

NCCN eBulletin RATE CARD

MEMBER INSTITUTION EDITION 2024



2024



National Comprehensive
Cancer Network®

NCCN.org/advertising

Reserve your premier 2024 advertising space now!

OVERVIEW

NCCN eBulletin: Member Institution Edition is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—[NCCN.org](https://www.nccn.org)—who are from the 33 NCCN Member Institutions.

This exclusive publication features content of specific interest to the NCCN Member Institution readers and includes executive messages, NCCN committee reports, updates from the NCCN Oncology Research Program (ORP), journal contributions, subscription and benefit notices, program participation announcements, NCCN Foundation® messages, and other NCCN Member Institution news.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 18,000 NCCN Member Institution readers, including a primary audience of more than 5,300 physicians. The total readership includes oncologists, pharmacists, nurses, advanced practitioners, case managers, hospital administrators, and other health care professionals — all from the NCCN member centers.



BENEFITS

- > Advertise with NCCN, a not-for-profit alliance of leading cancer centers devoted to patient care, research, and education, dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so that patients can live better lives.
- > Include your ad with messages that go to more than 18,000 U.S.-based readers from the 33 NCCN Member Institutions.

EDITORIAL TEAM

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Reach More Than 18,000 Readers

SCHEDULE - Volume 11

Issue #	Issue Date	Ad Material Due
1	1/11/2024	1/4/2024
2	2/8/2024	2/1/2024
3	3/14/2024	3/7/2024
4	4/11/2024	4/4/2024
5	5/9/2024	5/2/2024
6	6/13/2024	6/6/2024
7	7/18/2024	7/11/2024
8	8/8/2024	8/1/2024
9	9/12/2024	9/5/2024
10	10/10/2024	10/3/2024
11	11/14/2024	11/7/2024
12	12/12/2024	12/5/2024

READERS

Count *

Allied Health	447
Case Manager (Non-Nurse)	115
Case Manager (Nurse)	312
Clinical Nurse Specialist	205
Health Educator	364
Managed Care Organization Employee	103
Nurse Practitioner	1,541
Nurse/Oncology Nurse	2,677
Other	4,023
Pharmacist	1,982
Physician Assistant	484
Physician/Surgeon/Oncologist	5,388
Practice or Hospital Administrator/Manager	591
Tumor Registrar	29
Social Worker	45
Total	18,306

* As of August 2023

ADVERTISING CONTACT

Jennifer Tredwell, MBA

Vice President, Marketing and Communications

tredwell@nccn.org • 215.690.0274

Reserve Your Space Today!

AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$2,000
Skyscraper	160 x 600 px	\$1,200

AD SPECIFICATIONS

- Only one ad per newsletter, per sponsor
- Artwork to be submitted in PNG or JPEG format in size specified
- Static ads only, no animations
- Maximum file size is 100 KB
- All ads are subject to NCCN review and approval

EXCLUSIONS

- Only one URL or set of tags per ad
- Art and links or tags must be received at least 5 business days prior to each issue date
- One proof supplied per newsletter issue for sponsor review, 48 hour turn-around is appreciated
- Artwork should be named to include company name and brand
- Rate card supplied as is, customized power points not provided
- All prices net to NCCN
- NCCN does not provide list matching services
- Targeted emails to disease-specific lists are not available

FREQUENCY DISCOUNTS

Advertisers who purchase 3 or more ads will receive a 15% discount off all ads purchased.

READERSHIP REPORTS**

Open Rate = 19%


Click-Through Rate = 4.68%

** Based on total average statistics from January – July 2023

Readership Reports are generated through NCCN's email marketing management platform, Cvent, Inc. The reports are provided to advertisers 5 business days after issue date and include data on:

- Total Sent to per Email
- Opened per Email
- Open Rate per Advertisement
- Total Clicks per Advertisement
- Unique Clicks per Advertisement
- Click-Through Rate per Advertisement
- Percentage of Clicks per Advertisement

ADVERTISEMENT
Leaderboard
728 x 90




eBULLETIN

MEMBER INSTITUTION

NCCN Welcomes New Member Institution

Indiana University Melvin and Bren Simon Comprehensive Cancer Center



NCCN Welcomes New Member Institution
 Indiana University Melvin and Bren Simon Comprehensive Cancer Center joins NCCN as the 32nd Member Institution. [Learn more](#)

NCCN Foundation Announces Awards for Rising Cancer Research Leaders
 Seven early-career investigators from NCCN Member Institutions will receive funding to advance research on important issues in oncology. [Learn more](#)

NCCN Announces Funding for Lung and Thyroid Cancer Quality Projects
 The selected awardees include expert oncologists from Duke, Roswell Park, Seattle Cancer Care Alliance, and UT Southwestern. [Learn more](#)

Recent Updates for NCCN Member Institutions

ADVERTISEMENT
Skyscraper
160 x 600

NCCN eBulletin: Member Institution Edition Insertion Order Form

2024 DIGITAL ADVERTISING SPACE RESERVATION

Advertisers can use this form to reserve 1 to 3 ads. With purchase of a third ad, advertisers receive a 15% discount off all ads purchased. If reserving more than three ads, use a separate form.

