



American Society of Clinical Oncology Additional Marketing Opportunities

2010 ASCO Corporate Media Kit

- **ASCO Answers Fact Sheets**
- **ASCO's Guides to Cancer**
- ***Writing an Outstanding Scientific Manuscript***
- **2010 Virtual Meetings**
- **eCPO: 12 Clinical Problems in Oncology sessions from the 2009 ASCO AM**
- ***Achieving Career Success in Oncology***
- **Online CME Series on Quality of Care**
- **Sponsored Practical Tips Online Companion**
- **Contact Information**

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American Society of Clinical Oncology

Corporate Media Kit

↳ ASCO Answers Fact Sheets

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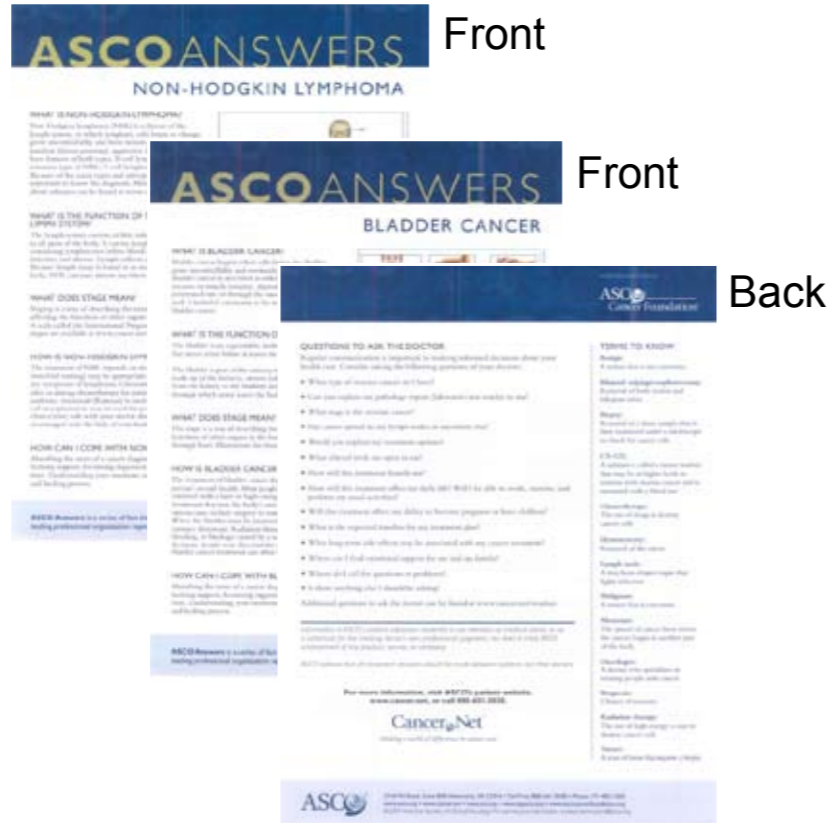
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Facilitate patient discussions with these clear and concise two-sided Fact Sheets offering the basics on the following topics:

*Other topics may be developed on request

- | | | |
|-------------------|-----------------------------|-------------------|
| Bladder Cancer | Liver Cancer | Ovarian Cancer |
| Brain Tumor | Lung Cancer | Pancreatic Cancer |
| Breast Cancer | Melanoma | Prostate Cancer |
| Cervical Cancer | Multiple Myeloma | Stomach Cancer |
| Colorectal Cancer | Non-Hodgkin Lymphoma | Testicular Cancer |
| Esophageal Cancer | Oral & Oropharyngeal Cancer | Thyroid Cancer |
| Kidney Cancer | | Uterine Cancer |

Cost to Sponsor: 25 Sheets per pad

Quantity	Call or Email for Quotes
500-700	
701-1,000	
1,000+	

Branding Opportunity:

Corporate or Branded ads on the 6 page folder that houses the sheets- Inside Cover, Cover 2 and Cover 4



