

The Cancer Journal

36

Total Subscribers

288,165

Oncology Specialty Average Monthly Visits

Website

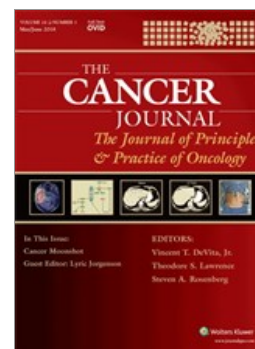
<http://www.journalppo.com/>

Audience

Oncologists across all disciplines

Content Focus

The Cancer Journal is a bimonthly peer-reviewed journal featuring clinical studies that highlight state-of-the-art applications of medical, surgical, and radiation oncology, either alone or in multidisciplinary approaches. Edited by some of the leading minds in oncology, the journal emphasizes translational research that bridges laboratory research and patient care.



Editor-in-Chief

Vincent T. DeVita, Jr., MD

Theodore S. Lawrence, MD, PhD

Steven A. Rosenberg, MD, PhD

Frequency

6 issues per year

Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution

	US	ROW	TOTAL
Total Subscribers	28	8	36
Print Circulation	20	5	25
Online-Only Circulation	8	3	11

Digital Audience Engagement

	US	ROW	TOTAL
Oncology Specialty Average Monthly Visits	114,675	173,490	288,165
Oncology Specialty Average Monthly Page Views	380,692	692,043	1,072,735

Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$1,170	\$1,170	\$800	\$800

Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate

Cover 3: 25% of earned B/W (PI) page rate

Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Career & Events Section Rates

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

Full Page	1/2 Page	1/4 Page	1/8 Page
\$1,270	\$875	\$580	\$380

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Digital Rates

Please contact your [Sales Representative](#) for digital rates and availability.

Note: All digital quotes are net; agency commission not applicable.

Reprints

Print and digital reprints are available. Contact your [Sales Representative](#) for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

Closing Dates

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
Jan/Feb	1/6/2022	1/11/2022	1/19/2022	1/19/2022	2/7/2022
Mar/Apr	3/9/2022	3/14/2022	3/21/2022	3/21/2022	4/7/2022
May/June	5/3/2022	5/6/2022	5/13/2022	5/13/2022	6/2/2022
Jul/Aug	7/6/2022	7/11/2022	7/18/2022	7/18/2022	8/4/2022

Issue	Run of Book Space	Career & Events Section Space and Materials	Run of Book Print Materials	Insert Materials	Approximate Mail Date
Sept/Oct	9/7/2022	9/12/2022	9/19/2022	9/19/2022	10/6/2022
Nov/Dec	10/31/2022	11/3/2022	11/10/2022	11/10/2022	12/1/2022

To inquire about extension dates, please contact your [Sales Representative](#).

Online Specifications

[Download Online Advertising Specs](#)

Print Specifications

Type of Binding

Perfect

Journal Trim Size

7 3/4" x 10 3/4". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page:	6 7/8"	x	9 7/8"	8 1/8"	x	11 1/8"
1/2 page horizontal:	6 7/8"	x	4 7/8"	8 1/8"	x	5 1/2"
1/2 page vertical:	3 3/8"	x	9 7/8"	4"	x	11 1/8"

Career & Events Section Page Sizes

	Non-Bleed Size		
	Width		Height
Full page:	7 1/4"	x	9 7/8"
1/2 page horizontal:	7 1/4"	x	4 3/4"
1/2 page vertical:	3 1/2"	x	9 7/8"
1/4 page:	3 1/2"	x	4 3/4"
1/8 page:	3 1/2"	x	2 1/8"

[Download Career & Events Section guidelines](#)

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Shipping Address: Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

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