

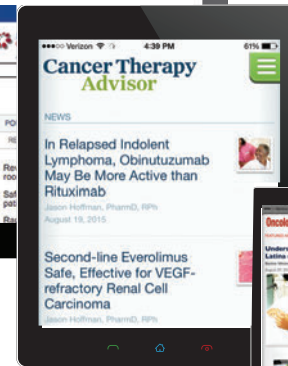
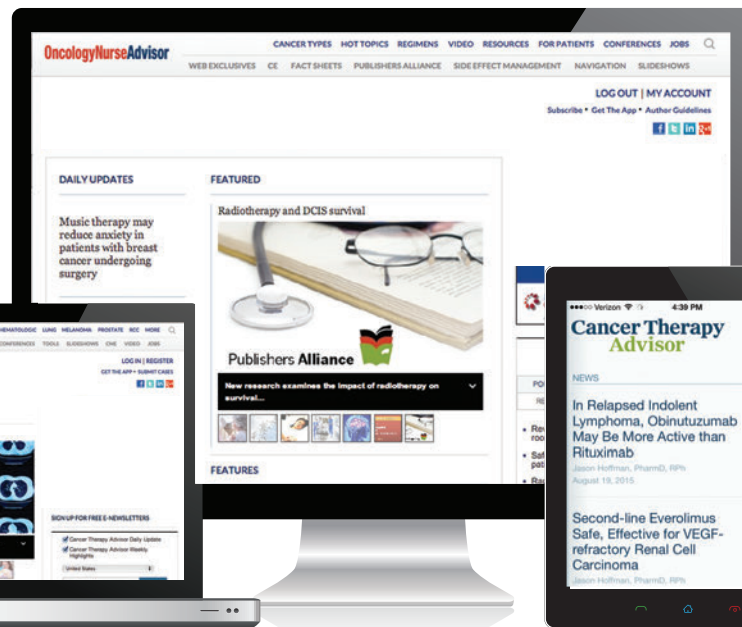
haymarket oncology

Building Knowledge Through Practical Information

CANCER THERAPY ADVISOR

ONCOLOGY NURSE ADVISOR

ONA NAVIGATION SUMMIT



2016 MEDIA KIT

PRINT | WEB | MOBILE

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DISCOUNTS & PROMOTIONAL OPPORTUNITIES

HAYMARKET CORPORATE DISCOUNT

Individual pharmaceutical companies and their subsidiaries may qualify for this additional discount based on their total gross spending in either 2015 or 2016. The amount of the discount when combining total gross spending for *Cancer Therapy Advisor*, *Oncology Nurse Advisor*, *The Clinical Advisor*, all MPR titles, *McKnight's Long-Term Care News*, *Assisted Living*, *Renal & Urology News*, *Psychiatry Advisor*, *Endocrinology Advisor*, *Neurology Advisor* and *Clinical Pain Advisor* using 2015 rates is calculated after combo, continuity and special discounts are applied.

Total Gross \$	% Discount off Gross
\$ 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%

ANNUAL-CONTRACT OPTION

5% discount on 2016 ad rates for all print space contracted and paid for by January 31, 2016. Contracts must stipulate the product(s), ad-unit size, colors, frequency, and specific dates of insertion in all editions.

COMBO DISCOUNT

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

IMPORTANT NOTE: In some instances, these discounts are mutually exclusive. Contact your Account Manager for details.

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CONTENT INCLUDES

- Cancer treatment regimens
- Concise *MPR* drug monographs organized by tumor type
- Featured drugs and pipeline information
- CME-accredited activity
- Expert reviews, interviews, commentary, research and analysis

PRINT FREQUENCY Every other month

PRINT CIRCULATION

Oncologists	3,829
Hematologist/Oncologists	4,998
Hematologists	1,337
Pediatric Hematologist/Oncologists	2,100
Other Oncology Specialists	993*
PA/NPs	825
Oncology Nurses	3,547
PharmDs in Hospital Settings	1,368
TOTAL	18,997

*Includes AMA file Gynecologic Oncologists, Musculoskeletal Oncologists, and IMs with a sub-specialty in Oncology

BONUS DISTRIBUTION

American Society of Clinical Oncology (ASCO) and American Society of Hematology (ASH)

CLOSING DATES 2016

ISSUE	AD CLOSING	MATERIALS
January/February	December 4	December 10
March/April	February 4	February 11
May/June	April 6	April 12
July/August	June 1	June 10
September/October	August 1	August 5
November/December	October 7	October 14

PRICING & BILLING

Black & White Rates

	1 PAGE
1 x	\$6,400
6 x	\$6,240
12 x	\$6,090
24 x	\$5,930
36 x	\$5,810
48 x	\$5,740
60 x	\$5,690
72 x	\$5,610
96 x	\$5,510
120 x	\$5,470
150 x	\$5,410

4-Color Charge \$2,530

Position Charges

Cover 2	25%
Section Index	15%
Cover 4	50%
All Other Guaranteed Positions	10%

Double your exposure with LINE ADS across the bottom of the drug monograph pages

Line Ad Packages (10 ads per issue)