Tri-Fold in the open position



Corporate Media Kit

↳ ASCO Answers Fact Sheets - Pads Only

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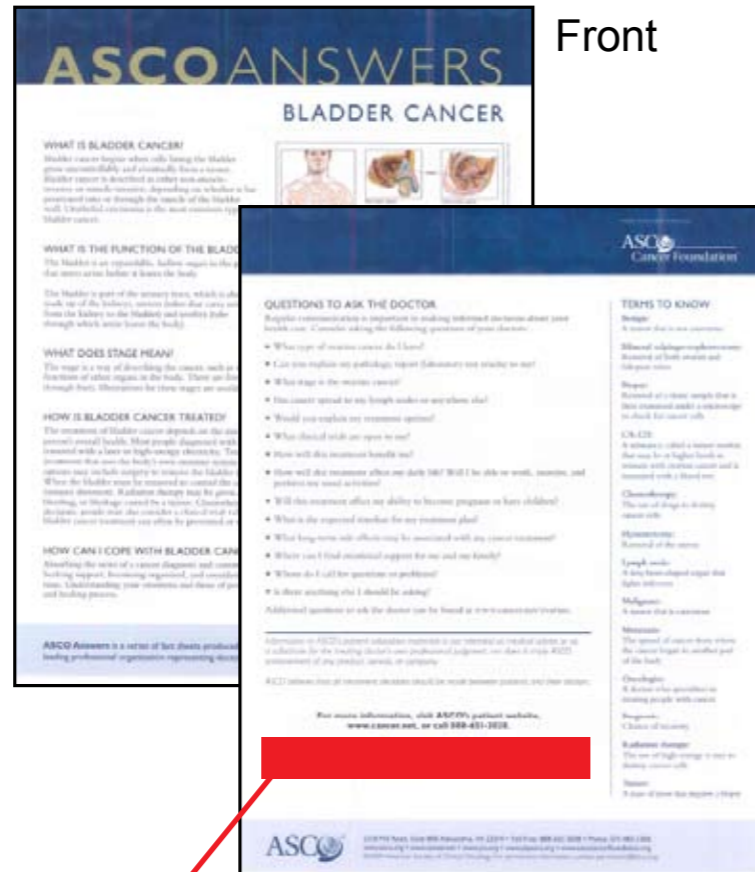
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Corporate Branding

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Bladder Cancer
Brain Tumor
Breast Cancer
Cervical Cancer
Colorectal Cancer
Esophageal Cancer
Kidney Cancer

Liver Cancer
Lung Cancer
Melanoma
Multiple Myeloma
Non-Hodgkin Lymphoma
Oral & Oropharyngeal Cancer

Ovarian Cancer
Pancreatic Cancer
Prostate Cancer
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Corporate Media Kit

↳ ASCO's Guides to Cancer

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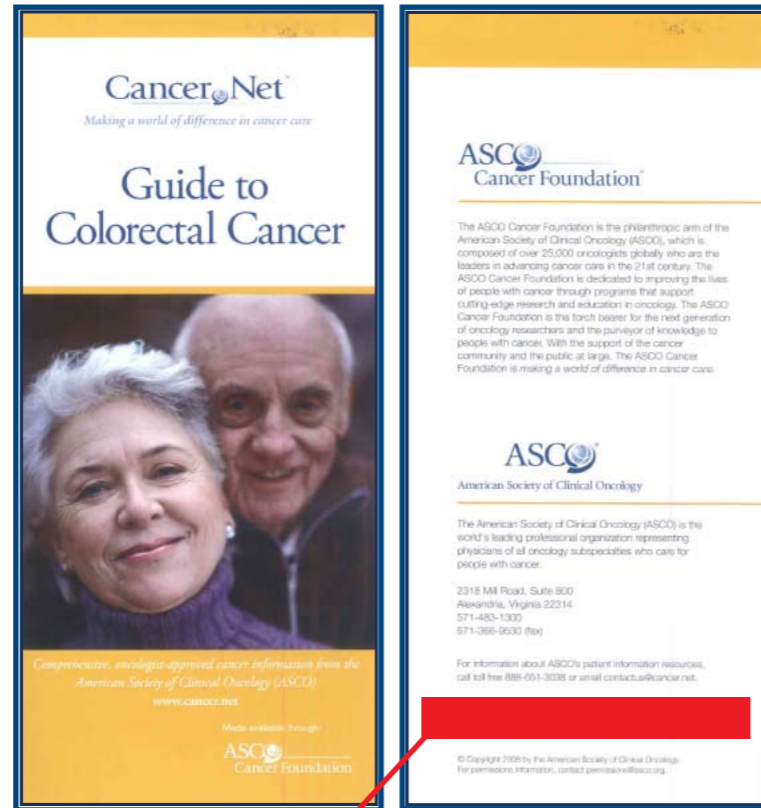
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Corporate Branding

Cost to Sponsor:*

<u>Quantity</u>	Call or Email for Quotes
1,000-5,000	
5,001-10,000	
10,000+	

Facilitate discussions with patients about their cancer and care with these oncologist-approved guides.

Comprehensive yet easy to understand, with concise writing and a variety of illustrations, these Guides provide helpful information from the experts at ASCO.

Each Guide is updated annually with input from a 150-member board of practicing oncologists nurses, social workers, and patient advocates. The Guides are 16 to 28 pages each.

