

# ASCO®

ASCO's diverse network of nearly 45,000 oncology professionals recognizes ASCO's dedication to provide the highest-quality resources in education, policy, the pioneering of clinical research, and above all, advancing the care for patients with cancer. ASCO is unique in that we are the only organization that encompasses all oncology subspecialties, allowing our members to grow from the professional and personal expertise of their colleagues worldwide and across disciplines. International members make up approximately one-third of the Society's total membership and represent more than 150 countries. ASCO offers a variety of membership categories designed to fit your career stage and specific needs. ASCO offers numerous membership categories and benefits.

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**Journal of Clinical Oncology (JCO)** serves its readers as the single most credible, authoritative resource for disseminating significant clinical oncology research. In print and in electronic format, JCO strives to publish the highest quality articles dedicated to clinical research.

Original Reports remain the focus of JCO, but this scientific communication is enhanced by appropriately selected Editorials, Commentaries, Reviews, and other articles that relate to the care of patients with cancer.

**Frequency:** Three times monthly (36 times a year); on the 1st, 10th, and 20th each month.

**Mail class:** Periodicals postage, mails polybagged.

**Circulation:** 20,983 (17,041 U.S.)

**Pre-payment is required with all ads.** Checks should be made payable to Walchli Tauber Group, Inc. and must be received before ad is placed. Major credit cards accepted.

**LINE AD RATES**

All line ads will be placed in the first available print issue and also will be placed online. The ad may either be placed online the same date as the print date, or as soon as possible. Line ads are listed alphabetically by state and are non-commissionable. Please specify the state under which the advertisement should appear, and in which print issues it should appear. Posting may be allowed to 600 words maximum. CV/Resume database search included; searchable during length of job posting.

Placement (print/online)	Cost
3 issues/30 days	\$3,600 net
6 issues/60 days	\$6,770 net
9 issues/90 days	\$9,610 net

**LINE AD UPGRADES**

Bold type	\$50 per issue
Blind	\$50 per issue
Box	\$100 per issue

**DISPLAY RATES**

Display space is available for greater visibility or additional space for the message. Display ads are commissionable. Display ads may be placed online for an additional charge. Please specify format, and in which print issues the ad should appear.

Placement (print only)	B/W	Color
1 page	\$3,850 gross	\$6,350 gross
1/2 page	\$2,490 gross	\$4,990 gross
1/4 page	\$1,440 gross	\$3,940 gross

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Full page	7-1/8 x 9-3/4"
1/2 page (horizontal)	7-1/8 x 4-1/4"
1/2 page (vertical)	3-7/16 x 9-3/4"
1/4 page	3-7/16 x 4-1/4"

**ELECTRONIC AD SUBMISSION**

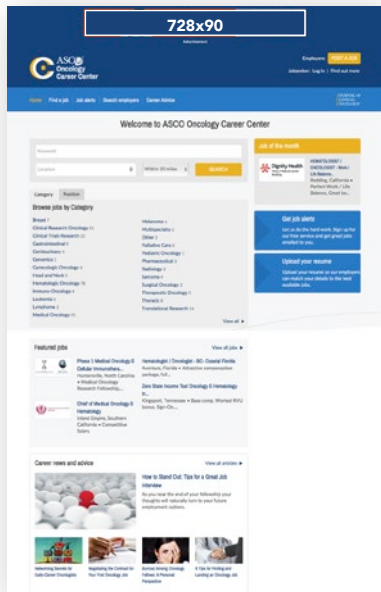
Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Rhonda Truitt at [rhonda.truitt@wt-group.com](mailto:rhonda.truitt@wt-group.com).

**CLOSING DATES\***

Issue Date	Space	Material	Mails
January	1st 11/25	11/25	12/23
	10th 12/9	12/9	1/6
	20th 12/19	12/19	1/15
February	1st 12/30	12/30	1/24
	10th 1/10	1/10	2/5
	20th 1/20	1/20	2/14
March	1st 1/27	1/27	2/25
	10th 2/7	2/7	3/5
	20th 2/20	2/20	3/16
April	1st 3/1	3/1	3/25
	10th 3/10	3/10	4/6
	20th 3/21	3/21	4/15
May	1st 3/31	3/31	4/27
	10th 4/10	4/10	5/5
	20th 4/18	4/18	5/15
June	1st 5/1	5/1	5/26
	10th 5/9	5/9	6/5
	20th 5/18	5/18	6/15
July	1st 5/30	5/30	6/25
	10th 6/7	6/7	7/6
	20th 6/19	6/19	7/15
August	1st 6/28	6/28	7/24
	10th 7/11	7/11	8/5
	20th 7/18	7/18	8/14
September	1st 7/31	7/31	8/25
	10th 8/8	8/8	9/4
	20th 8/18	8/18	9/15
October	1st 8/29	8/29	9/25
	10th 9/8	9/8	10/5
	20th 9/19	9/19	10/15
November	1st 9/29	9/29	10/26
	10th 10/10	10/10	11/5
	20th 10/18	10/18	11/16
December	1st 10/30	10/30	11/25
	10th 11/6	11/6	12/4
	20th 11/17	11/17	12/15

