

The Oncologist®



*The International Peer-Reviewed Journal
for the Practicing Oncologist/Hematologist*

Rates & Data

Effective January 2008

Publisher

AlphaMed Press
318 Blackwell Street
Suite 260
Durham, NC 27701-2884
Tel: (919) 680-0011
Fax: (919) 680-4411
www.TheOncologist.com

Advertising Representatives

Breuning Nagle Associates
Kristin Mendola
58 Pine Street
New Canaan, CT 06840
Tel: (203) 761-0202
Fax: (203) 761-0203
E-mail: Kristin@BNA1.com

general information

1. ISSUANCE

Monthly

2. ESTABLISHED

1995.

3. 2008 SUBSCRIPTION DATA

Individual: US, \$245; Canada, \$295;

Rest of the World, \$310

Institutional: US, \$470;520;

Rest of the World, \$535

Fellows/Students/Residents: \$98

Single Copy, \$40 plus shipping costs

4. EDITORIAL

The Oncologist is devoted to medical and practice issues for medical, hematological, radiation, gynecologic, and surgical oncologists and is designed specifically for the busy practitioner entrusted with the care of adult or pediatric cancer patients.

5. REQUIREMENTS FOR AD CLEARANCE

All advertising must be approved by the Executive Editor and Publisher.

6. POLICY ON PLACEMENT OF ADVERTISING

Interspersed between journal sections.

7. EDITORIAL-ADVERTISING RATIO

65% editorial, 35% advertising.

8. SERVICES TO ADVERTISERS

Editorial reprints:

Contact Kristin Mendola

Tel: (203) 761-0202, Fax (203) 761-0203

E-mail: Kristin@BNA1.com

Sponsorship of Supplements:

Contact Kristin Mendola

Tel: (203) 761-0202, Fax (203) 761-0203

E-mail: Kristin@BNA1.com

Sponsored Subscriptions, Online Advertising,

Bellybands, Outserts, CD-ROM Inserts:

Contact Kristin Mendola

Tel: (203) 761-0202, Fax (203) 761-0203

E-mail: Kristin@BNA1.com

9. EDITORS

Editor-in-Chief: Bruce A. Chabner, M.D.

Senior Editors: Frank M. Balis, M.D.;

Gregory A. Curt, M.D.; Eli Glatstein, M.D.;

Gabriel N. Hortobágyi, M.D.; Patrick G. Johnston, M.D., Ph.D.;

John E. Niederhuber, M.D.; H.M. Pinedo, M.D.



The Oncologist®

10. STAFF

Managing Editor and President: Ann Murphy, Ph.D.
 Tel: (919) 680-0011
 E-mail: ann.murphy@theoncologist.com

Finance Manager: Avis Wergin
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 E-mail: aviswergin@alphamedpress.com

Print Publication Coordinator: Sharon Lee
 Tel: (919) 680-0011
 E-mail: sharonlee@alphamedpress.com

Advertising Representatives: Kristin Mendola
 Tel: (203) 761-0202
 E-mail: Kristin@BNA1.com

11. CIRCULATION

Specialty Totals

Medical Oncology	5,469
Radiation Oncology	4,737
Hematology Oncology	4,945
Hematology	2,139
Oncology Nurses	1,635
Surgical Oncology	748
Gynecologic Oncology	665
Pediatric Hematology/Oncology	1,881
Other	1,167
TOTAL	23,386

The Oncologist is received by the members of the following societies: Society of Surgical Oncology (SSO), Society of Gynecologic Oncologists (SGO), and the Association of Residents in Radiation Oncology (ARRO). Also included in the total circulation 3,016 Fellow-In-Training/Residents .

12. CIRCULATION VERIFICATION

Publisher's sworn statement. Printer's sworn statement. U.S. Postal Service statement of mailing.

13. BONUS DISTRIBUTION ISSUES

- American Society of Clinical Oncology (ASCO)*
 May/June 2008 — Chicago, IL (April issue)
- American Society of Hematology (ASH)*
 December 2008 — San Francisco, CA (Nov. issue)
- San Antonio Breast Cancer Symposium*
 December 2008 — San Antonio, TX (Nov. issue)

rates

14. BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	36x	48x	60x	72x
Full:	\$ 2,510	2,440	2,385	2,325	2,265	2,210	2,155	2,100
Half Page:	\$ 1,645	1,585	1,550	1,515	1,475	1,435	1,400	1,380
Quarter Page:	\$ 1,005	980	940	925	905	885	860	840