- 4 color: \$5,845 per issue
- 2 color: \$4,562 per issue

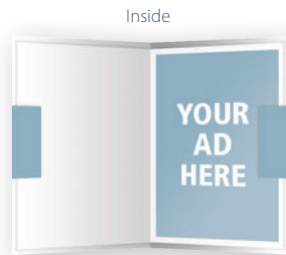
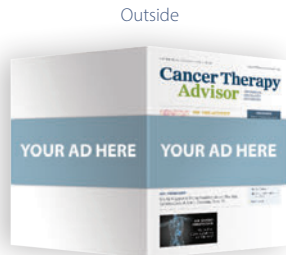


Double your exposure with LINE ADS across the bottom of the drug monograph pages

Line Ad Packages (10 ads per issue)

- 4 color: \$5,845 per issue
- 2 color: \$4,562 per issue

BELLY BANDS



Fold In Specs

Trim Size: 22.75" × 3.5" (flat)

Stock: 70#-80#

Color: 4/0 process over black, bleed

Binding: glue tipped to a specific page

Pricing Includes: standard postage to polybag with edition

AMOUNT	PRICE	PER UNIT
19,000 (full run)	\$20,000	\$1.05

Wrap Around Specs

Trim Size: 16.9375" × 4" (flat)

Stock: 70#-80#, can not be UV coated

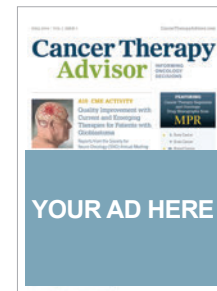
Color: 4/0 process over black, bleed

Binding: glue tipped around book

Pricing Includes: standard postage to polybag with edition

AMOUNT	PRICE	PER UNIT
19,000 (full run)	\$20,000	\$1.05

HALF PAGE COVER TIPS



Half Page

Trim: 7.5" × 5.5"

Stock: 100# text matte preferred (gloss also accepted)

Color: 4/0

Binding: glue tipped to cover

Pricing Includes: standard postage to polybag with edition

AMOUNT	PRICE	PER UNIT
19,000 (full run)	\$15,000	\$0.79

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" × 10 1/2"
- Maximum finished insert size is 8" × 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: James Dopler for CTA

QUANTITY: 20,500

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

ADVERTISING

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

PRICING

Online Opportunities	CPM	Price (net/net)
Run of Site (ROS) Banner Ads¹ <ul style="list-style-type: none"> 25,000 impressions/month to any visitor to the site 70% viewability 	\$106	\$2,650/month
List-Match Targeted Banner Ads¹ <ul style="list-style-type: none"> Match your list to <i>Cancer Therapy Advisor's</i> list of validated HCPs Deliver your ads to only the HCPs you are targeting Delivers 25,000 impressions/month (Impressions dependent on the results of the match) Creation of a unique list by combining data points (e.g., multiple professions and/or specialties, prescribing data, IDC-9 or CPT codes, etc) will be billed at the List Match Targeted Banner Ad price plus pass through costs to create the list 70% viewability 	\$282	\$7,050/mos dependent on list match
Geo Targeted Campaigns Run of Site (ROS)²	0.5 X premium on banner ad rates	
HCP-Level Data — Professionally Targeted Campaigns³	2 X premium on banner ad rates	
Programmatic Buying		ROS: \$115 Profession-Targeted: \$199 Specialty-Targeted: \$315 List-Matched Targeted: \$425
Native Advertising		Sponsorship (net/net)
Brand Connect <ul style="list-style-type: none"> 14 day Native Advertising program Pricing based on estimated impressions, posting fee, email drops, value of high impact placement on page(s) and within content stream All content is clearly marked as sponsored content throughout 		\$3,000

1. A minimum of two ad units required, campaigns with only one ad unit available are subject to a premium
2. Available based on estimated inventory to the select geographies
3. Provides HCP data (name, profession, etc.) for impressions and clicks on targeted ad campaigns

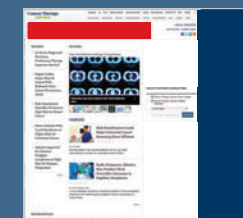


CONTENT INCLUDES:

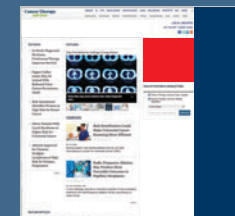
- Cancer treatment regimens
- Concise MPR drug monographs organized by tumor type
- Relevant clinical charts and medical calculators
- Extensive clinical trial information
- Expert reviews, perspectives, and commentary
- Latest Oncology news and feature articles
- Oncology-specific resources for patient-care

SUPPORTED AD UNITS:

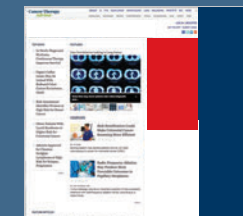
Leaderboard — 728 × 90



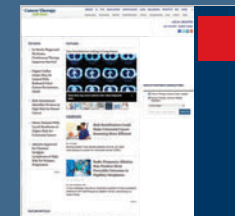
Box Ad/Sidekick — 300 × 250



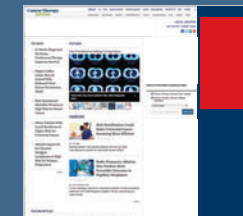
Half Page/Filmstrip — 300 × 600



Box Ad/Sidekick (sidebar) — 300 × 250



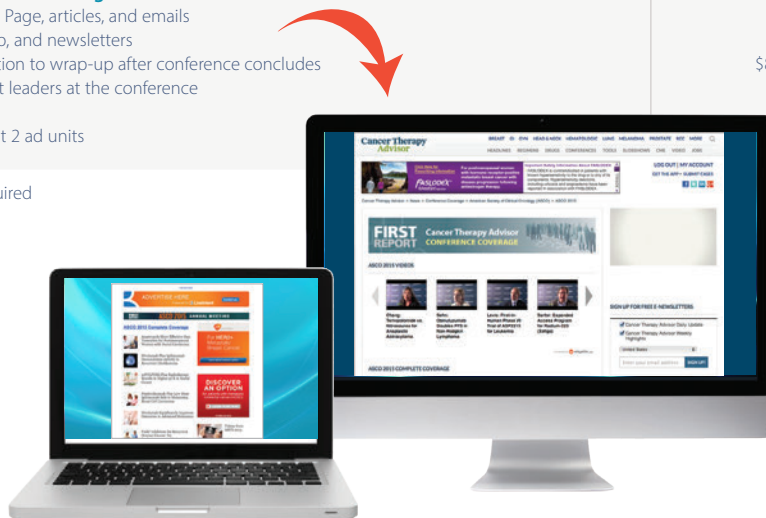
Half Page/Filmstrip (sidebar) — 300 × 600



PRICING

Home Page Opportunities	Price (net/net)
Homepage Takeover¹ <ul style="list-style-type: none"> 100% SOV; own all ad inventory on the home page for 24 hours Available for a maximum of two weeks each month 	\$957/day \$6,699/week
Prestitial <ul style="list-style-type: none"> 100% SOV; sits "over" the site and all pages are routed through the ad Appears once per unique visitor per 24 hours 	\$957/day \$6,699/week
Targeted Prestitial <ul style="list-style-type: none"> Number of Impressions is dependent on the size of the target list 	Ask Publisher
Interstitial <ul style="list-style-type: none"> Number of impressions is dependent on estimated traffic to the section and if prestitial is also sold Appears once per unique visitor per 24 hours 	Ask Publisher
Contextual Opportunities	Sponsorship (net/net)
Topic/Department/Section Takeover <ul style="list-style-type: none"> 100% SOV for any Department of your choice Advisor channels are not available for section takeovers 	\$5,500/month
First Report — Live Conference Coverage <ul style="list-style-type: none"> 25% banner ad SOV on Home Page, articles, and emails News posted daily on-site, app, and newsletters Newsletters sent daily in addition to wrap-up after conference concludes Video interviews with thought leaders at the conference Estimated 25,000 impressions Advertiser must supply at least 2 ad units 	\$8,500/conference

1. A minimum of two ad units required



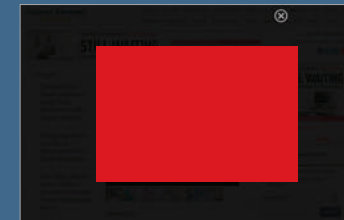
AUDIENCE PENETRATION

- More than 320,000 page views per month¹
- Over 150,000 unique visitors per month¹
- 32,500 plus newsletter opt-ins²
- 72% of users visit the site at least once a week³
- 44% of users return in less than one day³

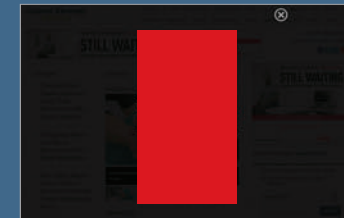
1. Omniture, June 2015, CTA Monthly Report
2. Silverpop, June 2015, CTA Monthly Report
3. Omniture, September 2015, CTA Monthly Report

SUPPORTED AD UNITS:

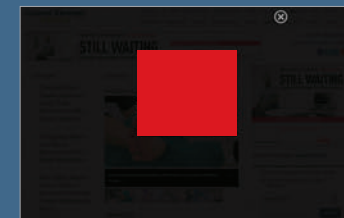
Interstitial/Prestitial — 640 × 800



Interstitial/Prestitial — 300 × 600



Interstitial/Prestitial — 300 × 250



PRICING

Mobile App	CPM
Run of Site (ROS) Banner ¹	\$106
List Match Targeted ¹	\$282
Geo Targeted	0.5X premium on banner ad rates
HCP Level Data	2X premium on banner ad rates

