



The **Oncologist** Online receives more than 550,000 visitors per month and will give your advertisements high visibility worldwide.

Planned Tables of Contents for these Future Issues:

[Next issue:](#) Volume 12, Number 12

(Planned future tables of contents are available approximately 3-4 weeks in advance of their publication date.)

2nd line non-small cell lung cancer **Tarceva** erlotinib

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Banner Ad Rates

Impressions (minimum)*	Cost
60,000 per month	\$865
180,000 for 3 months	\$2,520
360,000 for 6 months	\$5,000
720,000 for 12 months	\$9,590

* Minimum number of banner impressions within the time indicated.

Specifications

Graphic should be 468 x 60 pixels, 20KB or less in size, GIF or JPG image. Animations are limited to 3 rotations.

An FDA-approved combination therapy for metastatic breast cancer. Find clinical data, dosage and administration info, details on safety, plus educational materials for your patients at www.LillyOncology.com.

The Oncologist Online -- Table of Contents Alert
A new issue of *The Oncologist* is available online:
Volume 12, Number 11

The below Table of Contents is available online at:
<http://theoncologist.alphamedpress.org/content/vol12/issue11/>

COMMENTARY

C-Change: Our Credo
LaSalle D. Leffall, Jr
<http://theoncologist.alphamedpress.org/cgi/content/full/12/11/1274?etoc>

ORIGINAL PAPERS

BREAST CANCER

Current Treatment and Clinical Trial Developments for Ductal Carcinoma In Situ of the Breast
Judy C. Boughey, Ricardo J. Gonzalez, Everett Bonner, and Henry M. Kuerer
<http://theoncologist.alphamedpress.org/cgi/content/abstract/12/11/1276?etoc>

Future Table of Contents (fTOC) or Electronic Table of Contents (eTOC) Email Alert Advertising

Cost

- \$1,000 per ad deployment
- Please call for discount on multiple fTOC or eTOC deployments

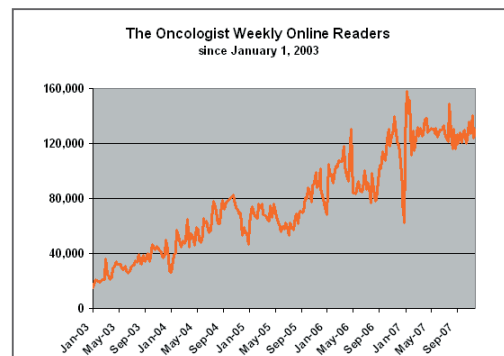
Over 34,000 registered users receive alerts.

Specifications

- Graphic file should be 468 x 60 pixels, 20KB or less in size, GIF or JPG image
- Animations limited to 3 rotations
- Graphic may click-through to website
- Text limited to 50 words
- 1 link embedded in text may click-through to website

Recruitment

Free online placement available with the purchase of a print advertisement. Call or email for pricing and specifications.





The Oncologist[®] Online receives more than 550,000 visitors per month and will give your advertisements high visibility worldwide.

The screenshot shows the homepage of The Oncologist Online. At the top, there is a banner ad for 'The Oncologist CME Online' with a 'CLICK HERE' button, which is circled in orange. Below the banner, the main header includes the journal title 'The Oncologist' and a search bar. The main content area is divided into several sections: 'Current Issue: Volume 12 Number 11, 2007', 'View Forthcoming Articles', 'Select an Issue from the Archive', 'Search for Articles', and 'Selected Papers in This Issue'. A sidebar on the right contains a 'Quick Search' box and a list of links including 'Press Release', 'E-mail Table of Contents', 'Featured Artwork', and 'Privacy Policy'.

Home Page Banner Ad

Rate

\$3,000 per month

Specifications

- Graphic file should be 468 × 60 pixels, 20KB or less in size, GIF or JPG image
- Animations are limited to 3 rotations.

**Combine online and print advertising for maximum exposure and reduced costs!
Speak with Kristin Mendola regarding package deals.
See our print advertising rate card at:**

<http://theoncologist.alphamedpress.org/misc/adrates.shtml>