

# 2015 MEDIA KIT

PRINT | WEB | MOBILE

## haymarketoncology

Building Knowledge Through Practical Information

Cancer Therapy  
Advisor

OncologyNurseAdvisor

# Cancer Therapy Advisor

INFORMING  
ONCOLOGY  
DECISIONS

# PRINT

A new journal-sized publication that delivers the latest relevant clinical information straight to oncology health professionals every other month

## CONTENT INCLUDES

- Cancer treatment regimens
- Concise *MPR* drug monographs organized by tumor type
- Featured drugs and pipeline information
- CME-accredited activity
- Expert review, interviews, commentary, research and analysis
- Desk-sized format for examining room or office placement

## PRINT FREQUENCY

Every other month

## PRINT CIRCULATION

Hematologists/Oncologists and other MD Specialties	13,257*
PA/NPs	825
Oncology Nurses	3,547
PharmDs in Hospital Settings	1,368
<b>TOTAL</b>	<b>18,997</b>

\*Includes all AMA file Hematologists, Oncologists, Hematologist/Oncologists, Gynecologic Oncologists, Musculoskeletal Oncologists, Pediatric Oncologists, Surgical Oncologists, and IMs with a sub-specialty in Oncology.

## AUDIENCE PENETRATION

- 85% recall receiving the premier issue of CTA<sup>1</sup>
- Latest News, CME and Treatment Regimens rank as the top 3 sections<sup>1</sup>
- 63% will save their issue for reference, share it with a colleague or display it in their office/institution<sup>1</sup>

1. CTA September 2014 Print User Survey

“The new print version of *Cancer Therapy Advisor* took the most useful content from *MPR Hematology & Oncology*, their concise cancer treatment regimens and oncology drug monographs and paired them with CME, expert editorials and trending oncology articles making this a truly valuable oncology clinician information resource.”

**Barbara Ann Burtness, MD**  
Clinical Research Program Leader,  
Head and Neck Cancers Program  
Yale Cancer Center  
New Haven, CT



### PRINT: Black & White Rates

	1 PAGE
1x	\$6,210
6x	\$6,053
12x	\$5,910
24x	\$5,753
36x	\$5,633
48x	\$5,565
60x	\$5,520
72x	\$5,445
96x	\$5,348
120x	\$5,310
150x	\$5,250

**PRINT: 4-Color charge** \$2,457

### POSITION CHARGES

Cover 2 and Facing Page	25%
TOC	15%
Cover 3	50%
Cover 4	50%

### VALUE ADDED LINE ADS

Ask about line ad section takeovers

### COMBINATION DISCOUNT

Advertise in both *Cancer Therapy Advisor* and *Oncology Nurse Advisor* and receive a 10% discount (Ads must be for the same product; discount applies to ads of equal or smaller size).

### CORPORATE DISCOUNT

Individual pharmaceutical companies and their subsidiaries may qualify for this additional corporate discount, based on their total gross spending in 2015.

The amount of the discount when combining total gross spending for *Cancer Therapy Advisor*, *The Clinical Advisor*, all *MPR* titles, *McKnight's Long Term Care News*, *Assisted Living*, *Renal & Urology News*, *Oncology Nurse Advisor* using 2015 rates are calculated after combo, continuity and special discounts are applied.

#### Gross Spend Levels:

\$250,000 - \$750,000 = 2%  
 \$750,001 - \$1,500,000 = 3%  
 \$1,500,001 - \$2,500,000 = 5%  
 \$2,500,001 - \$3,500,000 = 7%  
 \$3,500,001+ = 10%

### CLOSING DATES 2015

ISSUE	AD CLOSING	MATERIALS
January/February	December 8	December 10
March/April	February 6	February 11
May/June	April 10	April 14
July/August	June 4	June 9
September/October	August 4	August 7
November/ December	October 13	October 16

### PRODUCTION SPECS

**PRODUCTION CONTACT:** cta.prodmngr@haymarketmedia.com

**PRINTER:** RR Donnelley, 1600 N. Main Street, Pontiac, IL 61764

#### PRODUCTION SPECIFICATIONS

Inserts:

- Trim size of the publication is 7 3/4" x 10 1/2"
- Maximum finished insert size is 8" x 10 3/4"

#### SHIPPING

Inserts are to be in cartons on skid. Ship with publication name, issue date, and insert quantity clearly marked. Each issue packed separately.