Advertiser Information (please type or print clearly)

Contact Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Email (required) _____

NCCN eBulletin: Member Institution Edition Digital Reservations

Issue Date: _____

\$2,000 Leaderboard (728 x 90 px)

\$1,200 Skyscraper (160 x 600 px)

Issue Date: _____

\$2,000 Leaderboard (728 x 90 px)

\$1,200 Skyscraper (160 x 600 px)

Issue Date: _____

\$2,000 Leaderboard (728 x 90 px)

\$1,200 Skyscraper (160 x 600 px)

SUBTOTAL: \$ _____

Apply 15% discount
(if reserving 3 ads) _____

TOTAL: \$ _____

Payment Information

Please send an invoice

Check Enclosed Payable to: **National Comprehensive Cancer Network**

Mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462

Attn: Accounting Department

Credit Card: American Express Discover Card MasterCard Visa

Cardholder's Name _____

Billing Address _____

City _____ State _____ Zip Code _____

Card Number _____

Expiration Date _____ Verification Number _____

Signature _____

NCCN may charge the credit card for the amount as indicated above.

INSTRUCTIONS

Insertion orders must be received 10 business days prior to issue date.

Artwork and link must be received 5 business days prior to issue date.

Send completed insertion orders, artwork, and links to:

Jennifer Tredwell, MBA

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and Communications*

NCCN

3025 Chemical Road

Suite 100

Plymouth Meeting, PA 19462

Phone – 215.690.0274

Fax – 215.690.0280

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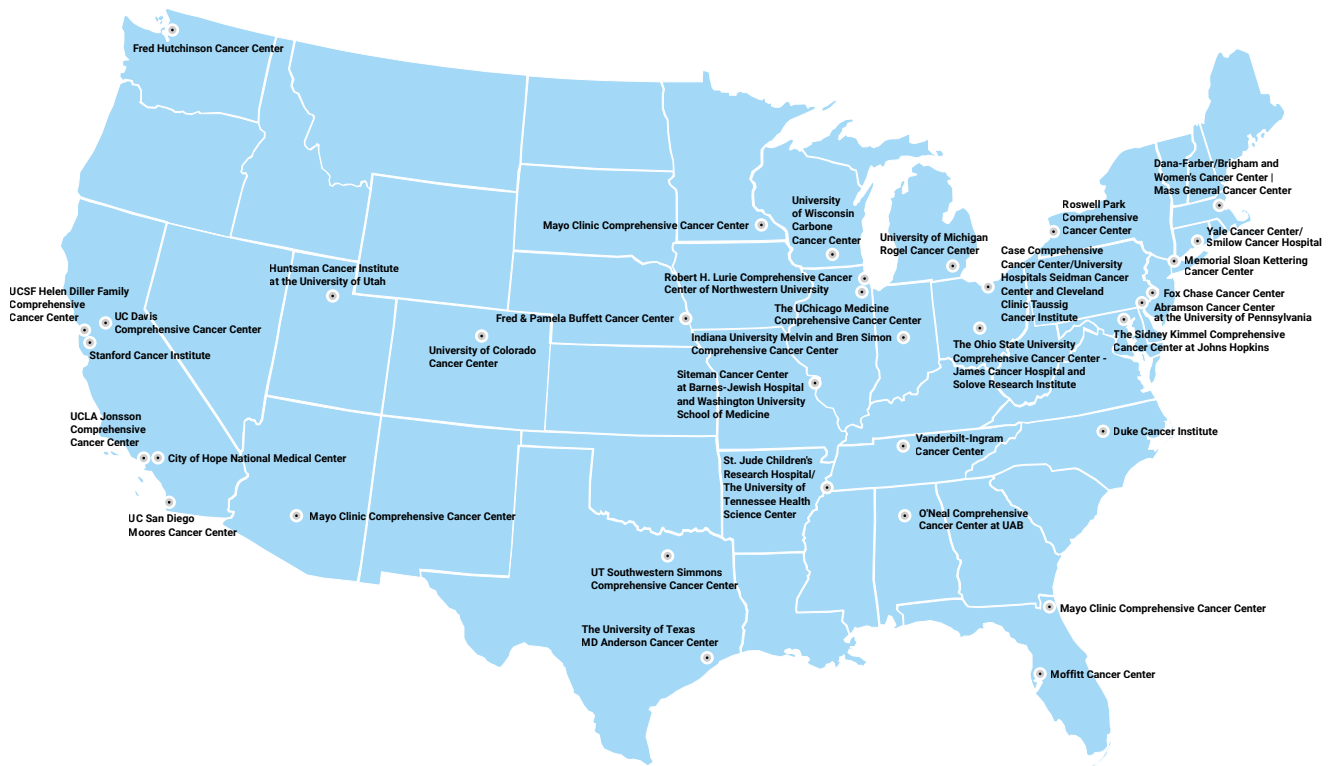


National
Comprehensive
Cancer
Network®

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MEMBER INSTITUTION EDITION 2024

NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so patients can live better lives. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stakeholders in the health care delivery system. By defining and advancing high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical practice guidelines appropriate for use by patients, clinicians, and other health care decision-makers around the world.

[NCCN.org](https://www.nccn.org) – For Clinicians | [NCCN.org/patients](https://www.nccn.org/patients) – For Patients