\*Cancellation requests must be confirmed in writing and will be honored for the next applicable issue. There are no refunds. Highlighted issues are distributed at the ASCO Annual Meeting.



The **ASCO Career Center website** ([careercenter.asco.org](http://careercenter.asco.org)) offers employers and recruiters 24/7 online access to post jobs and search resumes for quality candidates. Jobseekers are able to upload resumes and search job postings.

ASCO, a leading force in the oncology field, offers online/print packages to aid in your search for accomplished job candidates. Combining ASCO Online Career Center website and *Journal of Clinical Oncology* print gives you full exposure to a highly qualified extensive candidate base to achieve your employment goals.

Impressions: 75,000 per month

**ONLINE LINE AD RATES**

Placement	Cost
30 days	\$2,200 net
60 days	\$4,250 net
90 days	\$6,250 net

**DOMESTIC (U.S.) WEB SITE BANNER RATES**

Cost	SOV	Cost
30 days	25%	\$3,000 net minimum
60 days	25%	\$5,000 net minimum
90 days	25%	\$7,000 net minimum

**ONLINE LINE AD UPGRADES**

Premium job	\$130 net	These jobs will be highlighted so that they stand out against other jobs in the listing.
Top job	\$235 net	Is the top job listed for each category.
Featured jobs	\$290 net	Displays on home page, logo and job title will be linked to one job.
Featured employers	\$445 net	Displays a logo on home page for 30 days which is linked directly to all jobs.
Job of the month	\$590 net	Promtently displays on home page in the highlighted "Job of the Month" box.
Video upgrade	\$300 net	Add employer video to ASCO Career Center online job postings.

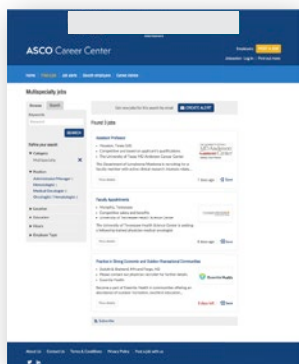
**MECHANICAL SPECIFICATIONS**

728x90 pixels	200 KB limit
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**REQUIRED WEB SITE BANNER FILES**

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand.

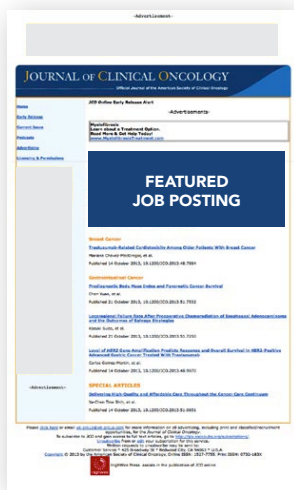


**ASCO Career Center scraping** is a process where jobs are captured from a company career portal website, XML or CSV file, converted and posted directly onto the ASCO Career Center. Scraping saves recruiters valuable time and simplifies the job posting process.

Scraping happens on a daily basis, any changes made to your job postings are automatically reflected next day on the ASCO Career Center. Jobs can be easily tracked on the Career Center and include access to the jobseeker resume database. Minimum posting requirement three months.

**SCRAPING RATES**

Placement	Cost
30 days	TBD
60 days	TBD
90 days	TBD



**JCO eTOC Featured Job Postings** are located near the top of page of each eTOC which is sent three times per month. The featured job posting offer a logo, job title, city/state, and a brief description of the job opportunity. A logo will be linked directly to a website for added visibility and a link to the job posting on the ASCO Career Center website. Only three job opportunities will be featured per email alert.

All feature job posting must be purchased via the print and online package. Sold on first-come, first-served basis.