Delivery Address:

RR Donnelley, 1600 N. Main Street, Pontiac, IL 61764

Attn: Mary Sue Patterson for CTA

**QUANTITY:** 20,500

**INSERT DUE DATE:** 25th of the month prior to publication

#### ADVERTISING

- Final trim size must be 7 3/4" x 10 1/2"
- Live area: 7.25"x10"
- Bleeds must extend 1/8" past trim lines all around. Thus, bleeds on all four sides mean that the bleeds extend out to 8" x 10 3/4"
- Live area for line ads: 6.875" x .75"

#### MECHANICAL SPECIFICATIONS

- Hold Live Matter: 1/4" from trim
- Type of Binding: Perfect bound
- Material Policy: Reproduction material will be held 12 months from date of last insertion and then destroyed.

#### DIGITAL FILES

- Include standard trim, bleed, and center marks in all separations and outside trim (no marks included in the "live" image area)
- Please supply PDFs as single pages. Export settings can be found here: <http://www.rrdonnelley.com/prepress/prepare/indesign/export-pdf.aspx>
- A CD ROM and contact color proof of the file should also be sent to: **Krassi Varbanov**  
 Haymarket Media Inc., 114 West 26th Street, 4th Fl., New York, NY 10001

A comprehensive online resource that offers oncology healthcare professionals a wide range of practical knowledge

### CONTENT INCLUDES

- Cancer treatment regimens
- Concise MPR drug monographs organized by tumor type
- Relevant clinical charts and medical calculators
- Extensive clinical trial information
- Expert reviews
- Oncology-specific resources for patient-care

### AUDIENCE PENETRATION

- Greater than 190,000 page views per month<sup>1</sup>
- Over 90,000 unique visitors per month<sup>1</sup>
- 28,000 plus newsletter opt-ins<sup>2</sup>
- 61% of CTA users use the site at least once per week<sup>3</sup>

### HOW DOES THE AUDIENCE FEEL ABOUT CANCERTHERAPYADVISOR.COM?

- Over 60% of users access CTA at least once a week<sup>3</sup>
- 9 out of 10 users find CTA useful for their clinical practice<sup>4</sup>
- 9 out of 10 users find CTA newsletters useful/informative<sup>4</sup>
- Core content (cancer treatment regimens, concise drug information, latest oncology news) is rated very valuable<sup>4</sup>

1. Omniture, June 2014, CTA Monthly Report
2. Silverpop, June 2014, CTA Monthly Report
3. CTA July 2014 Online User Survey
4. CTA July 2012 Online User Survey



“ In addition to being an easy to use, one-stop resource for chemotherapy regimens and drug information, CancerTherapyAdvisor.com is also a valuable tool for oncologists who treat many different types of cancers. The news stories, feature articles, and expert commentary are clinically relevant and well organized, and deliver up-to-date information to the entire oncology community. ”

**E. David Crawford, MD**  
Professor of Surgery/  
Urology/Radiation  
Oncology  
Head Urologic  
Oncology  
E. David Crawford  
Endowed Chair in  
Urologic Oncology  
University of Colorado,  
Denver Aurora, CO