1. 70% viewability

MOBILE SPECS

Mobile Web

Dimensions	Friendly/Rising Star Name	File Size	Rich Media	Third Party Ad Served	Site Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted
728 × 90 Tablet	Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 × 600	Half Page	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 × 250	Box Ad	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 × 250 Smartphone	Mobile Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
320 × 50 Smartphone	Mobile Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No

Mobile App

Dimensions	Friendly/Rising Star Name	File Size	Rich media	Third Party Ad Served	Site Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted	Expandable
728 × 90 Tablet	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	
300 × 50 Smartphone	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	320 × 480 (max)
320 × 50 Smartphone	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	

Notes:

- Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.
- For most third party ad servers sending over a noscript standard tag is acceptable.
- DFA and Pointroll users must send over a 1 × 1 and click tracker.
- Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.

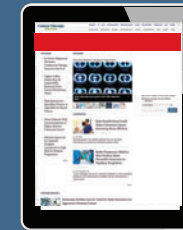
AUDIENCE PENETRATION

- More than 45,000 app downloads¹
- More than 59,000 page views per month¹

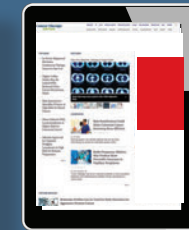
1. Omniture, June 2015, CTA Monthly report

MOBILE WEB SUPPORTED AD UNITS:

Leaderboard —
728 × 90



Half page —
300 × 600

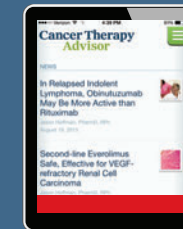


Box Ad —
300 × 250

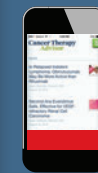


MOBILE APP SUPPORTED AD UNITS:

Tablet —
728 × 90



Smartphone —
300 × 50



EDITORIAL E-NEWSLETTERS

More than 35,500 opted-in healthcare professionals

Morning Rounds

Distributed every Tuesday through Friday to over 32,500 opted in HCPs. The Morning Rounds provides a not-to-be missed recap of the day's top news and trending articles to keep our audience up to date.

Weekly Highlights

Distributed every Monday to over 35,500 opted in HCPs. The Weekly Highlights provides a complete overview of top rated oncology news and featured content from the previous week.

Spotlights

The CTA spotlights feature tumor-type-specific key research, news, and clinical commentary delivered to over 32,500 opted in HCPs covering the latest disease-state specific content.

e-Newsletter Opportunities	price (net/net)
Editorial e-Newsletters <ul style="list-style-type: none"> 32,500+ opted-in validated HCPs <ul style="list-style-type: none"> Morning Rounds \$3,000 Weekly Highlights \$3,000 Spotlight \$4,000 	
Specialty Targeted e-Newsletters <ul style="list-style-type: none"> Deliver your ad to only the specialty you want to reach \$2,500 Ads run on existing editorial e-Newsletter; content is not changed 	
List Match Targeted e-Newsletters: <ul style="list-style-type: none"> Deliver your ad to only your target list Ads run on existing editorial e-Newsletters; content is not changed Includes HCP level data \$5,000 	

DISCOUNTS

- * \$500 off/drop for commitment to 3 or more drops
- * \$1,000 off/drop for commitment to 6 or more drops

CUSTOM EMAIL MARKETING PROGRAMS

- Email marketing provides timely and cost-effective message delivery
- Use CTA to target your “called on” or “no see” HCPs
- Quickly measure ROI, including e-Mails delivered, bounces, opens, click-throughs, etc
- Include specific links to your branded or unbranded site/portal

Custom e-Mail Blasts	price (net/net)
xPress <ul style="list-style-type: none"> Distribute pre-approved material to target list of HCPs Leverage the strength of CTA to cut through the inbox clutter Note: Additional fees apply if newsletter needs legal review, tracking codes added, etc See Account Manager for required specs 	\$0.35/name + \$1,500 setup fee; sponsor provides content; list-matching charges apply Minimum: \$3,500 (\$2,000 list fee plus \$1,500 set-up)
Alert	Haymarket creates content; consult Account Manager for details and pricing

Use your web ads on CTA e-Newsletters!

CTA supports animated GIFs in email, and we can include ISI as “text” below a 300 x 250 ad unit, in a uniquely formatted e-Mail that allows you to use your web ads on newsletters!

