

American Society of Clinical Oncology

Journal of Oncology Practice



THE AUTHORITATIVE RESOURCE FOR ONCOLOGY PRACTICES

2010 Media Kit

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www.jop.ascopubs.org



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The American Society of Clinical Oncology (ASCO) is the world's leading professional organization representing physicians who treat people with cancer. ASCO is a non-profit organization that was founded in 1964 by a small group of physician members of the AACR - American Association for Cancer Research - who recognized the need for a separate society dedicated to issues unique to clinical oncology. ASCO's members set the standard for patient care worldwide, and lead the fight for more effective cancer treatments, increased funding for clinical and translational research, and, ultimately, cures for the many different cancers that strike millions of people around the world every year.

ASCO has over 25,000 professional members from 100 countries. ASCO's membership is composed of clinical oncologists representing all oncology disciplines and subspecialties; physicians and health-care practitioners with a predominant interest in oncology. ASCO's members specialize in all fields of oncology, including medical, hematology, therapeutic radiology, surgical, and pediatric. ASCO strongly supports all types of cancer research particularly, patient-oriented clinical research.

ASCO IS COMMITTED TO:

- IMPROVING** cancer care prevention
- ADVANCING** the education of those professionals caring for cancer patients and supporting the development of clinical cancer researchers.
- FOSTERING** communication among cancer-related medical subspecialties.
- ADVOCATING** public policy that ensures patient access to high-quality cancer care.
- ASSISTING** oncologists in addressing the challenges of the modern-day practice oncology.

THE JOURNAL OF ONCOLOGY PRACTICE:

- JOP is ASCO's primary source for original research that impacts the delivery of care.
- JOP's mission is to provide oncology professionals with information and tools to enhance practice efficiency and promote a high standard of care.
- The Journal publishes research on efficiency of service provision, quality of and access to care, and socioeconomics of cancer care, as well as regulatory issues that affect practice.
- The Editor-in-Chief of JOP is John V. Cox — Hematology-Internal Medicine, US Oncology, Dallas, Texas.

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DEMOGRAPHICS

Primary Medical Specialty*		
Medical Oncology/Hematology	8,445	
Medical Oncology (only)	6,514	
Surgery/Surgical Oncology	2,895	
Radiation Oncology	2,172	
Pediatric Oncology	1,447	
GP/FP/IM	482	
Other	2,895	
Secondary Medical Specialty*		
Medical Oncology/Hematology	5,067	
Medical Oncology (only)	2,895	
Surgery/Surgical Oncology	2,412	
Pediatric Oncology	1,447	
Urologic Oncology	965	
Gynecologic Oncology	723	
Radiation Oncology	723	
Other	10,616	

Practice Setting*		
Private Practice (Office or Hospital Based)	9,699	37.37%
Academic Medical Center/University	9,500	36.60
Training Program	2,782	10.72
Pharmaceutical/Biotech Company	2,472	9.52
Government Agency	585	2.25
Staff Model HMO	452	1.74
Administration	309	1.19
Laboratory	158	0.61

Board Certification*		
Medical Oncology	13,198	33.64%
Internal Medicine	10,074	25.68
Hematology	6,586	16.79
Radiation Oncology	2,017	5.14
Surgery/Surgical Oncology	1,598	4.07
Other	1,411	3.60
Pediatrics/Pediatric Oncology	998	2.54
Gynecologic Oncology	656	1.67
Laboratory Research	578	1.47
Pharmacology (Clinical)	335	0.85
Biostatistics/Epidemiology	254	0.65
Oncology Nursing	242	0.62
Pathology	235	0.60
Health Care Administration	170	0.43
Oncology Pharmacy	164	0.42
Urology/Urologic Oncology	161	0.41
Gastroenterology	143	0.36
Allied Health	119	0.30
Nuclear Medicine	80	0.20
Radiology	69	0.18
Physician's Assistant	50	0.13
Psychiatry/Psychology	48	0.12
Dermatology	36	0.09

*Data from the 2008 Matalia Group Study

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DEMOGRAPHICS (Continued)

Association Membership*

American Society of Hematology	33.0%
American Association for Cancer Research	32.0%
American Medical Association	29.0%
American Society for Therapeutic Radiology	9.0%
American College of Radiation Oncology	4.0%
Other	40.0%

Years in Practice*

1 to 5 years	26.0%
6 to 10 years	7.0%
11 to 15 years	4.0%
16 to 20 years	4.0%
21 to 25 years	9.0%
26 to 30 years	9.0%
30 + years	30.0%