WEB OPPORTUNITIES	CPM	PRICE/MOS
Run of Site (ROS)	\$96	\$2,400
Specialty-Targeted ROS	\$180	Contingent Upon List Size
List-Match-Targeted ROS	\$245	Contingent Upon List Size
Premium Sidebar Ad	\$144	\$3,600 (25,000 impressions, scrolls as the reader scrolls, 100% viewable at all times)*
Brand Connect - Video Syndication	Flat Rate	\$3,000/for 2 weeks (Syndicate videos across home page and contextually relevant sections)**
Content Posting	Flat Rate	Video: \$1,630 / Static: \$1,087
Section Takeover	Flat Rate	\$5,000***
Homepage Road Block	Flat Rate	\$870/day†
Prestitial	Flat Rate	\$870/day†
ROS Text Ad	Flat Rate	\$543
Microsite	Flat Rate	\$65,000/year††
Conference Coverage Sponsorship	Flat Rate	\$8,150/conference
Virtual Conference Exhibit Booth	Flat Rate	Silver Sponsor: \$8,500 / Gold Sponsor: \$12,500 / Platinum Sponsor: \$19,500
EMAIL OPPORTUNITIES		
Editorial Newsletter		Banners: \$2,500 (Buy 3, receive \$500 discount per drop / Buy 6, receive \$1,000 discount per drop) Text Ads: \$500
Specialty Targeted Newsletter		\$2,500 (Buy 3, receive \$500 discount per drop / Buy 6, receive \$1,000 discount per drop)
Spotlight Newsletter		\$3,500 (Buy 3, receive \$500 discount per drop / Buy 6, receive \$1,000 discount per drop)
Custom Email Blast		\$0.35/name + \$1,500 management fee
MOBILE OPPORTUNITIES		
Run of App (ROA)	\$96	\$1,440
Specialty-Targeted ROA	\$180	Contingent Upon List Size
List-Match-Targeted ROA	\$245	Contingent Upon List Size
Content Posting	Flat Rate	Video: \$1,630 / Static: \$1,087
Section Takeover	Flat Rate	\$1,523
Drug Subsection Takeover	Flat Rate	\$1,035
Homepage Road Block	Flat Rate	\$870/day†
Sponsored News Release (i.e. Alert)	Flat Rate	\$25,000/send
Mobile Prestitial	Flat Rate	\$870/day†
Mobile Microsite	Flat Rate	\$65,000/year††

\* Ad serving is dependent on monitor resolution and settings.

\*\* All content is clearly marked as sponsored content throughout.

\*\*\* \$5,000 monthly cost has no impression max, or buy takeover for \$2,400 with impression cap at 5,000

† Limit 1 week/mo

†† Development only; pricing may vary based on content provided and complexity of development required (pricing does not include traffic drivers)



1 - Leader Board 728x90

2 - Navigation Bar Ad 1000x30

3 - Half Page 300x600

4 - Medium Rectangle 300x250



5 - Premium Side Bar 160x600

6 - Brand Connect Video Syndication

7 - Premium Side Bar 300x600

8 - Premium Side Bar 300x2500

Clinical updates and evidence-based information geared towards the oncology nurse and other cancer care providers

## CONTENT INCLUDES

- Side-effect management
- Survivorship issues
- Patient education and navigation
- Safe handling and administration of medications
- Impact of genomics/genetics on cancer treatment
- Communication with patients, caregivers, and the cancer care team

## PRINT FREQUENCY

Every other month



## PRINT CIRCULATION

Oncology Nurse	16,859
Nurse Practitioner	2,986
Physician Assistant	1,422
Director of Nursing	2,363
<b>TOTAL</b>	<b>23,630</b>

## AUDIENCE PENETRATION

- Over 76% read cover to cover or articles of interest and look through the remaining pages<sup>1</sup>
- #3 ad page exposure ranking out of 14 publications reaching this audience<sup>1</sup>

## HOW DOES THE AUDIENCE FEEL ABOUT ONCOLOGY NURSE ADVISOR?

- 9 out of 10 readers find ONA offers high overall quality<sup>2</sup>
- 9 out of 10 readers find ONA provides practical, useful information<sup>2</sup>
- 9 out of 10 readers find ONA articles of high value for their specific need<sup>2</sup>

1. Kantar Media, Oncology Nursing, 2014 Readership Data
2. ONA Reader Survey, October 2010

“Oncology Nurse Advisor makes oncology issues practical and applicable to everyday cancer care. The focused article departments such as Ask the Pharmacist and Issues in Cancer Survivorship enhance the knowledge base of the oncology nurse, thus helping them to improve the treatment they provide to patients.”

**Jia Conway,**  
DNP, FNP-BC,  
AOCNP, NP-C  
Cancer Care  
Associates of York  
York, Pennsylvania



## PRINT: Black & White Rates

	1 PAGE	½ PAGE
1×	\$3,910	\$2,610
6×	\$3,850	\$2,520
12×	\$3,790	\$2,470
24×	\$3,670	\$2,400
36×	\$3,530	\$2,350
48×	\$3,410	\$2,280
60×	\$3,360	\$2,220
72×	\$3,280	\$2,160
96×	\$3,220	\$2,100
120×	\$3,160	\$2,020
150×	\$3,120	\$1,970

