

MPR

HEMATOLOGY & ONCOLOGY EDITION®

2014 MEDIA KIT

OncologyNurseAdvisor

Chemotherapy
Advisor.com | Empowering Oncology
Professionals

Haymarket Oncology

The Right
Combination for
Reaching the Entire
Treatment Team

Chemotherapy Advisor

Empowering Oncology Professionals

A unique clinical practice resource for the oncology treatment team

- Cancer treatment regimens
- Concise MPR drug monographs organized by tumor type
- Relevant clinical charts and calculators
- Extensive clinical trial information
- Expert reviews, interviews, commentary, research & analysis
- Live and archived coverage from major oncology conferences
- Oncology-specific, patient-care resources

Audience Penetration

- Greater than 115,000 page views per month¹
- Over 60,000 unique visitors per month¹
- More than 6 minutes spent on the site per visit¹
- 21,000 plus newsletter opt-ins²
- Half of CTA users use the site at least once per week³

How does the audience feel about ChemotherapyAdvisor?

- 9 out of 10 users find CTA useful for their clinical practice³
- 9 out of 10 users find CTA newsletters useful/informative³
- Core content (cancer treatment regimens, concise drug information, latest oncology news) is rated very valuable³

1. Omniture, July 2013, CTA Monthly Report
2. Silverpop, July 2013, CTA Monthly Report
3. CTA July 2012 Online User Survey



“

ChemotherapyAdvisor.com really changes the landscape as a **single resource for drug information and chemotherapy regimens** pertaining to the treatment of patients with a wide spectrum of cancers. The site is extremely well organized, providing **clear and concise information** that is extremely useful for any oncology-based practice.

”

Todd Morgan, MD,
Assistant Professor,
Department of Urologic Surgery,
Vanderbilt University Medical Center.



Chemotherapy Advisor

Empowering Oncology Professionals

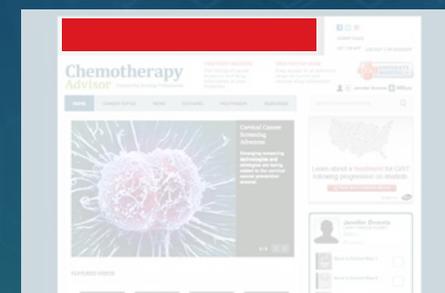
2014 RATES

WEB OPPORTUNITIES	CPM	PRICE/MOS
Run of Site (ROS)	\$87	\$2,175
Specialty-Targeted ROS	\$163	Contingent Upon List Size
List-Match-Targeted ROS	\$220	Contingent Upon List Size
Content Posting	Flat Rate	Video: \$1,575 Static: \$1,050
Section Takeover	Flat Rate	\$2,175
Homepage Road Block	Flat Rate	\$870/day*
Prestitial	Flat Rate	\$870/day*
ROS Text Ad	Flat Rate	\$525
Microsite	Flat Rate	\$55,000/year**
Conference Coverage Sponsorship	Flat Rate	\$7,875/conference
Virtual Conference Exhibit Booth • Current Therapies and Beyond—January 29, 2014 • Advances in Genitourinary Cancers—March 19, 2014	Flat Rate	Silver Sponsor: \$8,500 Gold Sponsor: \$12,500 Platinum Sponsor: \$19,500
EMAIL OPPORTUNITIES		
Editorial Newsletter		Banners: \$2,500 Text Ads: \$500
Specialty Targeted Newsletter		\$2,500
Spotlight Newsletter		\$3,500
Custom Email Blast		\$0.79/send + \$1,500 set-up
MOBILE OPPORTUNITIES		
Run of App (ROA)	\$87	\$870
Specialty-Targeted ROA	\$163	Contingent Upon List Size
List-Match-Targeted ROA	\$220	Contingent Upon List Size
Content Posting	Flat Rate	Video: \$1,575 Static: \$1,050
Section Takeover	Flat Rate	\$870
Drug Subsection Takeover	Flat Rate	\$1,000
Homepage Road Block	Flat Rate	\$350/day*
Sponsored News Release (i.e. Alert)	Flat Rate	\$25,000/send
Mobile Prestitial	Flat Rate	\$350/day*
Mobile Microsite	Flat Rate	\$55,000/year**

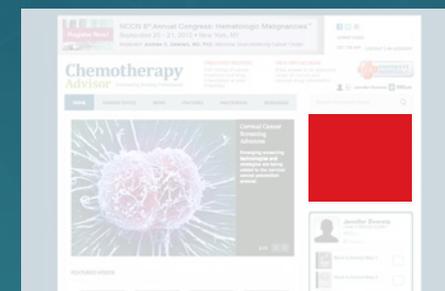
*Limit 1 week/mo

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

Leader
Board
728 × 90



Medium
Rectangle
300 × 250



Half Page
300 × 600



Navigation
Bar Ad
1000 × 30



Oncology Nurse Advisor

Clinical updates and evidence-based guidance for the oncology nurse community

- Safe-handling and administration of chemotherapy drugs
- Side-effect management
- New developments in specific cancers
- Palliative care
- Communication with patients, family, and caregivers
- Issues in cancer survivorship
- Patient information and fact sheets

Print Circulation

Oncology Nurse	17,180
Nurse Practitioner	2,665
Physician Assistant	1,422
Director of Nursing	2,363
TOTAL	23,630

Print Frequency: bi-monthly

Audience Penetration

- 8 out of 10 ONA readers frequently read or read every issue¹
- #2 ad page exposure ranking out of 14 publications reaching this audience²
- More than 85,000 page views and over 45,000 unique visitors per month³
- 14,000 newsletter opt-ins⁴

How does the audience feel about Oncology Nurse Advisor?