Total sent: 42,776 (27,798 U.S.) per issue

Open rate: 23.00%

## EMAIL RATES\*

Position	Cost
Feaured posting	\$420 net per issue

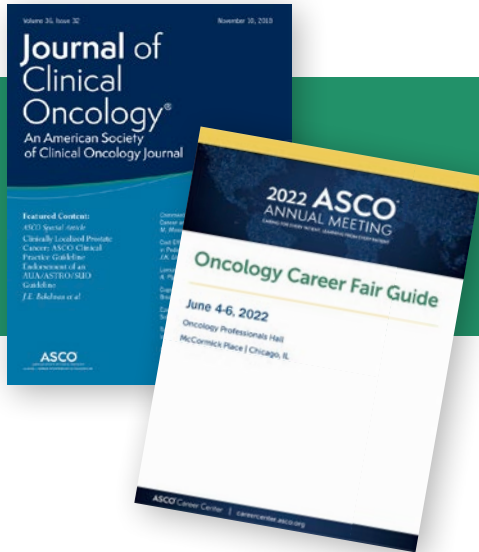
\*Online package include additional fees.

## CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send date.

## REQUIRED EMAIL FILES

JPG, static GIF, Click-through URL. Job title, city/state, and a brief description of job opportunity.



ASCO Career Fair offers unparalleled opportunities to directly recruit cancer specialists and minimize recruiting expenses.

## ASCO<sup>®</sup> Career Center | ASCO<sup>®</sup> ANNUAL MEETING

Dates: June 2-4, 2023

Attendance (2022): 36,000 professionals (42,350 total)

During the 2-day event, dedicated booth space located in the **NEW ASCO Career Connections area** will allow Career Fair exhibitors to conduct multiple interviews with oncology professionals. ASCO is planning panel discussions, mentoring opportunities, mock interviews and other professional development related programming throughout the event to attract attendees.

Booth exhibit space is limited and may be reserved on a first come, first served basis, so book a reservation now.

- 1** An 8x10' **Career Center booth** with 8' high back drape and a 3" high side drape, carpet, booth identification sign (with company name and booth number), one counter-high table, two chairs, wastebasket and electricity.
- 2** Job Postings on **ASCO Oncology Career Center website** (careercenter.asco.org). Credits will be added May 1st and must be used by June 30th.
- 3** Full-page Color Ad in the **Oncology Career Fair Guide** with options to purchase additional recruitment ads.
- 4** Access to the candidate database for 30-days.
- 5** Awareness marketing campaign.

### CAREER FAIR PACKAGE

For recruiters and companies able to attend the ASCO Annual Meeting in-person. Contact sales representative for pricing.

### eCAREER FAIR PACKAGE

For recruiters and companies not able to attend the ASCO Annual Meeting, but still desire the exposure. Contact sales representative for pricing.

### ELECTRONIC AD SUBMISSION

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## Member Data

### BOARD CERTIFICATION

Medical Oncology	11,882	30.70%
Internal Medicine	10,383	26.83%
Hematology	6,939	17.93%
Other	1,711	4.42%
Radiation Oncology	1,444	3.73%
Surgical Oncology	1,355	3.50%
Pediatrics	939	2.43%
Gynecologic Oncology	548	1.42%
Pharmacy	420	1.09%
Oncology Nurse	336	0.87%
Pathology	334	0.86%
Hospice and Palliative Medicine	326	0.84%
Oncology Pharmacy	310	0.80%
Urology	302	0.78%
Biostatistics	285	0.74%
Gastroenterology	234	0.60%
Neurology	153	0.40%
Physician Assistant	137	0.35%
Interventional Radiology/Diagnostic Radiology	112	0.29%
General Surgery	74	0.19%

### FELLOWSHIP SPECIALTIES

Medical Oncology/Hematology	1,836	23.57%
Not Provided	1,511	19.39%
Medical Oncology	1,336	17.15%
Internal Medicine	1,160	14.89%
Radiation Oncology	436	5.60%
Other	319	4.09%
Pediatrics	264	3.39%
Surgery	154	1.98%
Lab Research	113	1.45%
Gynecologic Oncology	113	1.45%
Hematology	86	1.10%
Urology/Urological Oncology	77	0.99%
Translational Research	43	0.55%
Neurology Oncology	36	0.46%
Cancer Therapeutics	31	0.40%
Pathology	30	0.39%
Gastroenterology	29	0.37%
Biostatistics/Epidemiology	28	0.36%
Breast Surgical Oncology	25	0.32%
Radiology (Diagnostic and Interventional)	24	0.31%

