

# ONCOLOGY TIMES

30,000

Total Subscribers

479,944

Oncology Specialty Average Monthly Visits

## Format

Print and Online

## Website

<http://www.oncology-times.com/>

## Specialty

Oncology; Hematology; Nursing (Specialty)

## Audience

Oncologists, hematology/oncologists, radiation oncologists, pediatric oncologists, oncology nurses, oncology specialists, surgical oncologists, urology oncologists

## Content Focus

*Oncology Times* reports essential news with independent analysis for today's oncologists, hematology/oncologists, and other cancer care professionals to optimize patient care and outcomes. The award-winning publication appears monthly in print—mailed to approximately 30,000 readers—with daily updates, resource and knowledge centers, podcasts, videos, and more online. Also included are popular and timely columns such as Oncologists' Guide to Genomics, Pharmacy Forum, 3 Questions on..., View From the Other Side of the Stethoscope, Journal Snapshot, and FDA Actions & Updates. A special quarterly edition features bonus content from *HemOnc Times*, to complement the *HemOnc Times* microsite within *Oncology Times* online.

## Editor-in-Chief

Pamela Tarapchak

## Frequency

Monthly

## Advertising Guidelines

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

## Distribution



**BPA Worldwide<sup>SM</sup> Brand Report**

	US	ROW	TOTAL
Total Subscribers	30,000	0	30,000

Print Circulation	30,000	0	30,000
Online-Only Circulation	0	0	0

### Digital Audience Engagement

	US	ROW	TOTAL
Oncology Specialty Average Monthly Visits	206,902	273,042	479,944
Oncology Specialty Average Monthly Page Views	316,604	488,402	805,006

## Digital Advertising

#### Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

#### Enewsletters

- Oncology Times Enewsletter:** Opportunity for advertisers to exclusively position messaging within the newsletter from the editors of *Oncology Times*.
- Hem/Onc Times eNews:** Opportunity for advertisers to exclusively position messaging within the newsletter from the editors of *Oncology Times* specifically targeted to hematologist-oncologists.

#### Custom Emails

100% advertiser-provided email sent to Lippincott’s opt-in oncology audience.

#### Job Postings

From basic job listings to sophisticated recruitment programs, a range of budget-friendly solutions place your positions at the fingertips of the right candidates at the right time.

## Premium Sponsorship

#### Conference Coverage

Daily updates on the latest clinical research presented during key oncology meetings such as COA, ASCO, ESMO, ASH, and SABCS. Wolters Kluwer collaborates with experienced medical writers to attend meeting and provide summaries on highlights from sessions on a specific topic. Daily updates delivered through enewsletters to our engaged subscribers in the target specialty area. Summaries are hosted online roadblocked with client banner ads at 100% SOV.

#### Interactive Case Study

KOLs or community prescribers present their case studies reflective of patient/prescriber journey. Users interact with the case and evaluate their learning through Q&A. 100% SOV utilizing your and/or Wolters Kluwer content.

#### Gaming Challenges

Interactive Q&A learning module with three ad positions available.

#### Interactive Library

Immersive customizable learning experience which can feature podcasts, interactive case studies, infographics, gaming challenges and more. 100% exclusive sponsorship.

#### Research and Knowledge Center

Custom-created therapeutic microsite addressing target HCP’s or patients’ needs for the most current information on disease states, procedures, and

effective treatments or to drive education during awareness months such as breast cancer, Hodgkin's lymphoma, liver cancer and lung cancer. Content is curated from multiple sources such as journal articles, book chapters, downloadable patient education materials and multi-media assets such as podcasts, webinars, and videos. Sponsors may provide assets and run of site banner advertisements at 100% SOV.

## Webinars/Virtual Round Tables

A virtual discussion or presentation focused on education or promotion of a product or service. Engage with audience through surveys, giveaways, polls & quizzes to assess learning efficacy. Produced as On-Demand or Simulive. Audio-only or video options available.

## OncTimes Talk Podcast

Oncology's top experts share their perspectives, opinions, and concerns about the field's most pressing issues covered in recent *Oncology Times* articles. Your 15 second audio ad will be read by the podcast host at the beginning of the episode.