Available Guides:

- Guide to Breast Cancer
- Guide to Colorectal Cancer
- Guide to Lung Cancer
- Guide to Prostate Cancer
- Cost of Cancer Care

*Other Guides may be developed upon request using existing content.

Branding Opportunity:

Corporate logo and acknowledgment on the back cover

*For 1 Year Exclusive rights, purchase a minimum of 10,000 copies

*Come 25 to a pack

**Breast Cancer Guide slightly higher due to more pages



American Society of Clinical Oncology

Corporate Media Kit

↳ *Writing an Outstanding Scientific Manuscript*

Sponsorship Available

An insider's view from the Editor of *Journal of Clinical Oncology*. Presented by Daniel G. Haller, MD, JCO Editor-in-Chief

Scope of Work

A DVD produced by ASCO that contains full details on how to prepare a manuscript for submission to a scientific journal presented by the Editor-in-Chief of Journal of Clinical Oncology (JCO), the #1 Oncology journal for professionals.

The Sponsoring company's logo will be imprinted on the finished product in several locations (see slides).

The Splash screen will have a "special thanks" to the Sponsoring company.

Exclusive Meeting Distribution: Attendees at the various oncology meetings will only be able to get their copy of the DVD at the Sponsoring company's booth. (Minimum quantity required per meeting)

ASCO will develop and run a free announcement ad in JCO and on the website leading up to the meeting, alerting readers to pick up their DVD at the Sponsoring company's booth.

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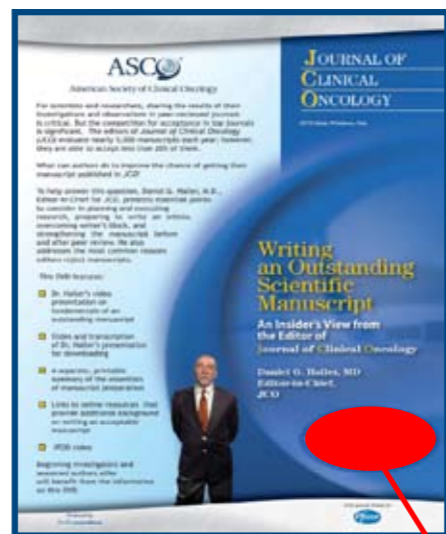
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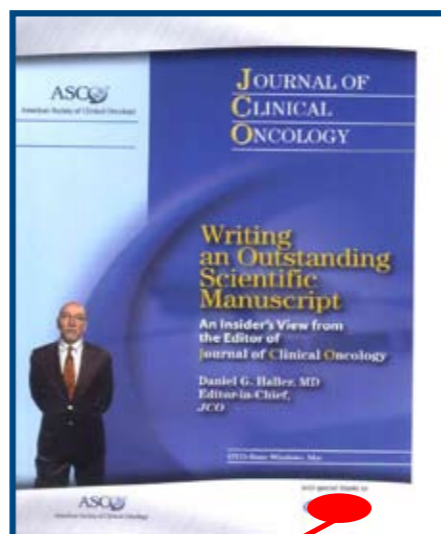
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Ad to Appear in JCO



DVD Cover



Corporate Branding

Cost to Sponsor:

Quantity

50-1,000

1,000-15,000

15,000+

Call or Email for Quotes



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Companies may purchase multiple Virtual Meeting access codes for distribution by Certificate to physicians as a leave-behind during a sales call. This Sponsored Virtual Meetings Subscription program allows the physician to access this data anytime at their choosing.

The Sponsored Subscriptions allows for:

1. A leave-behind login certificate that your company creates with your branding
2. Great value to the physician and their practice
3. Exclusivity in selected territories; certain conditions apply

Branding Opportunity: Corporate logo and acknowledgment on activation code certificate.

Cost to Sponsor:

Annual Meeting Subscription Pricing

50-500	\$70 per subscription
501-2,000	\$65 per subscription
2,000+	\$55 per subscription

Thematic Meeting Subscription Pricing

50-500	\$40 per subscription
501-2,000	\$35 per subscription
2,000+	\$25 per subscription



American Society of Clinical Oncology

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↳ eCPO: 12 Clinical Problems in Oncology (CPO) sessions from the 2009 ASCO Annual Meeting

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Here are all 12 Clinical Problems in Oncology (CPO) sessions from the 2009 ASCO Annual Meeting in a convenient online package.

These previously recorded sessions combine case-based panel discussion with interactive keypad technology for audience participation. See how your answers compare with those of your peers.

Topics include “Neoadjuvant and Adjuvant Chemotherapy for Hepatic Colorectal Cancer Metastasis: When to Use it?” and “Small Non-Small Cell Lung Cancer – Evolving Local Therapies,” among others.