### PRACTICE LOCATION

Academic Medical Center/University	13,394	30.69%
Training Program	11,920	27.31%
Private Practice (Office or Hospital Based)	9,450	21.65%
Pharmaceut/Biotech Company	6,609	15.14%
Administration	745	1.71%
Government Agency	701	1.61%
Staff Model HMO	437	1.00%
Laboratory Research	388	0.89%

### YEARS IN PRACTICE

1 to 5 years	26%
6 to 10 years	7%
11 to 15 years	4%
16 to 20 years	4%
21 to 25 years	9%
26 to 30 years	9%
30+ years	30%

## Acceptance of Advertising

ASCO is a nonprofit publisher of scientific and educational works in the field of oncology. As a matter of policy, ASCO will sell advertising space in its Publications when the inclusion of advertising does not interfere with the mission or objectives of ASCO or its Publications.

To maintain the integrity of ASCO Publications, advertising interests (i.e., advertising representatives, Companies, or other advertisers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without reference to specific editorial content. ASCO's advertising sales representatives have no prior knowledge of specific editorial content before it is published. Planned placement of print advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited. Advertisements that appear on a given page of a Publication's website may coincidentally be related to the subject of an article, but such juxtaposition must be random.

The ideas and opinions expressed in the Publications do not necessarily reflect those of ASCO. The mention of any company, product, service or therapy in ASCO Publications or in any advertisement in ASCO Publications should not be construed as an endorsement by ASCO of the company, product, service or therapy mentioned. It is the responsibility of the treating physician or other health care provider, relying on independent experience and knowledge of the patient, to determine drug dosages and the best treatment for the patient. Readers are advised to check the appropriate medical literature and the product information currently provided by the manufacturer of each drug to be administered to verify approved uses; the dosage, method, and duration of administration; or contraindications. Readers are also encouraged to contact the manufacturer with questions about the features or limitations of any products. ASCO assumes no responsibility for any injury or damage to persons or property arising out of or related to any use of the material contained in its Publications or to any errors or omissions.

By submitting advertisements for consideration, all advertisers agree to the Principles Governing Advertising in Publications of the American Society of Clinical Oncology and all Rate Card provisions, as amended from time to time.

## Agency/Advertiser Requirements

**No contract will be held without a signed insertion order.** Orders must include the flight dates and special instructions.

**All contracts are non-cancellable unless** FDA directive to suspend campaign is provided to WTG. Re-rating will apply to cancellations.

ASCO reserves the right to approve all ad creatives that will run on the JCO web site. ASCO reserves the right to reject any creative that does not follow ASCO's specifications. ASCO reserves the right to change supplied creatives if advertisers preferred creative malfunctions. Advertiser will be notified in order to resend new tags or opt to allow the other supplied tags to run. Advertiser may decide to remove the advertising and forfeit the inventory. ASCO will not reduce cost of contract or make up the inventory missed.

## Personally-Identifiable Information (PII) Collection

No Advertising shall include any pixels, tags, Flash containers or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a "Pixel"), nor place any beacons, cookies or other information collection devices on the browsers of users. Specifically, advertiser may not use such Pixel to collect any PII with respect to any ASCO user, advertiser will not link any non-PII that it collects to any PII that it may have from any other source, and advertiser will not update any existing profile or create any profile in its database based on any data collected on any ASCO sites, including the fact that someone is an ASCO user or any information derived from the information in the referring URL.

## Missed or Incorrect Ads

ASCO is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should ASCO fail to publish an accepted ad for which an insertion order was received, ASCO will adjust the advertiser's or agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.

## Eligible and Ineligible Advertisement Subject Matter

**Health Care Products or Services Referenced in Advertising:** Products or services eligible for advertising shall be commercially available for, germane to, effective in, and useful in (a) the practice of medicine, (b) medical education, (c) practice management, or (d) health care delivery. Institutional advertising germane to the practice of medicine and public service messages of interest to physicians may be considered eligible for appearance in ASCO Publications.

**Non-Health Care Advertising:** In addition to health care products and services as described in No. 1 immediately above, other products and services that are offered by responsible advertisers and that are of interest to physicians and other health professionals are also eligible for advertising.

**Equipment, Instruments, and Devices:** ASCO determines on a case-by-case basis the eligibility of advertising for equipment, instruments, and devices intended for preventive, diagnostic or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. This data may be either published or unpublished. Samples of equipment, instruments or devices should not be submitted.

**CME Programs:** Advertisements for Continuing Medical Education (CME) programs will be considered if the CME sponsor is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and is an accredited medical school (or hospital affiliated with such a school), a state or county medical society, a national medical specialty society, or other organization affiliated with the American Board of Medical Specialties (ABMS) member boards.