## OncTimes TV Videocast

Exclusive opportunity to drive brand awareness and education through a video focused on a specific therapeutic area or disease state. Video is hosted on journal's home page. Advertiser provides 30-second pre-roll or intro slide and optional sponsorship announcement.

## Interactive Infographics

Collaborate with Lippincott to create an interactive educational infographic with dynamic content in the form of text, tables and charts, images, and media to deepen engagement and enhance readers' understanding of complex data.

## Research Review Club

Disease focused journal club featuring the latest in evidence-based clinical information and commentary from a KOL. Exclusive sponsorship opportunity at 100% SOV. Wolters Kluwer collaborates with customer to select a KOL to host a journal review club focused on a customer-selected strategic medical topic.

## Point-of-Care Solutions

Integrate your brand into the patient's exam room experience and place your brand alongside the information patients take home to their loved ones. Sponsor branded anatomical charts, tear pads, disease state brochures, and more.

## Custom Solutions

For additional solutions to meet your campaign needs, contact your Sales Representative.

# Journal Advertising

## Print Ads

Place your message within our award-winning publication. Multiple sizes available as well as premium positions.

## Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

## Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

## Supplements

Advance HCP clinical skills and understanding of advancements in research through publication of a journal supplement. Journal supplements enable supporters to insert awareness of diseases and disorders, translate scientific developments into clinically useful information, and address important challenges facing practicing providers. Supplements may be developed in print as well as electronic formats, enabling inclusion of supplemental digital content, such as brief videos, peer-to-peer discussions, and additional tables and graphs.

# Reprints

## Print Reprints

Hard-copy reprints provide a credible leave-behind with staying power. HCPs read them, share them with colleagues, discuss them with patients, and save them for future reference. Leave behind after your sales force detail, distribute at your conference or meeting booth or polybag alongside journal subscriber copies. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

## Digital Reprints

Deliver the same journal content in electronic form and offer the added benefit of controlling and tracking the content. Leverage digital media to provide HCPs with critical content from the journals they know and trust. Embed an ePrint link into your advertising, share during a detailing call or email your licensed PDF directly to healthcare professionals. Visit our [reprints portal](#) and search our database to find the right article for your campaign needs.

# Run of Book Rates

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	King Page Color	King Page B/W (PI)	Island Half Page Color	Island Half Page B/W (PI)
1 x	\$8,715	\$6,430	\$7,185	\$4,900
12 x	\$8,455	\$6,170	\$6,840	\$4,555
24 x	\$8,275	\$5,990	\$6,715	\$4,430
36 x	\$8,190	\$5,905	\$6,600	\$4,315
48 x	\$7,490	\$5,205	\$6,145	\$3,860
96 x	\$7,460	\$5,175	\$6,135	\$3,850
120 x	\$7,425	\$5,140	\$6,090	\$3,805
144 x	\$7,380	\$5,095	\$5,970	\$3,685
192 x	\$7,300	\$5,015	\$5,980	\$3,695
240 x	\$7,250	\$4,965	\$5,900	\$3,615
336 x	\$7,175	\$4,890	\$5,820	\$3,535

## Cover and Preferred Position Rates

- Cover 2:** 35% of earned B/W (PI) page rate
- Cover 3:** 25% of earned B/W (PI) page rate
- Cover 4:** 50% of earned B/W (PI) page rate
- Other Preferred Positions:** 25% of earned B/W (PI) page rate

## Insert Rates

### A-Size Insert Rates:

- 2-page:** 2 times earned Island Half Page B/W (PI) page rate
- 4-page:** 4 times earned Island Half Page B/W (PI) page rate
- 6-page:** 6 times earned Island Half Page B/W (PI) page rate

### King Size Insert Rates:

- 2-page:** 2 times earned King Page B/W (PI) page rate
- 4-page:** 4 times earned King Page B/W (PI) page rate
- 6-page:** 6 times earned King Page 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. All rates include free color. Contact your [Sales Representative](#) for volume discounts.

King Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
\$9,015	\$7,660	\$6,140	\$4,070	\$2,625	\$1,555

## 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 Rates

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
January 5	11/24/2020	11/27/2020	12/2/2020	12/7/2020	1/6/2021
January 20	12/8/2020	12/11/2020	12/16/2020	12/22/2020	1/20/2021
February 5	12/23/2020	12/29/2020	1/1/2021	1/6/2021	2/3/2021
Feb 20 (SUPPL)	1/6/2021	1/11/2021	1/14/2021	1/19/2021	2/17/2021
March 5	1/20/2021	1/25/2021	1/28/2021	2/3/2021	3/3/2021
March 20	2/3/2021	2/9/2021	2/12/2021	2/17/2021	3/17/2021
April 5	2/25/2021	3/2/2021	3/5/2021	3/10/2021	4/7/2021
April 20	3/11/2021	3/16/2021	3/19/2021	3/24/2021	4/21/2021
May 5	3/25/2021	3/30/2021	4/2/2021	4/7/2021	5/5/2021
May 20 (SUPPL)	4/8/2021	4/13/2021	4/16/2021	4/20/2021	5/19/2021
June 5	4/21/2021	4/26/2021	4/29/2021	5/4/2021	6/2/2021
June 20	5/5/2021	5/10/2021	5/13/2021	5/19/2021	6/16/2021
July 5	5/26/2021	5/31/2021	6/3/2021	6/8/2021	7/7/2021
July 20	6/9/2021	6/14/2021	6/17/2021	6/23/2021	7/21/2021
August 5	6/23/2021	6/29/2021	7/2/2021	7/7/2021	8/4/2021
August 20 (SUPPL)	7/8/2021	7/13/2021	7/16/2021	7/21/2021	8/18/2021
September 5	7/22/2021	7/27/2021	7/30/2021	8/4/2021	9/1/2021
September 20	8/4/2021	8/9/2021	8/12/2021	8/17/2021	9/15/2021
October 5	8/25/2021	8/31/2021	9/3/2021	9/8/2021	10/6/2021
October 20	9/9/2021	9/14/2021	9/17/2021	9/22/2021	10/20/2021
November 5	9/23/2021	9/28/2021	10/1/2021	10/6/2021	11/3/2021
Nov 20 (SUPPL)	10/7/2021	10/12/2021	10/15/2021	10/20/2021	11/17/2021
December 5	10/19/2021	10/22/2021	10/27/2021	11/1/2021	12/1/2021
December 20	11/2/2021	11/5/2021	11/10/2021	11/16/2021	12/15/2021

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

# Online Specifications

[Download Online Advertising Specs](#)

## Print Specifications

### Type of Binding

Saddle Stitched

### Journal Trim Size

10 1/2" x 13 7/8". Safety allowance for live matter: 1/2" from trim.

### Run of Journal Page Sizes

Non-Bleed Size			Bleed Size		
	Width	Height	Width	Height	
King page:	9 1/2"	x	13"	10 3/4"	x
Island 1/2 page:	7"	x	10"	7 7/8"	x

### Career & Events Section Page Sizes

Non-Bleed Size		
	Width	Height
King page:	9 1/4"	x
3/4 page:	6 7/8"	x
1/2 page horizontal:	9 1/4"	x
1/2 page vertical:	4 1/2"	x
1/4 page horizontal:	4 1/2"	x
1/4 page vertical:	2 1/8"	x
1/8 page horizontal:	4 1/2"	x
1/8 page vertical:	2 1/8"	x
1/16 page:	2 1/3"	x

[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; Open Type 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

**Acceptance:** Sample must be submitted to Production Associate for approval.

**Sizes:** A-Size: submit 8" x 11"

**Paper Stock:** Consult Production Associate.

**Quantity:** Consult Production Associate.

**Packing Instructions:** Carton packing preferred with publication, quantity, and issue clearly indicated.

**Shipping Address:** Consult Production Associate.

## 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.

## Advertising Representative (U.S.)

**Name:** Margo Ullmann

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**Email:** [margo.ullmann@wolterskluwer.com](mailto:margo.ullmann@wolterskluwer.com)

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## Recruiting Representative (U.S.)

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## Reprints Representative (U.S.)

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