Branding Opportunity: Corporate logo and acknowledgment on activation code certificate.

Cost to Sponsor:

<u>Quantity</u>	Call or Email for Quote
50-500	
501-2,000	
2,000+	



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↳ *Achieving Career Success in Oncology*

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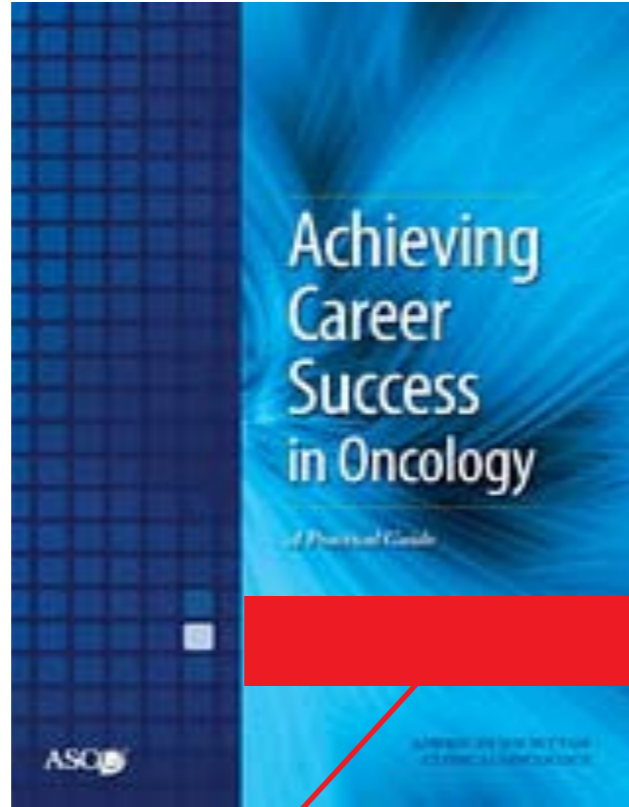
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eCPO

Achieving
Career Success
in Oncology

Online CME
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Corporate Branding

Achieving Career Success offers expert advice, whether you're trying to get your foot in the door or considering a mid-career change.

Learn how to conduct a successful job search and find detailed advice about each of the major career paths: academia, community practice, industry, and government. 2008, 297 pages

Branding Opportunity: Corporate logo and acknowledgment under the publication title.

Cost to Sponsor:

<u>Quantity</u>	
50-99	
100-299	Call or Email
300-499	for Quote
500+	



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↳ Online CME Series on Quality of Care

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Identify strategies to improve patient care with case-based modules on ASCO University designed to highlight recommendations in selected ASCO guidelines and other sources.

Each module includes:

- 6-12 pre- and post-assessment questions
- 3-4 case studies
- Audio commentary from each case study's author
- Thought questions to guide application of knowledge to the unique scenarios presented
- CME credit for a maximum of 1 AMA PRA Category 1 Credit™
- Certificate of Completion

Available modules:

- Breast Cancer
- Lung Cancer

Branding Opportunity: Corporate logo and acknowledgment on activation code certificate.

Cost to Sponsor:

<u>Quantity</u>	Call or Email for Quote
50-500	
501-2,000	
2,000+	



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Cost to Sponsor:

Quantity	Price
50-500	\$25 per subscription
501-2,000	\$17 per subscription
2,000+	\$10 per subscription

Billing and coding can be complicated, particularly for new oncology office staff. That's why ASCO now offers two online courses on ASCO University to teach staff the basics plus more advanced solutions to complex regulatory and reimbursement issues.

Both modules take about two hours to complete and offer a Certificate of Completion.

Available modules:

Billing & Coding Primer
This introductory course covers all of the basics that new staff need to get started. It includes a slide presentation with audio, specifically tailored for oncology billing and coding, followed by 20 self-assessment questions to facilitate application of the information presented. A passing score of 80% is required to obtain the Certificate of Completion.

Billing & Coding Cases

This module includes four case studies to demonstrate implementation of concepts presented in Practical Tips for the Oncology Practice and to promote comprehension of key issues. Audio clips, excerpts from Practical Tips and ASCO's Journal of Oncology Practice, along with thought-provoking self-assessment questions enhance comprehension and retention of the information.

Branding Opportunity: Corporate logo and acknowledgment on activation code certificate.



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The Walchli-Tauber Group, Inc.

ASCO Additional Marketing Opportunities

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To contact the sales managers of *Journal of Clinical Oncology*, click on their email address under the desired section. To obtain additional information, please visit our website at www.wt-group.com.

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