**Calls for Patients to Participate in Clinical Trials or Clinical-Trial Matching Services:** Advertisements containing such calls will be considered for eligibility if the trial is conducted by a party recognized by ASCO as a clinical research institution and the advertisement states the location of the clinical trial's registration in one of the clinical trial registries accepted by Journal of Clinical Oncology (available upon request). Acceptance of an advertisement does not indicate approval of the call for patients; the advertiser is responsible for securing any necessary institutional review board approval.

**Ineligible Advertising Subject Matter:** Alcoholic beverages, tobacco products, and investment opportunities may not be advertised. Advertisements directed at patients or consumers are not eligible for inclusion in ASCO Publications. Advertisements for dietary supplements and vitamin preparations are not eligible unless the U.S. Food and Drug Administration (FDA) has approved the claim(s) as to the safety and efficacy of the product for a disease state.

## Content of Advertisements

**FDA and Other Regulatory Requirements:** All advertisements for pharmaceuticals, drugs, devices, and other regulated health care products must meet all applicable legal requirements, including regulations of the FDA regarding advertisement and promotion. FDA regulations contain exacting legal controls over the claims that drug advertisers may make for their products and may require advertisements to identify contraindications, side effects, etc. Adherence to FDA and other legal requirements concerning the content of drug advertising is the manufacturer's responsibility. ASCO's acceptance of an advertisement is not an indication that the advertisement is legally compliant. ASCO may require an advertiser to furnish a certification of legal compliance. ASCO Publications will allow pharmaceutical manufacturers to run "corporate" or "teaser" ads prior to a product's official FDA approval. Such advertisements may not mention specific product names.

**Advertising Message:** An advertisement is the advertiser's message and should not be considered a reader's sole source of information regarding a product, service or therapy. All promotional claims must have complete citations of information to allow readers to critically evaluate the documentation.

**Statistical or Research Claims:** Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references to content published in recognized scientific journals. Articles accepted for publication but not yet published may also be cited, but the name and issue date of the publishing journal must be furnished. Statements based on material approved by the FDA for the package insert are acceptable. Documentation based on scientific exhibits or personal communications are not acceptable.

**Advertiser and Product Identified:** The advertisement should clearly identify the advertiser of the product, service or therapy offered. In the case of pharmaceutical advertisements, the full scientific (generic) name of each active ingredient must appear. The only exceptions to this requirement are the "confidential reply box" option made available to classified advertisers of physician placement opportunities and the "corporate" or "teaser" type of advertisement mentioned in No. 1 immediately above, which may not state the name of a specific product until it receives FDA approval, but must provide the name of the advertising company.

**Price Comparisons:** All price-comparison advertising must meet the following guidelines. The source of all prices quoted must be identified within the advertisement, and substantiation must be available to ASCO and readers upon request. If a price comparison is based on the advertiser's own research, that research must be available to ASCO and readers upon request. All advertising about prices must contain a qualification similar to the following: "Prices will vary depending on the location of purchase and other factors." For pharmaceutical products, in the absence of standard retail price comparison data, the manufacturer's suggested price may be used if so identified. For over-the-counter products, price comparisons must be based on manufacturer's suggested retail or resale price if so identified.

**Insurance Coverage:** Claims made in advertisements for insurance coverage must conform to the following guidelines. Claims relating to policy benefits, losses covered or premiums must be complete and truthful. Claims made must include disclosure of relevant exclusions and limitations affecting the benefits advertised. Claims incorporating quoted testimonials must meet the same standards as other claims. Each advertisement for insurance products and services must include a statement indicating either the states in which the products or services are available, or the states in which the products or services are not available.

**ASCO Name and Marks:** Use of a name, logo, trademark, or service mark of ASCO or its affiliates, except in reference citations, is not permitted without the express, written permission of ASCO, and the mere execution of an advertising agreement does not constitute written permission. Any reference to ASCO or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to ASCO's prior written approval in each instance.

**Unacceptable Ads:** This class of advertisements includes those that contain unfair comparisons or unwarranted disparagement of a competitor's products or services; deceptive or misleading claims; offensive language or art; attacks or derogations of a personal, racial, sexual, or religious nature; or are demeaning or discriminatory toward an individual or group on the basis of age, sex, race, ethnicity, religion, sexual orientation, physical appearance, or disability.

## Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.



# The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

## Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



## Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

