

# ASCO®

AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
KNOWLEDGE CONQUERS CANCER



## 2024 Media Kit

The American Society of Clinical Oncology (ASCO) offers an array of print and online advertising opportunities for companies to reach targeted audiences throughout the year. Each opportunity described in this Media Kit offers unique vehicles to reach ASCO members (nearly 50,000), as well as multidisciplinary oncology specialists attending specialty symposia and the ASCO® Annual Meeting.

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AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
 KNOWLEDGE CONQUERS CANCER

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## ASCO U.S. Primary Focus of Member Professional Activity

Breast Cancer.....	4,224	Gynecologic Cancer.....	1,207
Clinical Trials/Biostatistics/Epidemiology.....	3,585	Liver Cancer .....	987
Lung Cancer.....	3,048	Developmental Therapeutics.....	1,320
Gastrointestinal Cancer.....	2,451	Biologic Therapy .....	1,156
Drug Development.....	2,302	Head and Neck Cancer.....	1,117
Genitourinary Cancer .....	3,232	Cancer Education .....	1,485
Tumor Biology .....	968	BMT (Autologous/Allogeneic/Stem Cell) .....	827

Note: Members may choose more than one category and not all members give a response. Updated September 2023.

ASCO Connection ([connection.asco.org](http://connection.asco.org)) is the official member publication of the American Society of Clinical Oncology and Association for Clinical Oncology. It is the primary source of information about Society and Association programs and resources. ASCO Connection promotes opportunities for interaction between the organizations and their members, and members and their colleagues.



Each print issue is offered as a digital edition included with your placement.

Topical issues are addressed, such as news and information from ASCO, interviews with and commentary from ASCO leadership and thought leaders in the field. Topical issues such as health equity, workforce diversity, global health, career guidance, health policy and advocacy, ethical issues, and more.

**Frequency:** Bimonthly

**Distribution:** Mails to domestic subscribers of print Journal of Clinical Oncology (JCO); polybagged with JCO. Mails stand-alone to remaining ASCO domestic members.

**Circulation:** 34,000, all domestic ASCO members including early career oncologists.

**CLOSING DATES\***

ISSUE DATE	SPACE	MATERIAL	MAILS
<b>January (Bonus distribution at GI and GU)</b>	<b>10/23</b>	<b>10/30</b>	<b>1/3</b>
Cover tip & Outsert: PDF submitted for approval by: 11/8 Product delivered to printer by: 11/15			
<b>March</b>	<b>1/4</b>	<b>1/12</b>	<b>3/7</b>
Cover tip & Outsert: PDF submitted for approval by: 1/23 Product delivered to printer by: 1/30			
<b>May (Pre-Annual Meeting)</b>	<b>2/22</b>	<b>2/29</b>	<b>4/24</b>
Cover tip & Outsert: PDF submitted for approval by: 3/12 Product delivered to printer by: 3/19			
<b>July (Post-Annual Meeting)</b>	<b>5/15</b>	<b>5/22</b>	<b>7/9</b>
Cover tip & Outsert: PDF submitted for approval by: 6/6 Product delivered to printer by: 6/13			
<b>September</b>	<b>7/11</b>	<b>7/18</b>	<b>9/6</b>
Cover tip & Outsert: PDF submitted for approval by: 7/26 Product delivered to printer by: 8/2			
<b>November</b>	<b>8/27</b>	<b>9/4</b>	<b>10/28</b>
Cover tip & Outsert: PDF submitted for approval by: 9/13 Product delivered to printer by: 9/20			

\*Revisions cannot be accepted after space reservation date.



ASCO Connection Print & Digital Bundles available. Contact your Sales Rep!

**RUN OF BOOK (ROB) RATES**

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$4,995	\$5,995
1/2 page	\$3,495	\$4,495

**COVER/PREMIUM POSITION RATES**

Cover 2*	\$7,250
Cover 4*	\$7,750
Table of contents	\$6,500
Cover tip (supplied by advertiser)	\$15,000
Outsert (supplied by advertiser)	\$15,000

\*Covers can be 4 color and/or black - no PMS colors

**† Special Edition - Best of ASCO Connection**

The **Best of ASCO Connection** is a Special Edition issue of ASCO Connection. The issue features the most popular blog posts and comments on [connection.asco.org](http://connection.asco.org) from the past year. 17,000+ copies are distributed at the Annual Meeting. Copies are inserted in the Registration Edition of ASCO Daily News, and are available in locations throughout the meeting venue.