Patients Seen Weekly*

Less than 20	22.0%
20 to 40	36.0%
41 to 60	22.0%
61 to 80	9.0%
81 to 100	9.0%
Over 100	3.0%

Primary Activity for All Member Types*

General Oncology	7,000	11.46%
Breast Cancer	5,920	9.69
Leukemia/Lymphoma/Myeloma/MDS	5,873	9.62
Clinical Trials/Biostatistics/Epidemiology	4,156	6.80
Medical Oncology	3,686	6.03
Gastrointestinal Cancer	3,564	5.83
Lung Cancer	3,559	5.83
Genitourinary Cancer	1,764	2.89
Gyn Cancer	1,721	2.82
Pharm/Drug Development	1,614	2.64
Tumor/Molecular Biology/Cytokines	1,492	2.44
Liver and Pancreas Tumors	1,256	2.06
Surgical Oncology	1,229	2.01
Head and Neck Cancer	1,173	1.92
BMT	1,124	1.84
Radiation Oncology	1,093	1.79
Palliative Care/End of Life	1,058	1.73
Other	994	1.63
Biologic Therapy	975	1.60
Cancer Education	926	1.52
Pediatric Cancers	883	1.45
Pain and Symptom Management	845	1.38
Melanoma/Skin Cancer	827	1.35
Sarcoma	751	1.23
Cancer Prevention	725	1.19

*Data from the 2008 Matalia Group Study

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DOMESTIC DISTRIBUTION

State	Distribution	State	Distribution
Alabama	284	Nebraska	100
Alaska	19	Nevada	75
Arizona	206	New Hampshire	78
Arkansas	91	New Jersey	926
Armed Forces Europe	2	New Mexico	76
California	1,946	New York	1,559
Colorado	232	North Carolina	483
Connecticut	335	North Dakota	31
Delaware	50	Ohio	539
District of Columbia	81	Oklahoma	112
Florida	871	Oregon	165
Georgia	358	Pennsylvania	996
Hawaii	43	Puerto Rico	54
Idaho	40	Rhode Island	65
Illinois	721	South Carolina	138
Indiana	272	South Dakota	29
Iowa	130	Tennessee	352
Kansas	113	Texas	1,146
Kentucky	157	Utah	75
Louisiana	158	Vermont	39
Maine	59	Virginia	329
Maryland	581	Virgin Islands	3
Massachusetts	686	Washington	344
Michigan	471	West Virginia	72
Minnesota	320	Wisconsin	255
Mississippi	64	Wyoming	12
Missouri	271		
Montana	45	<i>Total</i>	16,662

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FOR 2010:

	Space	Ad Material	Inserts
JAN / FEB *Mails with January 20th JCO	11/30	12/6	12/14
MAR / APR *Mails with March 20th JCO	2/1	2/6	2/14
MAY / JUN *Mails with May 20th JCO	4/1	4/7	4/14
JUL / AUG *Mails with July 20th JCO	6/2	6/6	6/13
SEP / OCT *Mails with September 20th JCO	8/1	8/6	8/14
NOV / DEC *Mails with November 20th JCO	10/1	10/6	10/14

*JOP is now poly-bagged with JCO

Cancellations cannot be accepted later than one week after space reservation date.

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Frequency	1 Page	1/2 Page	1/4 Page
1x	\$2,850	\$1,865	\$1,105
6x	2,760	1,740	1,075
12x	2,700	1,705	1,050
24x	2,600	1,660	1,025
36x	2,500	1,630	1,005
48x	2,450	1,565	975
60x	2,405	1,540	945
72x	2,375	1,530	905
96x	2,310	1,455	—
120x	2,275	1,425	—
144x	2,250	1,405	—
170x	2,180	1,375	—
194x	2,145	1,355	—
216x	2,115	1,325	—
242x	2,080	1,310	—
268x	2,055	1,285	—

ADDITIONAL RATES:

Color (per page):

Standard	\$ 895
Matched	\$ 965
3/4 Color	\$2,430

Cover/Preferred Position Rates (non-cancellable, 10% penalty applied):

- 2nd Cover: earned rate plus 50%
- 3rd Cover: earned rate plus 25%
- 4th Cover: earned rate plus 50%
- Page Facing First Text: earned rate plus 30%
- Page Facing Contents: earned rate plus 30%

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Copies of new inserts must be sent to The Walchli Tauber Group for editorial approval.

a. 2-Page Insert: 3 times earned B/W page rate.

b. 4-Page Insert: 5 times earned B/W page rate.

c. 6-Page Insert: 7 times earned B/W page rate.

d. Back-Up Rates Per Page: one-half earned B/W rate.

e. Larger units, gatefolds, tip-ins, die cuts: rates upon request.

f. Special handling charges: for unusual insert handling, rates upon request.