SUPPORTED AD UNITS

Leaderboard — 728 x 90



Box Ad — 300 x 250



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

AUDIENCE PENETRATION

- 72% read cover to cover or articles of interest and look through the remaining pages¹
- #4 readership ranking out of 14 publications reaching this audience¹
- #2 ad page exposure ranking out of 14 publications reaching this audience¹

1. Kantar Media, Oncology Nursing 2015, Table 101 and Table 201

PRINT FREQUENCY

Every other month

PRINT CIRCULATION

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

BONUS DISTRIBUTION

American Society of Clinical Oncology (ASCO), American Society of Hematology (ASH), Oncology Nursing Society (ONS), ONA Navigation Summit

CLOSING DATES 2016

ISSUE	AD CLOSING	MATERIALS
January/February	January 20	January 25
March/April	March 14	March 16
May/June	May 10	May 13
July/August	July 12	July 14
September/October	September 13	September 15
November/December	November 15	November 17

PRICING & BILLING:

Black & White Rates

	1 PAGE
1 X	\$4,030
6 X	\$3,970
12 X	\$3,910
24 X	\$3,790
36 X	\$3,640
48 X	\$3,520
60 X	\$3,470
72 X	\$3,380
96 X	\$3,320
120 X	\$3,260
150 X	\$3,220

4-Color Charge: \$2,260

Position Charges:

Cover 2	25%
TOC	15%
Cover 4	50%
All Other Guaranteed Positions	10%

Inserts:

Charged at the page for page black & white rate



BELLY BANDS



Fold In Specs

Trim Size: 22.75" × 3.5" (flat)

Stock: 70#-80#

Color: 4/0 process over black, bleed

Binding: glue tipped to a specific page

Pricing Includes: standard postage to polybag with edition

AMOUNT	PRICE	PER UNIT
19,000 (full run)	\$20,000	\$1.05

Wrap Around Specs

Trim Size: 16.9375" × 4" (flat)

Stock: 70#-80#, can not be UV coated

Color: 4/0 process over black, bleed

Binding: glue tipped around book

Pricing Includes: standard postage to polybag with edition

AMOUNT	PRICE	PER UNIT
19,000 (full run)	\$20,000	\$1.05

HALF PAGE COVER TIPS



Half Page

Trim: 7.5" × 5.5"

Stock: 100# text matte preferred (gloss also accepted)

Color: 4/0

Binding: glue tipped to cover

Pricing Includes: standard postage to polybag with edition

AMOUNT	PRICE	PER UNIT
19,000 (full run)	\$15,000	\$0.79

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" × 10 1/2"
- Maximum finished insert size is 8" × 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:

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Attn: James Dopler for ONA

QUANTITY: 20,500

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

ADVERTISING

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

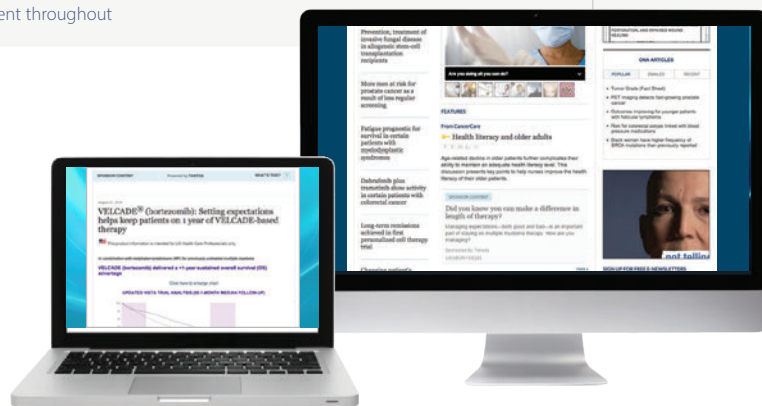
DIGITAL FILES

- 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

PRICING

Online Opportunities	CPM	Price (net/net)
Run of Site (ROS) Banner Ads¹ <ul style="list-style-type: none"> 25,000 impressions/month to any visitor to the site 70% viewability 	\$75	\$1,875/month
List-Match Targeted Banner Ads¹ <ul style="list-style-type: none"> Match your list to <i>Oncology Nurse Advisor's</i> list of validated HCPs Deliver your ads to only the HCPs you are targeting Delivers 25,000 impressions/month (Impressions dependent on the results of the match) Creation of a unique list by combining data points (e.g., multiple professions and/or specialties, prescribing data, IDC-9 or CPT codes, etc) will be billed at the List Match Targeted Banner Ad price plus pass through costs to create the list 70% viewability 	\$207	\$5,175/mos dependent on list match
Geo Targeted Campaigns Run of Site (ROS)²	0.5X premium on banner ad rates	
HCP-Level Data — Professionally Targeted Campaigns³	2X premium on banner ad rates	
Programmatic Buying		ROS: \$76 List-Match Targeted: \$335
Native Advertising		Sponsorship (net/net) \$2,500
Brand Connect <ul style="list-style-type: none"> 14 day Native Advertising program Pricing based on estimated impressions, posting fee, email drops, value of high impact placement on page(s) and within content stream All content is clearly marked as sponsored content throughout 		

1. A minimum of two ad units required, campaigns with only one ad unit available are subject to a premium
2. Available based on estimated inventory to the selected geographies
3. Provides HCP data (name, profession, etc.) for impressions and clicks on targeted ad campaigns



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

SUPPORTED AD UNITS:

Leaderboard — 728 × 90



Box Ad/Sidekick — 300 × 250



Half Page/Filmstrip — 300 × 600



Box Ad/Sidekick (sidebar) — 300 × 250



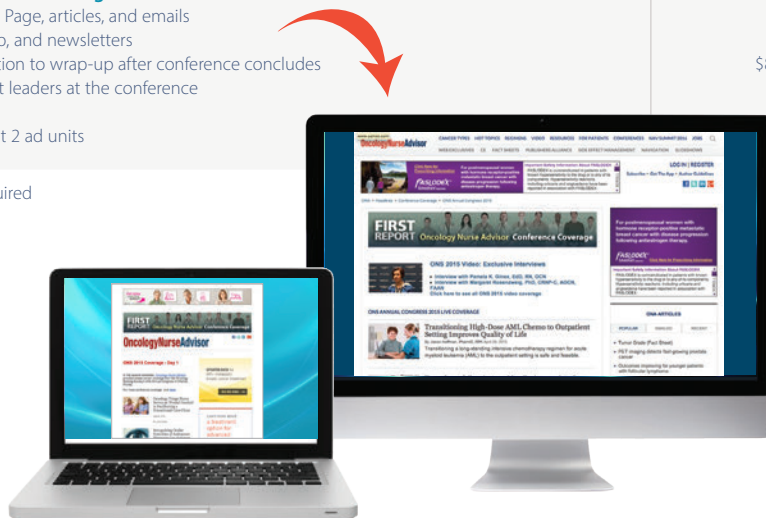
Half Page/Filmstrip (sidebar) — 300 × 600



PRICING

Home Page Opportunities	Price (net/net)
Homepage Takeover¹ <ul style="list-style-type: none"> 100% SOV; own all ad inventory on the home page for 24 hours Available for a maximum of two weeks each month 	\$870/day \$6,090/week
Prestitial <ul style="list-style-type: none"> 100% SOV; sits "over" the site and all pages are routed through the ad Appears once per unique visitor per 24 hours 	\$870/day \$6,090/week
Targeted Prestitial <ul style="list-style-type: none"> Number of Impressions is dependent on the size of the target list 	Ask Publisher
Interstitial <ul style="list-style-type: none"> Number of impressions is dependent on estimated traffic to the section and if prestitial is also sold Appears once per unique visitor per 24 hours 	Ask Publisher
Contextual Opportunities	Sponsorship (net/net)
Topic/Department/Section Takeover <ul style="list-style-type: none"> 100% SOV for any Department of your choice Advisor channels are not available for section takeovers 	\$2,400/month
First Report — Live Conference Coverage <ul style="list-style-type: none"> 25% banner ad SOV on Home Page, articles, and emails News posted daily on-site, app, and newsletters Newsletters sent daily in addition to wrap-up after conference concludes Video interviews with thought leaders at the conference Estimated 25,000 impressions Advertiser must supply at least 2 ad units 	\$8,500/conference

1. A minimum of two ad units required



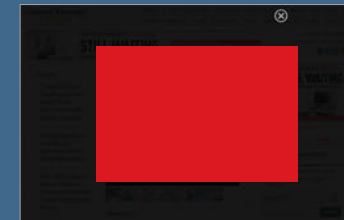
AUDIENCE PENETRATION

- More than 179,000 page views per month¹
- Over 98,000 unique visitors per month¹
- 25,000 newsletter opt-ins²
- 59% of users visit the site at least once a week³
- 34% of users return in less than one day³

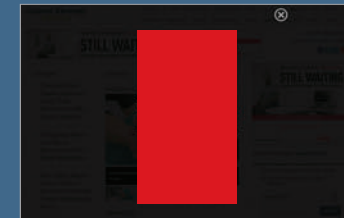
1. Omniture, June 2015, ONA Monthly Report
2. Silverpop, June 2015, ONA Monthly Report
3. Omniture, September 2015, ONA Monthly Report

SUPPORTED AD UNITS:

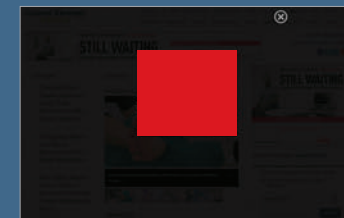
Interstitial/Prestitial — 640 x 480



Interstitial/Prestitial — 300 x 600



Interstitial/Prestitial — 300 x 250



PRICING

Mobile App	CPM
Run of Site (ROS) Banner ¹	\$75
List Match Targeted ¹	\$207
Geo Targeted	0.5 X premium on banner ad rates
HCP Level Data	2 X premium on banner ad rates

1. 70% viewability

MOBILE SPECS

Mobile Web

Dimensions	Friendly/Rising Star Name	File Size	Rich Media	Third Party Ad Served	Site Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted
728 x 90	Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 x 600	Half Page	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
300 x 250	Box Ad	30k	Yes	Yes	Yes	Yes	Unlimited	All	No
320x50 Smartphone	Mobile Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No

Mobile App

Dimensions	Friendly/Rising Star Name	File Size	Rich media	Third Party Ad Served	Site Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted	Expandable
728 x 90 Tablet	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	
300 x 50 Smartphone	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	320 x 480 (max)

Notes:

- Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.
- For most third party ad servers sending over a noscript standard tag is acceptable.
- DFA and Pointroll users must send over a 1 x 1 and click tracker.
- Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.

