <input type="checkbox"/> \$6,250 net |

Start date

| |
|--|
| <input type="checkbox"/> A.S.A.P. |
| <input type="checkbox"/> Same as issue date |
| <input type="checkbox"/> Date of choice: _____ |

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