Special Positioning: Rates upon request for unusual positioning.

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All 6 issues of *JOP* will be polybagged and mailed with the *Journal of Clinical Oncology (JCO)*

Mailing with the following issues of *JCO*:

- January 20
- March 20
- May 20
- July 20
- September 20
- November 20

New Incentive Programs:

1. Run in all 6 issues of *JOP* and receive 3 free ads in *JCO* (same size ad unit or smaller).
2. Run in 3 issues of *JOP* and receive 1 free ad in *JCO* (same size ad or smaller).

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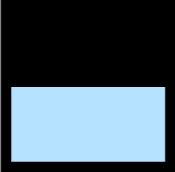
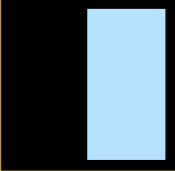
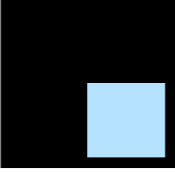
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AD PAGES SIZES:

Page Size		Non-Bleed	Bleed
	Full	7" x 10"	8 3/8" x 11 1/8"
	1/2 (Hor)	7" x 4 7/8"	8 3/8" x 5"
	1/2 (Ver)	3 3/8" x 10"	4 1/8" x 11 1/8"
	1/4	3 3/8" x 4 7/8"	—

Journal Trim Size:

- Journal trims 3/16" off top, 1/8" bottom, gutter and outside edge.
- Final trim size of publication is 8 1/8" x 10 7/8".
- Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

Type of Binding:

Perfect

Paper Stock:

- Cover: 100 lb Sterling w/ UV coating; Inside Pages: 60 lb Somerset
- 4-color process available

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INSERT REQUIREMENTS:

- a. **Sizes:** 2-page insert – 8 3/8” x 11 3/16”
4-page insert – 17” x 11 3/16”
Larger sizes upon request.
- b. Inserts to be supplied folded.
- c. **Trimming:** 3/16” off top, 1/8” bottom, gutter and outside edge; margin for live matter 5/8” inside all edges of untrimmed insert.
- d. **Stock:** 80 lb.
- e. **Quantity:** 20,000 per issue
- f. **Copy Clearance:** All inserts subject to approval by Editor. Copy should be supplied to Ad Production Department prior to printing inserts. Allow three weeks for approval.

Starting immediately JOP will be printing in Lancaster, Pennsylvania.

All new inserts need to be directed to:
Cadmus Communications/ Cenveo Company
Attn: Stephanie Metzger (JOP)
3575 Hempland Road
Lancaster, PA 17601

Tel: (717) 285-6720

ELECTRONIC SUBMISSION OF ADS:

JOP is produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group Inc. **FTP site at <ftp://www.wt-group.com> — user: wtgroupftp, password: sendfiles**
- Find the folder for JCO and the issue date for your ad, and copy your high-res PDF into that file.
- Send an email to roland.keve@wt-group.com saying that you have uploaded the materials.
- You also may email the PDF to roland.keve@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

Ship to:

Roland Keve
Walchli-Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

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Meetings/ City	Dates	Location	Venue	JOP Issues
Gastrointestinal Symposium	1/22-1/24	Orlando, FL	Orlando World Marriot	November
Genitourinary Symposium	3/5-3/7	San Francisco, CA	San Francisco Marriot	January
AOHA Hematology Assembly	4/17-4/20	Myrtle Beach, SC	TBD	March
AACR Annual Meeting	4/17-4/21	Washington, DC	DC Convention Center	March
ASCO Annual Meeting	6/4-6/8	Chicago, IL	McCormack PI Center	TBD
Best of ASCO San Francisco	7/16-7/17	San Francisco, CA	The Palace Hotel	May
Best of ASCO Boston	7/23-7/24	Boston, MA	TBD	May
ESMO Congress	9/20-9/24	Milan, Italy	TBD	July
Breast Symposium	10/1-10/3	Washington, DC	Gaylord Hotel	September
ASCO Molecular Markers	11/18-11/20	Hollywood, FL	TBD	September
ASH Annual Meeting	TBD	TBD	TBD	TBD

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	Dimensions	Required files	Size	Loop
Skyscraper	160x600	.jpg/.gif/rich media, 3rd party tag, click through URL. If using DART please send redirect tags.	40k	3 loop per 30 sec
Leaderboard	728x90	.jpg/.gif/rich media, 3rd party tag, click through URL. If using DART please send redirect tags.	40k	3 loop per 30 sec

*All rich media accepted, user enabled audio streams only and 3rd party serving is allowed.