AUDIENCE PENETRATION

- More than 24,000 app downloads¹
- More than 11,500 page views per month¹

1. Omniture, June 2015 ONA Monthly report

MOBILE WEB SUPPORTED AD UNITS

Leaderboard —
728 x 90



Half page —
300 x 600



Box Ad —
300 x 250

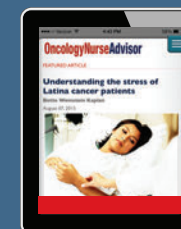


Smartphone —
320 x 50



MOBILE APP SUPPORTED AD UNITS

Tablet —
728 x 90



Smartphone —
300 x 50



EDITORIAL E-NEWSLETTERS

More than 17,000 opted-in healthcare professionals

Editor's Choice

The Editor's Choice newsletter is distributed several times each week to over 18,000 opted-in health care providers. The Editor's Choice keeps the *Oncology Nurse Advisor* audience informed of the top oncology news, and presents articles focusing on specific cancer types.

ONA Online

Focusing on exclusive online-only content, ONA Online newsletters feature answers to specific practice questions relevant to oncology nursing as well as timely medical conference coverage. The ONA Online newsletter is distributed to over 19,000 opted-in health providers.

Spotlight

The ONA spotlights feature key research, news, and clinical commentary to over 18,000 opted in oncology professionals on key topic-specific areas.

e-Newsletter Opportunities	price (net/net)
Editorial e-Newsletters <ul style="list-style-type: none"> 25,000+ opted-in validated HCPs <ul style="list-style-type: none"> Editor's Choice \$2,500 ONA Online \$2,500 Spotlight \$3,000 	

DISCOUNTS

* \$500 off/drop for commitment to 3 or more drops

* \$1,000 off/drop for commitment to 6 or more drops

CUSTOM E-MAIL MARKETING PROGRAMS

- E-Mail marketing provides timely and cost-effective message delivery
- Use ONA to target your "called on" or "no see" HCPs
- Quickly measure ROI, including e-Mails delivered, bounces, opens, click-throughs, etc
- Include specific links to your branded or unbranded site/portal

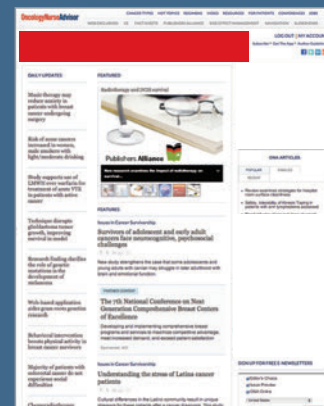
Custom e-Mail Blasts	price (net/net)
xPress <ul style="list-style-type: none"> Distribute pre-approved material to target list of HCPs Leverage the strength of ONA to cut through the inbox clutter Note: Additional fees apply if newsletter needs legal review, tracking codes added, etc See Account Manager for required specs 	\$0.35/name + \$1,500 setup fee; sponsor provides content; list-matching charges apply Minimum: \$3,500 (\$2,000 list fee plus \$1,500 set-up)
Alert	Haymarket creates content; consult Account Manager for details and pricing

Use your web ads on ONA e-Newsletters!

ONA supports animated GIFs in email, and we can include ISI as "text" below a 300 x 250 ad unit, in a uniquely formatted e-Mail that allows you to use your web ads on newsletters!

SUPPORTED AD UNITS

Leaderboard — 728 x 90



Box Ad — 300 x 250



NEW ADVISOR CHANNELS

15

PROGRAM OVERVIEW

- Identify key content channels that offer an opportunity to provide HCPs with more in-depth clinical information
- Haymarket provides all marketing to the Advisor Channel
- Engage a “channel specific” section editor to provide guidance on content
 - Peer-to-peer, KOL multimedia product
 - Expert Perspectives
 - Clinical Viewpoints
 - Disease specific news, features, treatment regimens and drug monographs
- 25% SOV advertising sponsorship

Sponsorship provides a cost-effective, targeted, strategic message placement with multiple touchpoints to key targets

- 1 year of banner ads with minimum 25% SOV within onsite channel
- 1 year of banner ads with minimum 25% SOV within mobile channel
- Banner ad rotation in monthly *Advisor e-Newsletter*
- Investment: \$80K (minimum 25% SOV)
- Print ad in annual supplement to CTA
- Digital ad in digital edition of annual supplement to CTA

Metrics

- Total visits
- Unique visits
- Page views
- Time spent on site
- Video loads
- Video plays
- Length of video view



CONTENT DISSEMINATION

Multiple touch-points with key target audiences: Web, Email, Mobile, Print, Digital Edition