15. COLOR RATE

Standard color	\$650	Four Color (per page or fraction)	\$1,900
Matched (PMS) color:	\$700	Five Color (per page or fraction)	\$2,500
Metallic Color:	\$850	<i>No bleed charge</i>	

16. INSERT RATES

Page Size	1x	6x	12x	24x	36x	48x	60x	72x
2 Page:	\$ 5,020	4,880	4,770	4,650	4,530	4,420	4,310	4,200
4 Page:	\$ 10,040	9,760	9,540	9,300	9,060	8,840	8,620	8,400
6 Page:	\$ 15,060	14,640	14,310	13,950	13,590	13,260	12,930	12,600

17. SPLIT RUN INSERTS

Available with a minimum 25% of circulation. Advertisements can be converted to inserts by the printer. The Publisher can provide costs upon request.

18. BELLY BANDS

Please contact your advertising sales representative for details.

19. OUTSERTS (Polybag Insert)

Please contact your advertising sales representative for details.

20. AGENCY COMMISSION

15% of gross billing on space, color, cover, and preferred positions.

21. COVERS AND PREFERRED POSITIONS

Fourth Cover: Earned B/W rate plus 50%
 Second Cover: Earned B/W rate plus 40%
 Facing First Table of Contents: Earned B/W rate plus 20%
 Facing Second Table of Contents: Earned B/W rate plus 20%
 Opposite First Article: Earned B/W rate plus 15%
 Opposite Editorial Board: Earned B/W rate plus 10%
 Opposite Masthead: Earned B/W rate plus 10%

22. CLASSIFIED ADVERTISING

For rates and other information contact:
 Kristin Mendola Tel: (203) 761-0202
 Fax: (203) 761-0203
 E-mail: Kristin@BNA1.com

incentive programs

23. COMBINED FREQUENCY RATE

The 2008 earned rate will be determined by the total number of pages placed in *The Oncologist* and *STEM CELLS* by a company and its subsidiaries within the 12-month period of January–December 2008. The earned rate may be applied to all publications of AlphaMed Press.

24. THE ONCOLOGIST/STEM CELLS COMBINATION DISCOUNT

Advertise a product in both *The Oncologist* and *STEM CELLS* in the same month and a \$250 discount per page will be applied to the insertions in both journals. If the insertion sizes differ, the discounts will be applied to matching pages only.

25. FREE BANNER AD

Place a minimum of three insertions in *The Oncologist* and receive a free ad with hyperlink on www.TheOncologist.com for each month you advertise.

26. NEW PRODUCT LAUNCH PROGRAM *

Receive a \$250 discount per page on the first three insertions placed in *The Oncologist* within the first six months of launch date. Each of the first three display ads receives a free banner ad with hyperlink on www.TheOncologist.com for a one-month period during 2008.

* For new drugs/instruments/devices and new indications only.

27. DOUBLE UP PROGRAM

Advertisers committing to six consecutive issues are eligible to run a double ad in the sixth issue free of charge. Advertisers committing to 12 consecutive issues will get an additional double ad in the 12th issue.

28. CONTINUITY PROGRAM

Advertise in all 12 issues and receive a \$1,000 discount off the December insertion.

29. CORPORATE DISCOUNT PROGRAM *

Total 2007 Corporate Spend	2008 Discount
\$1,000,000+	10%
\$900,000 — 999,999	9%
\$800,000 — 899,999	8%
\$700,000 — 799,999	7%
\$600,000 — 699,999	6%
\$500,000 — 599,999	5%
\$400,000 — 499,999	4%
\$300,000 — 399,999	3%
\$200,000 — 299,999	2%
\$100,000 — 199,999	1%

*Based on NET spending in 2007 by a parent company and all subsidiaries with AlphaMed Press. The net spending total includes total spend of the following: print advertising, banner advertising, online advertising, custom publishing and reprints. If the 2007 spend level exceeds that of the 2006 level, the highest discount will apply for the 2006 calendar year. Please note that this discount will be applied prior to the 15% agency commission.

production specifications

30. CLOSING DATES FOR SPACE AND MATERIAL

Issue Date	Closing Date	ROB Ads due	Inserts Due
January	12/3/2007	12/7/2007	12/10/2007
February	1/2/2008	1/7/2008	1/11/2008
March	2/1/2008	2/5/2008	2/8/2008
April*	3/3/2008	3/7/2008	3/12/2008
May	4/1/2008	4/4/2008	4/10/2008
June	5/1/2008	5/5/2008	5/9/2008
July	6/2/2008	6/6/2008	6/9/2008
August	7/1/2008	7/7/2008	7/11/2008
September	8/1/2008	8/6/2008	8/11/2008
October	9/1/2008	9/5/2008	9/10/2008
November *	10/1/2008	10/6/2008	10/10/2008
December	11/3/2008	11/6/2008	11/10/2008

* Indicates Bonus Distribution

- April issue — *ASCO* (May/June 2008; Chicago, IL)
- November issue — *American Society of Hematology* (December 2008; San Francisco, CA)
- November issue — *San Antonio Breast Cancer Symposium* (December 2008; San Antonio, TX)

EXTENSIONS

If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.