BANNER COST:

Below 25,000 impressions/month	\$60.00 CPM
25,000 to 50,000	55.00 CPM
Above 50,000	50.00 CPM

The ad will appear on the following pages:

- JOP Home page
- Search and Browse JOP page
- Subscriptions page
- PDA Services page
- My JOP page
- Customer Service page

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Expanding Banner: User Initiated

General specs

- Creative should clearly state “Roll Over” (or something similar).
- A maximum of 30% of the banner can contain a hotspot
- Panel should disappear upon user scroll off
- Size: 40K max file size
- We accept the following: Pointroll, Eyeblaster, Kilpmart, Unicast, Interpolls, United Virtualites Shoskele, Eyewonder, Dart and Atlas Rich Media.
- Audio must be user-initiated on mouse click.

Vertical Panel

- Panel will expand to the left of the 120x600 or 160x600 ad placement with the pages
- Expanding panel should not exceed 240x600 pixels in total, banner inclusive.

Changes and Cancellations

All creative materials must be received at least 5 business days prior to the launch of the campaign. If creative is delayed, WTG, Inc. has the right to extend the campaign end date by same number of days creative was delayed.

Rejecting Creative

ASCO reserves the right to approve all ad creative's which will run on JCO.org and JOP.org. ASCO reserves the right to reject any creative that does not follow ASCO's specs.

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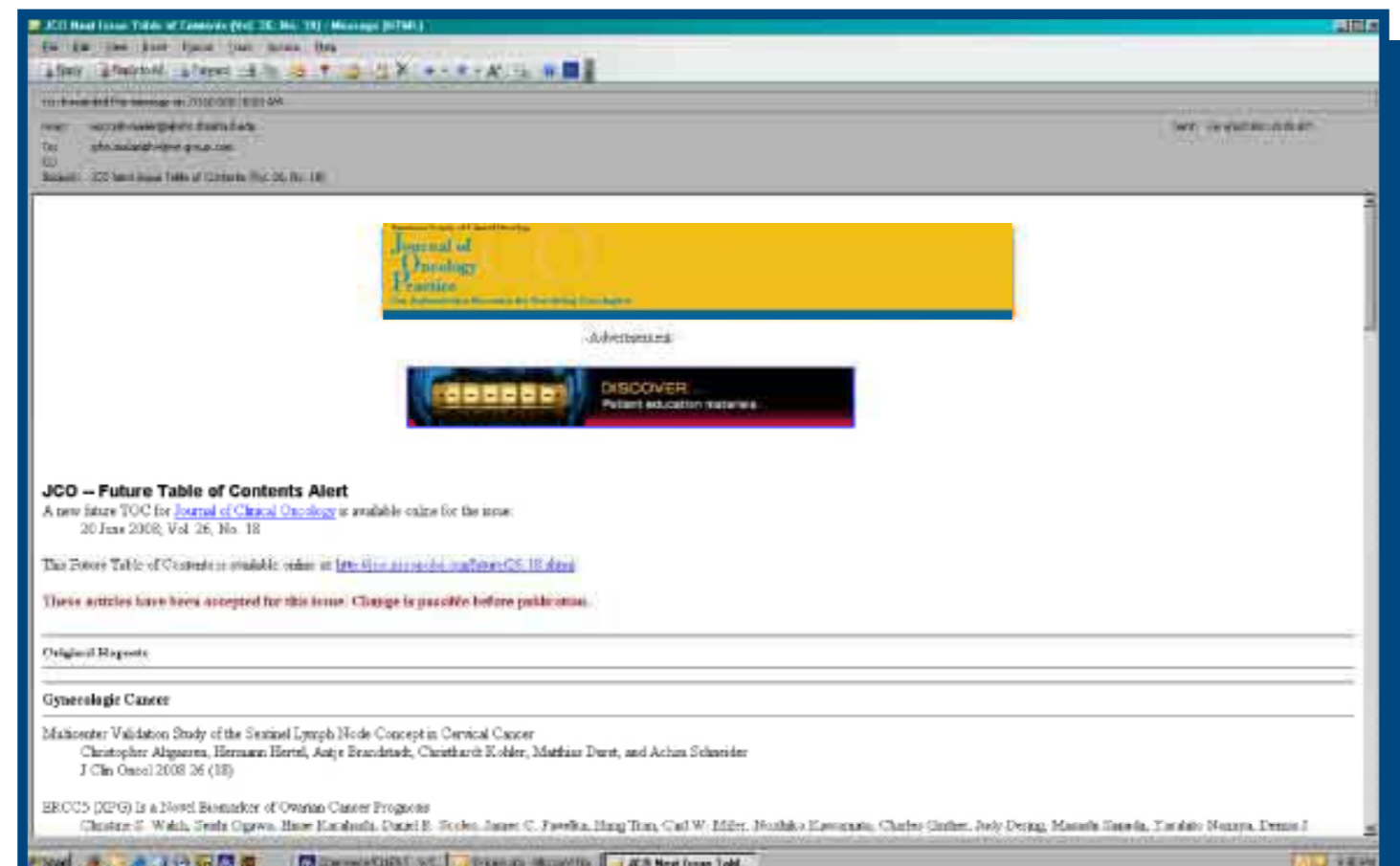
eTOC Banner Advertising:

Current Issue TOC

Publish Ahead of Print TOC

Banner Ad	Size	Material	Cost
Leaderboard	468x60px	GIF or JPEG	\$500.00/month

eTOC Screenshot:



↳ JOP Reprints

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Your sales force can win the respect and appreciation of medical practitioners by consistently delivering authoritative, respected, and timely information from the pages of *Journal of Oncology Practice*.

For complete information about article reprints from *Journal of Oncology Practice*, contact:

Terry Dennsteadt
The Walchli-Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

(443) 512-8899 x107
(443) 512-8909 fax
terry.dennsteadt@wt-group.com



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JOP bulk subscriptions can assist to enhance practice efficiency by providing information that oncologists can use in their day-to-day clinical practice decision making and by providing information that will ensure the highest quality patient care. Throughout the year topics and columns will include Medicare, clinical trials, new chemotherapy administration codes, legal corner, regulatory and reimbursement, personal management, for your patient, and much more.

***Journal of Oncology Practice* 2010 Bulk Subscriptions:**

Print & Online	<20 subs	20-99 subs	100-299 subs	>300 subs
Domestic	\$125.00	106.25	93.75	75.00
International	\$ 65.00	55.25	48.75	39.00
Online ONLY	<20 subs	20-99 subs	100-299 subs	>300 subs
Domestic/Int'l	\$112.00	95.20	84.00	67.20

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American Society of Clinical Oncology

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THE AUTHORITATIVE RESOURCE FOR PRACTICING ONCOLOGISTS



*Journal of
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JOP Description:

JOP is a bimonthly journal of approximately 72 pages in length. The purpose of this journal is to provide oncologists and other oncology professionals with information, and tools to enhance practice efficiency and promote high quality patient care.

Key JOP Features and Benefits:

- Published for all members of the practice – physicians, nurses and administrators
- Provides timely and relevant information to help practices succeed
- Focus on improving practice efficiency and quality of care
- Covers legal, financial, technology and personnel issues

JOP Topics for 2010:

- Understanding the Role of Practice Administrators in Oncology
- Fighting Cancer Treatment Scams
- A Practical Model for Psychosocial Care
- The Role of Family Physicians in the Provision of Supportive Cancer Care
- Filling the Gap: Development of the Oncology Nurse Practitioner Workforce
- The End of Life Discussion Between Physician and Patient
- Reporting Clinical Trials Information as a Measure of Quality Cancer Care

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Additional Opportunities:

Premium Positions

- Cover 2
- Cover 4
- Table of Contents
- Opp. 1st Editorial

Belly Bands & Cover Tips

Banner Advertising on JOP Online

Wall Charts

Journal Marks

Sponsored Subscriptions

- Company Representatives
- Physician specialty groups
(i.e. oncology nurses)

JOP Editorial Board:

Editor-in-Chief

John V. Cox, DO, MBA, FACP

Associate Editors

Gary H. Lyman, MD, MPH
Therese M. Mulvey, MD
Joseph O. Jacobson, MD

Editorial Board

Joseph S. Bailes, MD
Dean H. Gesme, MD
John Hennissey, CMPE
John A. Keech, Jr, DO
Andre A. Konski, MD
Patricia Legant, MD
Barbara L. McAneny, MD
Robert S. Miller, MD
Samuel Silver, MD
Ellen L. Stovall
Elaine L. Towle, CMPE
Kim Woofter

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The Walchli-Tauber Group, Inc.

Journal of Oncology Practice

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015

(443) 512-8899

(443) 512-8909 fax

Company Information: We are a publisher's representation firm that was established July, 1998. We specialize in partnering with medical societies to maximize their advertising revenue and in working with media buyers and planners in developing effective strategies for achieving promotional campaign goals.

To contact the sales managers of *Journal of Oncology Practice*, 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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