NEW BRAND CONNECT *+PLUS*

16

PROGRAM OVERVIEW

- Brand Connect connects Haymarket's audiences with client materials
- Asset Syndication (video or static) through Haymarket's networks and channels
- Multi-touchpoint strategy
- \$125,000 for 6 months

BUY INCLUDES:

- Hosting of client resource center containing assets and links for six months
- 25k ROS impressions per month
- Six weeks of native ads (one per month)
- Three custom e-blasts
- Ads on one editorial newsletter per week
- Triggered email message to users who visit resource center



Content

Reporting

E-Mail

Newsletter Ads

Banner Ads

Native Ads

NEW ONA NAVIGATION SUMMIT

17

SPONSORSHIP OPPORTUNITIES

	EXHIBITOR \$2,750 (Non-Profit \$775)	SILVER \$10,000	GOLD \$15,000	PLATINUM \$25,000
8" x 10" booth	(non-profit tabletop)	×	×	×
Sponsor recognition on summit website — logo with link & company description	50 words - <i>no logo</i>	50 words	70 words	100 words
Sponsor listing in on-site program guide	×	×	×	×
Sponsor recognition on signage and the summit	×	×	×	×
Passport challenge	×	×	×	×
Exhibit badges	2	4	4	6
Full conference registration badges		2	4	6
Conference bag insert		×	×	×
Sponsor level ribbon on staff badges		×	×	×
Conference guide ad		1/2 page	Full page	Full page
Premier booth location		×	×	×
Breakfast roundtable ¹			×	×
Co-sponsorship (breaks)			×	×
General session lunch sponsor				×
Logo on conference bag				×
Door drop (1)				×
Verbal recognition during welcome				×

1. Breakfast Roundtable includes: Two 20-minute slots (7:00 am - 7:20 am & 7:30 am - 7:50 am) banquet table with tumor type/topic signage and sponsor logo, sponsor acts as moderator of table, roundtable sign up at Summit registration table, roundtable listing with sponsors logo in on-site conference guide



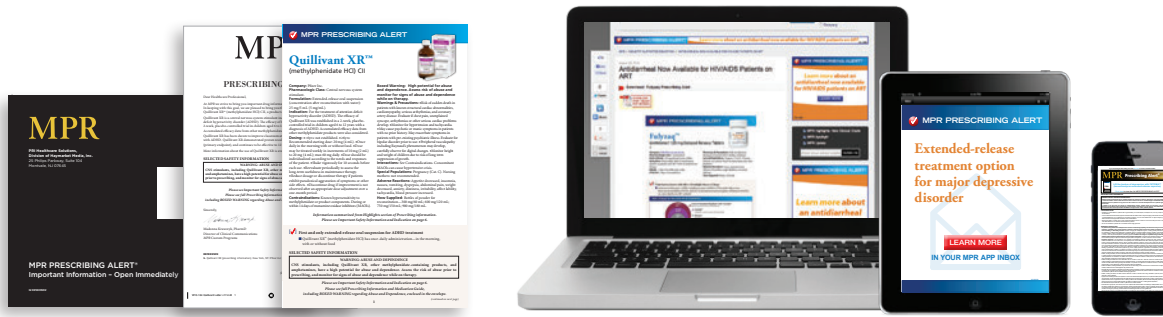
To learn about these and other sponsorship opportunities please contact our Event Sales Manager:

Emily Andrews
emily.andrews@haymarketmedia.com
(646) 638-6034

“The conference was very well organized. Addressing needs of Navigation, both for a new and seasoned navigator. There was something useful, stimulating in each session. I would attend again.”

- Cindy Jones, BSN, RN, OCN, CTTS,
Summa Health Systems
(2015 Summit Attendee)

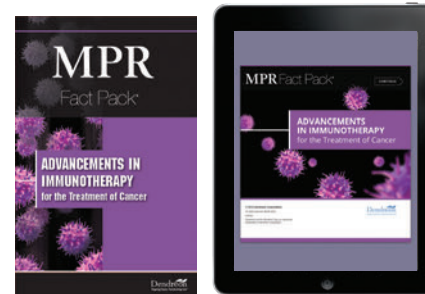
CUSTOM SOLUTIONS



Integrated Prescribing Alert



xPress Direct Mail & Email

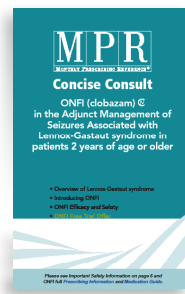
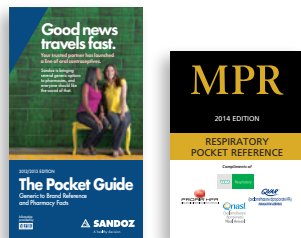


Print

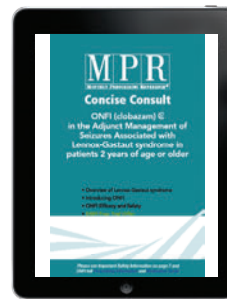
Digital

Fact Pack*

Custom Pocket References



Print



Digital

Concise Consult*

Proven ability to deliver messages across a variety of media options