



Rates & Media

2009

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Mission

The mission of *Clinical Advances in Hematology & Oncology* (CAH&O) is to contribute to the advancement of these inter-related fields by providing indispensable editorial content to oncologists, hematologist/oncologists, and pure hematologists. CAH&O fulfills the voiced need of practicing physicians for a practical and readable journal containing the most up-to-date clinical information in malignant and nonmalignant hematologic disorders, as well as solid tumor cancers. CAH&O is also dedicated to being the leader in editorial coverage of targeted therapy.

CAH&O's three main editorial departments are:

- Thought leader-driven review articles
- Clinical case studies with expert commentary
- Advances columns featuring engaging interviews with experts on current issues in solid tumor oncology, hematologic malignancies, hematologic disorders, drug development and supportive care

Editorial Direction

A peer-reviewed monthly journal, CAH&O provides editorial content encompassing a wide array of topics relevant and useful to the fields of oncology and hematology, both separately and together. Content is directed by the strong input of experts in the field. CAH&O contains several monthly columns providing cutting edge content on current issues in these fast-moving fields, including:

- In Focus: Breast Cancer, Colorectal Cancer, and Renal Carcinoma
- Pro/Con: Experts present their views on controversial issues in hematology and oncology
- Clinical Trials Broadcast: Summaries of ongoing, phase III clinical trials in vital therapeutic areas
- Hem/Onc News: Briefs about the latest developments and global meeting coverage
- Clinical Updates: Peer-reviewed updates on landmark therapeutic developments

Circulation

Clinical Advances in Hematology & Oncology circulates to over 30,000 hematology & oncology physicians, as well as oncology nurses and hematology/oncology pharmacy specialists.

| Specialty | Circulation |
|---|---------------|
| Colon/Rectal Surgery | 1,300 |
| Gynecology/Oncology | 449 |
| Hematology | 1,869 |
| Hematology/Oncology | 4,637 |
| Musculo-Skeletal Oncology | 50 |
| Medical Oncology | 4,841 |
| Pediatric Hematology/Oncology | 1,677 |
| Radiation Oncology | 4,250 |
| Surgical Oncology | 328 |
| Urology | 1,745 |
| Secondary Hem/Onc's | 1,814 |
| Hem/Onc Pharmacy Specialists | 1,630 |
| Oncology Nurses | 8,000 |
| Total Circulation | 32,590 |



2009 Advertising Rates

Effective Date: January 2009

Agency Commission: 15% of gross on space, color, and position if paid within 30 days.

Earned Rate: Frequency Discounts are earned on the basis of accumulated ad space placed within a 12-month period. All pages of a parent company and its subsidiaries placed in *Clinical Advances in Hematology & Oncology* are combined to determine the earned rate for the publication.

| B&W Page Rates | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page |
|----------------|-----------|----------|----------|----------|----------|
| 1x | \$4,100 | \$3,495 | \$2,765 | \$2,170 | \$1,600 |
| 6x | \$4,050 | \$3,435 | \$2,705 | \$2,105 | \$1,535 |
| 12x | \$3,980 | \$3,370 | \$2,650 | \$2,050 | \$1,485 |
| 24x | \$3,910 | \$3,315 | \$2,600 | \$1,990 | \$1,415 |
| 36x | \$3,850 | \$3,255 | \$2,530 | \$1,930 | \$1,355 |
| 48x | \$3,800 | \$3,195 | \$2,475 | \$1,875 | \$1,295 |
| 60x | \$3,765 | \$3,160 | \$2,435 | \$1,835 | \$1,265 |
| 72x | \$3,730 | \$3,130 | \$2,410 | \$1,805 | \$1,240 |
| 84x | \$3,700 | \$3,105 | \$2,380 | \$1,775 | \$1,205 |
| 96x | \$3,670 | \$3,075 | \$2,355 | \$1,715 | \$1,175 |
| 108x | \$3,645 | \$3,045 | \$2,320 | \$1,685 | \$1,150 |
| 120x | \$3,610 | \$3,005 | \$2,290 | \$1,665 | \$1,115 |

| Color Rates * | 6-Color | 5-Color | 4-Color | 3-Color | 2-Color | Matched PMS | Metallic |
|---------------|---------|---------|---------|---------|---------|-------------|----------|
| | \$2,750 | \$2,450 | \$1,900 | \$1,900 | \$900 | \$950 | \$1,250 |

* In addition to earned B/W rates; apply to each full or fractional page. No bleed charge.

| | |
|---------|---|
| Inserts | 2-page, 4-page, 6-page, 8-page (earned BW rate) plus \$750 net insert charge. |
| BRC's | \$1,600 |

| Covers and Premium Rates | Position | B/W Rate Plus |
|--------------------------|-------------------------------------|---------------|
| | Cover 4 (2-page minimum) | 50% |
| | Cover 2 (2-page minimum) | 25% |
| | Page opposite 1st Table Contents | 20% |
| | Page opposite 2nd Table of Contents | 15% |
| | Page opposite first editorial page | 15% |

Continuity Discount Program: Advertise your product in 9 issues and receive a 3% discount each insertion. Advertise your product in all 12 issues and receive a 5% discount on each insertion.

Journal Bookmark

Millennium Medical Publishing will print from advertiser's film a custom Journal Bookmark insert, with a specially designed perforated outside flap that the reader can tear off and use as a bookmark. The Journal Bookmark will have the advertiser's name on the front and back and offers a premium advertising position since the book will often break at this insert. All printing and preparation work is included. Cost is \$16,650 gross.