**INSERTS:** Charged at the page for page black & white rate

**PRINT: 4-Color Charge** \$2,190

## POSITION CHARGES

Cover 2 and Facing Page	25%
TOC	15%
Cover 3	50%
Cover 4	50%

## COMBINATION DISCOUNT

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September/October	September 14	September 21
November/December	November 17	November 24

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Delivery Address:

RR Donnelley, 1600 N. Main Street, Pontiac, IL 61764

Attn: Jim Dopler for ONA

**QUANTITY:** 26,500

**INSERT DUE DATE:** 1st of month of publication

### ADVERTISING

- Final trim size must be 7 ¾" × 10 ½"
- Live area: 7.25" x 10"
- Bleeds must extend ¼" past trim lines all around. Thus, bleeds on all four sides mean that the bleeds extend out to 8" × 10 ¾"

### MECHANICAL SPECIFICATIONS

- Hold Live Matter: ¼" from trim
- Type of Binding: Perfect bound
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Haymarket Media Inc., 114 West 26th Street, 4th Fl., New York, NY 10001

An online resource that provides oncology information that is timely, relevant, and applicable to current practice

## CONTENT INCLUDES

- Electronic access to information that enables quality oncology care
- Daily reports from the recent literature
- Up-to-date drug information
- Patient information and fact sheets
- Point-of-care guides and tools
- Interactivity with oncology colleagues

## AUDIENCE PENETRATION

- More than 149,000 page views and over 84,000 unique visitors per month<sup>1</sup>
- 17,000 newsletter opt-ins<sup>2</sup>

## HOW DOES THE AUDIENCE FEEL ABOUT ONCOLOGYNURSE ADVISOR.COM?

- 29% of visitors to ONA return in less than 1 day<sup>3</sup>
- 27% of visitors to ONA return in 1 to 7 days<sup>3</sup>

1. Omniture, June 2014, ONA Monthly Report
2. Silverpop, July 2014, ONA Monthly Report
3. Omniture, July-September 2014, ONA Frequency Report



“OncologyNurseAdvisor.com (ONA) offers current news and features about cancer treatment and patient care that can be readily applied to clinical practice. In addition, ONA provides oncology nurses with information they need and want to know, through outlets such as opinion polls and email blasts, which is easily accessible and always relevant.”

**Rosemarie Tucci,**  
RN, MSN, AOCN  
Manager,  
Oncology Services  
Lankenau  
Medical Center  
Wynnewood,  
Pennsylvania





WEB OPPORTUNITIES	CPM	PRICE/MOS
Run of Site (ROS)	\$65	\$1,625
List-Match-Targeted ROS	\$180	Contingent Upon List Size
Premium Sidebar Ad	\$97.50	\$2,437 (25,000 impressions, scrolls as the reader scrolls, 100% viewable at all times)*
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Content Posting	Flat Rate	Video: \$1,035 / Static: \$518
Section Takeover	Flat Rate	\$2,175
Homepage Road Block	Flat Rate	\$870/day†
Prestitial	Flat Rate	\$870/day†
ROS Text Ad	Flat Rate	\$543
Microsite	Flat Rate	\$65,000/year††
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Virtual Conference Exhibit Booth	Flat Rate	Silver Sponsor: \$8,500 / Gold Sponsor: \$12,500 / Platinum Sponsor: \$19,500
EMAIL OPPORTUNITIES		
Editorial Newsletter		Banners: \$2,500 (Buy 3, receive \$500 discount per drop / Buy 6, receive \$1,000 discount per drop) Text Ads: \$500
Spotlight Newsletter		\$2,500 (Buy 3, receive \$500 discount per drop / Buy 6, receive \$1,000 discount per drop)
Custom Email Blast		\$0.35/name + \$1,500 management fee
MOBILE OPPORTUNITIES		
Run of App (ROA)	\$65	\$975
List-Match-Targeted ROA	\$180	Contingent Upon List Size
Content Posting	Flat Rate	Video: \$1,035 / Static: \$518
Section Takeover	Flat Rate	\$875
Drug Subsection Takeover	Flat Rate	\$776
Homepage Road Block	Flat Rate	\$870/day†
Sponsored News Release (i.e. Alert)	Flat Rate	\$25,000/send
Mobile Prestitial	Flat Rate	\$870/day†
Mobile Microsite	Flat Rate	\$65,000/year††

\* Ad serving is dependent on monitor resolution and settings.