CANCELLATIONS

If, for any reason, an advertisement is canceled after the closing date, the advertiser will be charged for the space reserved.

mechanical requirements

JOURNAL TRIM SIZE: 8 1/8" X 10 7/8"

TYPE OF BINDING: Perfect binding

RUN OF BOOK AD SIZES (NON-BLEED)

	Width	Height
Spread (two facing pages)	15 7/8"	10 3/8"
Full page	7 11/16"	10 3/8"
1/2 page horizontal	7 3/8"	4 3/4"
1/2 page vertical	3 3/8"	10 3/8"
1/4 page	3 5/8"	4 3/4"

RUN OF BOOK AD SIZES (BLEED)

	Width	Height
Spread (two facing pages)	16 7/8"	11 1/8"
Full page	8 3/8"	11 1/8"
1/2 page horizontal	8 3/8"	5 1/8"
1/2 page vertical	4 3/4"	11 1/8"
1/4 page	4"	5 1/8"

Includes 1/8" grind on each page

INSERT SIZES

	Width	Height
2-page	8 3/8"	11 1/8"
4-page	16 3/4"	11 1/8"

Keep all live matter 1/4" away from trim edges. Any ad that is to bleed should have an extended area that is 1/8" extra on the sides that are to bleed.

All inserts must be submitted to the Publisher for approval of stock and design and other mechanical specifications. All inserts must be delivered to the printer in cartons with journal name, quantity, and issue clearly marked.

PAPER STOCK

Cover stock is 80# Sterling Gloss Cover white. Text stock is 45# Somerset text gloss white. Insert stock has 80 lb. maximum and 70 lb. minimum.

ELECTRONIC FILE REQUIREMENTS

Macintosh (OS 9.2 or higher), Windows (2000 or higher). InDesign, Illustrator, Acrobat, or Photoshop files are acceptable. For InDesign submissions, printer and screen fonts and all links must be supplied. For Illustrator submissions, text must be changed to outlines. Submit in CMYK (or grayscale mode if ad is to print in black and white only) as TIF, EPS, or PDF files. To submit a PDF, a postscript file of the page must be made and then distilled to create the PDF. Color proof required.

REPRODUCTION REQUIREMENTS FOR OFFSET PRINTING

175 line screen. Negative, right reading, emulsion side down. Will also accept positives, reproduction proofs, camera-ready work, and original ad mechanicals. Two proofs must accompany advertising material. Furnished proofs are considered final unless otherwise indicated.

BANNER ADVERTISEMENTS

File size should be 468x60 pixels, 20 KB or less in size, GIF or JPG images (animations are limited to 3 rotations), and may be e-mailed to TheOncologist@TheOncologist.com.

DISPOSITION OF MATERIAL

Material will be held one year from last date of issue used and then destroyed, unless otherwise indicated.

Disclaimer

Advertiser and advertising agency accept and assume, jointly and separately, full responsibility for any statements, including product claims, illustrations, and representations made within an advertisement. Publisher will not be liable for misrepresentations with an advertisement.

Publisher shall not be liable for delays in delivery and any failure to print, publish, or circulate all or any portion of any issue in with an advertisement accepted by Publisher if such failure is due to acts of God, strikes, wars, accidents, fire, flood, or other circumstances beyond the Publisher's control.

For contracts & advertising, contact:

Kristin Mendola
Breuning Nagle Associates
58 Pine Street
New Canaan, CT 06840
Tel: (203) 761-0202
Fax: (203) 761-0203
E-mail: Kristin@BNA1.com

**Please deliver advertising materials
(digital files) to:**

Sharon Lee
AlphaMed Press
318 Blackwell Street, Suite 260
Durham, NC 27701-2884
Tel: (919) 680-0011
E-mail: sharonlee@alphamedpress.com

Deliver inserts to:

Gladys Stauffer
Cadmus Communications
3575 Hempland Road
Lancaster, PA 17601