Belly Bands & Cover Tips

MMP will print from advertiser's film a Belly Band or Cover Tip that wraps around the outside or tips on to the cover of *Clinical Advances in Hematology & Oncology*. The advertisement shows on the front of the publication with the indication information typically on the inside of the Belly Band or Cover Tip and editorial information on the outside back of the Belly Band. All printing, affixing and preparation is included.

The cost to run a Belly Band to the full circulation of *CAH&O* is \$25,000 gross (if we print them), or \$22,000 (if they are supplied). Please see the next page for production specifications.

Value Added Services

New Product Introduction Program: Advertise your new product in three consecutive issues of *CAH&O* and receive the following:

- 1st Month:** Free full-page New Drug Review write-up with thought leader commentary on clinical significance of approval
- 2nd Month:** Third-party market research or ad-test study on your new product/campaign from our exhibit booth at one of the major conventions *CAH&O* attends during the year
- 3rd Month:** Complimentary subscription to *CAH&O* for your sales force (maximum 200 copies)

Bonus Distribution: The most recent issues of *Clinical Advances in Hematology & Oncology* will be made available to all attendees at the following major oncology meetings:

- Oncology Nursing Society (April Issue)
- American Society of Clinical Oncology (May Issue)
- American Society of Hematology (November Issue)
- San Antonio Breast Cancer Symposium (December Issue)

2009 Closing Dates

Commitment of Space: 1st of the preceding month (ie, January 1st for the February issue).

Material Due Date: 15th of the preceding month (ie, January 15th for the February issue).

Ad Sizing

| Ad Unit | Trim Size | Bleed | Live Area |
|-----------------------------|-----------------------------------|---|--|
| Full Page | 8 1/8" (width) x 10 7/8" (height) | Extend bleed 1/8" beyond trim size on all sides | Maintain 1/4" safety zone for live content inside trim. Allow an extra 1/4" safety for gutter allowance. (Total safe gutter allowance is 1/2") |
| Half Page Horizontal | 8 1/8" (width) x 5.0" (height) | Ad can bleed on top and sides only. (Extend bleed out 1/8" beyond trim size) | Maintain 1/4" safety zone for live content inside trim |
| Half Page Vertical | 4.0" (width) x 10 7/8" (height) | Ad can bleed on top, bottom, and either into gutter or outer edge. (Extend bleed out 1/8" beyond trim size) | Maintain 1/4" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding. |
| Quarter Page | 4.0" (width) x 5.0" (height) | Ad can bleed on top and gutter or outer edge. (Extend bleed out 1/8" beyond trim size) | Maintain 1/4" safety zone for live content inside trim. Also, if bleeding into gutter, allow an extra 1/4 inch for binding. |

| | |
|------------|---|
| Trim Sizes | Final trim size of journal is 8 1/8" x 10 7/8". |
| Live Area | Live matter should be kept to a minimum of 1/4" inside trimmed edges, and a minimum of 1/4" should be allowed for the bind. |

For additional fractional sizes, contact production 212-995-5568.

Reproduction Specifications

| | |
|-------------|---|
| Offset Film | Right reading emulsion side down (RRED). Negatives on 0.004" stable base material, marked for color, with register marks, center marks, and trim marks clearly indicated. All film is to be sent to the publisher at the address below. Furnished film will be held for one year from last insertion and then destroyed. |
| Paper Stock | Body Pages: 45# coated. Covers: 80# coated. |

Specifications for Electronic Files

| | |
|-------------|---|
| Disks | Macintosh-formatted CD. |
| File Format | Press ready, high res PDF only. (All files and fonts must be embedded; do not save PDF with unlinked OPI data) |
| | PDF needs to include crop marks and bleed. Make sure PDF is not set to crop document to frame edges. |

Images/Color/Resolution

| | |
|---------------|--|
| 4 Color Scans | Resolution should be 2x the screen ruling (and at least 300 dpi). Color should be CMYK. |
| Proofs | Please provide two sets of progressive/chromalin proofs for all color pages. Provide a laser print of all black and white pages. All printouts should indicate trims, bleeds, folds, color breaks, etc. Disks and proofs should be mailed to the publisher. Label disks with file and company name. Provide graphics contact information. |

Specifications for Printed Inserts **Insert quantity** (includes spoilage allowance): 35,000.

| | |
|-----------------|---|
| Sizes | 2-, 4-, 6-, or 8-page folded supplied inserts. Maximum 8 3/8" and specification. |
| Insert Trimming | - The final trim size needs to be 8 3/8" x 11 1/8" - Inserts jog to foot. This means that our printer will trim an additional 1/8" from the top. Keep this in mind in your design. - Live area: The type should be at least 3/8" from gutter grind, 3/8" from head and 1/4" from face and 1/4" from the foot. |
| Shipping | Preprinted inserts should be shipped directly to the printer at the address below. Please note the journal name and issue date on your shipment. For contracts or insertion orders, please contact the publisher. |

Belly-Band and Belly Tip Specifications:

Belly Band: Width: Total Width: 18.5 (Front panel 8" wide, 1/8" thickness x 2, back panel 8" wide including 1.5" overlap). Height: 6.0". Paper weight: use 70 lb stock.

Belly Tip: Trim Size: 7.75" (width) x 4.0" (height). Extend bleed out 1/8" beyond trim. Paper weight: Use 70 lb. or 80 lb.

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