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† Limit 1 week/mo

†† Development only; pricing may vary based on content provided and complexity of development required (pricing does not include traffic drivers)

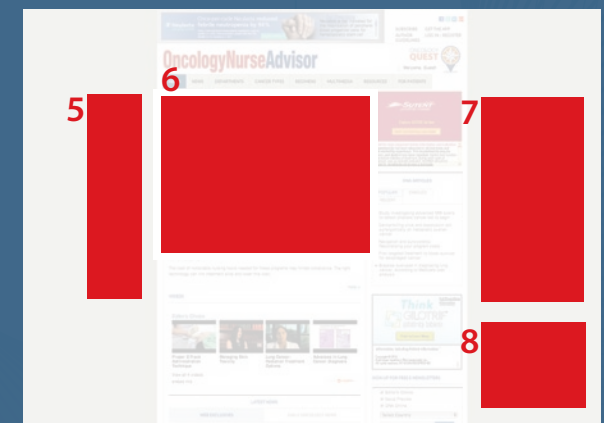


1 - Leader Board 728x90

2 - Navigation Bar Ad 1000x30

3 - Half Page 300x600

4 - Medium Rectangle 300x250



5 - Premium Side Bar 160x600

6 - Brand Connect Video Syndication

7 - Premium Side Bar 300x600

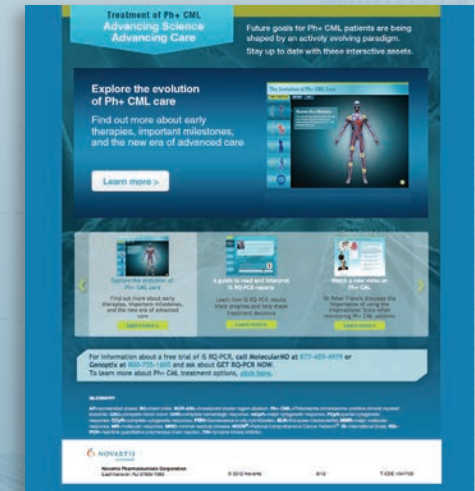
8 - Premium Side Bar 300x2500

# CUSTOM SOLUTIONS

For more detailed information on each of these products and additional custom solutions, please contact the Publisher for a Fact Sheet



KOL Video / Roundtable



Microsite / Infosite



First Report Live Conference Coverage



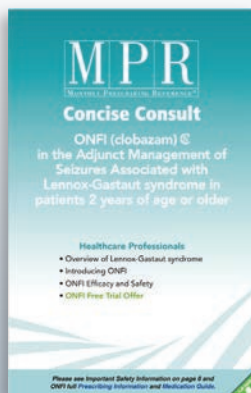
Digital/Mobile Fact Pack



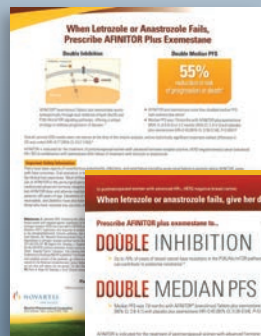
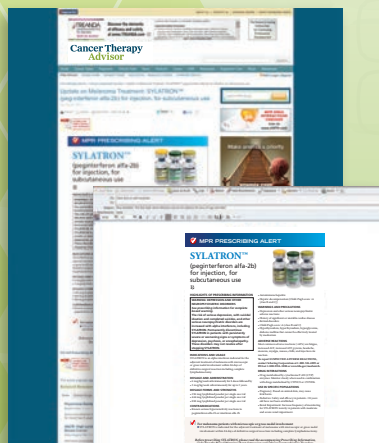
MPR Fact Pack

# CUSTOM SOLUTIONS

For more detailed information on each of these products and additional custom solutions, please contact the Publisher for a Fact Sheet



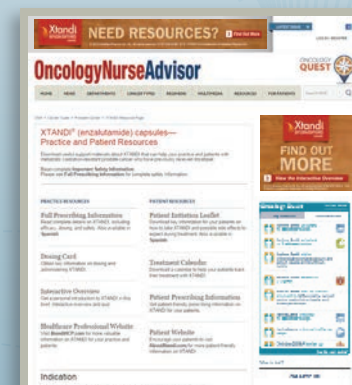
MPR ConciseConsult®



MPRxPress Direct Mail & Email



MPR Integrated Prescribing Alert



Product Resource Center



Virtual Conferences