- 9 out of 10 readers find ONA offers high overall quality¹
- 9 out of 10 readers find ONA provides practical, useful information¹
- 9 out of 10 readers find ONA articles of high value for their specific needs¹



1. ONA Reader Survey, October 2010
2. Kantar Media, Oncology Nursing, 2012 Readership Data
3. Omniture, July 2013, ONA Monthly Report
4. Silverpop, July 2013, ONA Monthly Report

“

Oncology Nurse Advisor is a **must-read resource** for all oncology nurses. It contains the latest information about oncology and nursing practice in a condensed, easy-to-read format and is packed with **news, tools, and resources, as well as practical information** nurses require to provide the best care for their patients. The straight-forward articles are just what today's busy nurse needs.

”

Leah A. Scaramuzzo, MSN,
RN-BC, AOCN
The Cancer Institute
of New Jersey
New Brunswick, NJ



OncologyNurseAdvisor

2014 RATES

DIGITAL

WEB OPPORTUNITIES	CPM	PRICE/MOS
Run of Site (ROS)	\$50	\$1,250
List-Match-Targeted ROS	\$167	Contingent Upon List Size
Content Posting	Flat Rate	Video: \$1,000 Static: \$500
Section Takeover	Flat Rate	\$1,250
Homepage Road Block	Flat Rate	\$500/day*
Prestitial	Flat Rate	\$500/day*
ROS Text Ad	Flat Rate	\$525
Microsite	Flat Rate	\$55,000/year**
Conference Coverage Sponsorship	Flat Rate	\$7,875/conference
Virtual Conference Exhibit Booth • Best Practices—February 4, 2014 • Advances in Genitourinary Cancers—March 26, 2014	Flat Rate	Silver Sponsor: \$8,500 Gold Sponsor: \$12,500 Platinum Sponsor: \$19,500
EMAIL OPPORTUNITIES		
Editorial Newsletter	N/A	Banners: \$2,000 Text: \$500
Spotlight Newsletter	N/A	\$2,500
Custom Email Blast	N/A	\$0.79/send + \$1,500 set-up
MOBILE OPPORTUNITIES		
Run of App (ROA)	\$50	\$500
List-Match-Targeted ROA	\$167	Contingent Upon List Size
Content Posting	Flat Rate	Video: \$1,000 Static: \$500
Section Takeover	Flat Rate	\$500
Drug Subsection Takeover	Flat Rate	\$750
Homepage Road Block	Flat Rate	\$200/day*
Sponsored News Release (i.e. Alert)	Flat Rate	\$25,000/send
Mobile Prestitial	Flat Rate	\$200/day*
Mobile Microsite	Flat Rate	\$55,000/year**

*Limit 1 week/mo

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

PRINT:

Black & White Rates

	1 PAGE	½ PAGE
1 ×	\$3,780	\$2,520
6 ×	\$3,720	\$2,430
12 ×	\$3,560	\$2,380
24 ×	\$3,540	\$2,320
36 ×	\$3,410	\$2,270
48 ×	\$3,300	\$2,200
60 ×	\$3,240	\$2,150
72 ×	\$3,160	\$2,090
96 ×	\$3,110	\$2,020
120 ×	\$3,050	\$1,950
150 ×	\$3,010	\$1,900

PRINT:

4-Color Charge

\$2,110

COMBINATION DISCOUNT

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

CLOSING DATES 2014

Issue	Ad Closing	Materials
January/February	Jan 16	Jan 23
March/April	March 14	March 20
May/June	May 14	May 20
July/August	July 15	July 19
September/October	Sept 16	Sept 20
November/December	Nov 14	Nov 21

PRODUCTION SPECS

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

PRODUCTION SPECIFICATIONS

Inserts:

- Trim size of the publication is 7 ¾" × 10 ½"
- Maximum finished insert size is 8" × 10 ¾"

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: Melissa Hays 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" × 10"
- Bleeds must extend ⅛" 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
- Material Policy: Reproduction material will be held 12 months from date of last insertion and then destroyed.

DIGITAL FILES

ROB Materials due: 25th of month preceding publication

- Include standard trim, bleed, and center marks in all separations and outside trim (no marks included in the "live" image area)
- A CD ROM and contact color proof of the file should also be sent to: **Brian Wask**, Haymarket Media Inc., 114 West 26th Street, 4th Fl., New York, NY 10001

MPR

HEMATOLOGY & ONCOLOGY EDITION®

Concise drug information for the oncology treatment team

- Abbreviated drug monographs for more than 1,800 prescription and OTC products
- New products department focused on oncology, hematology, and supportive care drugs
- Newline offering brief reviews of advances in oncology and hematology
- Pipeline department tracking late-stage clinical trial activity
- Clinical charts designed for use at the point-of-care
- Treatment regimen charts covering over 40 cancers



Print Circulation

Hematologists/Oncologists and other MD Specialties	13,652*
PA/NPs	835
Oncology Nurses	4,393
PharmDs in Hospital Settings	1,617
TOTAL	20,497

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

Print Frequency: quarterly

Audience Penetration¹

- MPR Hem/Onc is used 543,957 times per month or over 1.6 million times over the 3-month shelf-life of each quarterly edition
- 7 out of 10 MPR Hem/Onc users indicate they used the publication in the past 7 days
- 1 in 3 users report using the publication in the past 24 hours
- 8 out of 10 users referenced MPR Hem/Onc to compare drugs within a category
- 9 in 10 users keep MPR Hem/Onc in their office

1. E.T. Media Research, 2011 Survey of Usage of MPR Hematology/Oncology Edition

“

MPR Hematology & Oncology Edition is a **great resource** for physicians, pharmacists, and nurses. The drug information is **up-to-date, reliable, and easy to access**. It provides a **quick reference** to help with the clinical decisions we make every day.

”

Sandra Cuellar, PharmD, BCOP
Director, Specialty Residency in Oncology; Clinical Assistant Professor, Department of Pharmacy; Practice Clinical Pharmacist, Oncology, University of Illinois at Chicago College of Pharmacy



MPR

HEMATOLOGY & ONCOLOGY EDITION®

2014 RATES

PRINT: BLACK & WHITE RATES

	1 PAGE		1 PAGE
1 ×	\$8,280	60 ×	\$7,360
6 ×	\$8,070	72 ×	\$7,260
12 ×	\$7,880	96 ×	\$7,130
24 ×	\$7,670	120 ×	\$7,080
36 ×	\$7,510	144 ×	\$7,000
48 ×	\$7,420		

PRINT: 4-Color charge \$2,730

POSITION CHARGES

Section Index	25%
Cover 2	25% (Cover 2 spread must be 4-color)
Cover 4	50%
All other guaranteed positions	10%

VALUE ADDED LINE ADS

Free Line Ads	All display ads, 1 page or more, receive 5 free black & white line ads in that issue
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COMBINATION DISCOUNT

Advertise in both *Oncology Nurse Advisor* and *MPR Hematology & Oncology Edition* 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 either 2013 or 2014.

The amount of the discount when combining total gross spending for *The Clinical Advisor*, all *Prescribing Reference* titles, *McKnight's Long Term Care News*, *Assisted Living*, *Renal & Urology News*, *Oncology Nurse Advisor* using 2014 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 2014

Issue	Ad Closing	Materials
Spring (February)	January 29	February 5
Summer (May)	April 1	April 8
Fall (September)	July 23	July 30
Winter (November)	October 1	October 8

PRODUCTION SPECS

PRINTER

RR Donnelley
1600 N. Main Street
Pontiac, IL 61764

ADVERTISING

- Final trim size must be 5 1/4" × 8 1/4"
- Live matter MUST be kept 1/4" inside the final trim all around. Thus, the maximum live-matter area for a full page ad is 4 3/4" × 7 3/4"
- Bleeds must extend 1/8" past trim lines all around. Thus, bleeds on all four sides mean that the bleeds extend out to 5 3/8" × 8 3/8"

MECHANICAL SPECIFICATIONS

- Hold Live Matter: 1/2" from trim
- Type of Binding: Perfect bound
- Material Policy: Reproduction material will be held 6 months from date of last insertion and then destroyed, unless specifically instructed otherwise.

DIGITAL FILES

ROB Materials due: 20th of month preceding publication

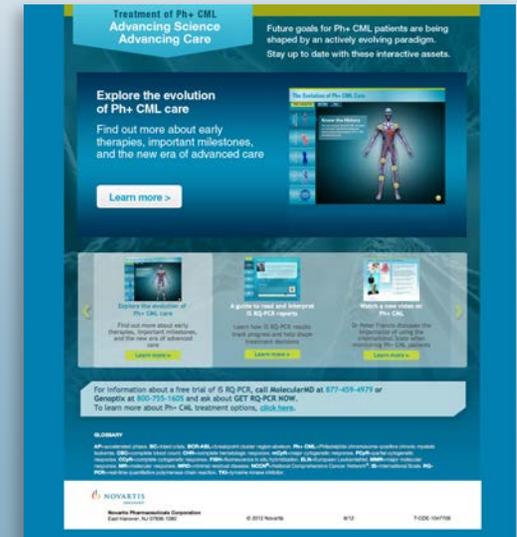
- Include standard trim, bleed, and center marks in all separations and outside trim (no marks included in the "live" image area)
- Only single page pdfs accepted
- A contract color proof of the file should also be sent to:
David Best
Haymarket Media Inc.
114 West 26th Street, 4th Fl.
New York, NY 10001

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