**SPACE:** 3/13

**MATERIAL:** 3/18

**DISTRIBUTED ONSITE TO ATTENDEES DURING THE ASCO ANNUAL MEETING:**

5/31-6/4

Cover tip Only: PDF submitted for approval by: 3/18

Product delivered to printer by: 3/25

**COVER/PREMIUM POSITION RATES (June Issue Only)**

Cover 2 4-Color	\$8,000
Cover 4 4-Color	\$8,500
Cover Tip (supplied by advertiser)	\$15,000
Full Page 4-Color	\$6,500
Full Page B/W	\$5,500
Half Page 4-Color	\$5,500
Half Page B/W	\$4,500
Table of Contents	\$7,000

## MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Full page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horiz.)	—	7 x 4-7/8"
1/2 page (vert.)	—	3-3/8 x 10"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

Cover tip (supplied by advertiser) not to exceed: 7-1/2 x 5"

Outsert (supplied by advertiser) not to exceed: 8 x 10-1/2"

## OUTSERTS

- Will be placed into the polybag in front of Cover 4
- Must not exceed 8" x 10.5"
- Must be tabbed if information pages are included inside the outsert or if it is more than one sleeve
- Must be no smaller than 4" x 6"
- Must be no heavier than 3 oz. (heavier outserts may incur extra distribution costs)
- SAMPLE OUTSERT MUST BE MAILED TO PRINTER IN ADVANCE
- Within 10 days after initial approval, please provide a minimum of ten printed samples of the outsert to verify binding specifications, otherwise slowdown charges may be incurred

Ship samples to:

**Quad Graphics**  
**Attn: Matt Pamperin**  
**Job number\***  
**N61 W23044 Harry's Way**  
**Sussex, WI 53089**

\*contact John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com) for job number

## COVER TIP (SUPPLIED BY ADVERTISER)

- **Size:** 5" tall x 7" wide
  - Must be flat in nature with little to no variance in thickness across the tip-on.
- **Single Page:**
  - Maximum thickness of no greater than .0625"
  - Paper Stock: Minimum - 70# text and Maximum-12pt
  - Tips with BRC's need to meet postal specifications
- **4-Page, 6-Page Roll Fold, & 8-Page Double Gate**
  - Paper Stock: Minimum - 60# text & Maximum-9pt
  - Tips with BRC's need to meet postal specifications
  - Tip-on with inserts must be tabbed/wafer sealed closed at the face (right side when looking at cover)

## ELECTRONIC AD SUBMISSION FOR APPROVAL

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 or file sharing service to John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com).

## COVER TIP/OUTSERT DELIVERY ADDRESS\*

Ship 37,000 Outserts and Cover Tips to:

**Quad Sussex**  
**Attn: ASCO Connection**  
**N61 W23044 Harry's Way**  
**Sussex, WI 53089-3995**

Packaging should be clearly marked **ASCO CONNECTION** and include the following information:

- issue date
- contents
- carton X of X
- job number
- Reference job # (contact John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com) for job number) on the cartons and paperwork.\*
- Side label each carton with content (ex. – AC Sept/Oct - Outserts)
- Side label each carton with number of cartons (ex. – 1 of 10, 2 of 10, etc.)
- Email tracking information, a PDF of what has shipped, and expected delivery date to John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com)

If you have any questions, contact John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com).



ASCO Connection website ([connection.asco.org](http://connection.asco.org)) is the professional networking site for ASCO's oncology community and the companion website for ASCO's official member magazine. It features exclusive blogs from ASCO members and leaders, as well as ASCO news, career development resources, and online-exclusive articles.

Estimated total number of impressions per advertiser is 100,000 for a U.S.-targeted campaign using all ad positions (728x90, 160x600, and 320x50) over the course of a full year starting in January of that year. Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign. For internationally-targeted campaigns contact the sales representative.

## DOMESTIC (U.S.) WEBSITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-refundable.

CONTRACT LENGTH	SOV	COST (NET)
Annual	25%	\$12,500

## INTERNATIONAL (EX-U.S.) WEBSITE RATES

Contact sales representative if interested in an ex-U.S. campaign.

## MECHANICAL SPECIFICATIONS

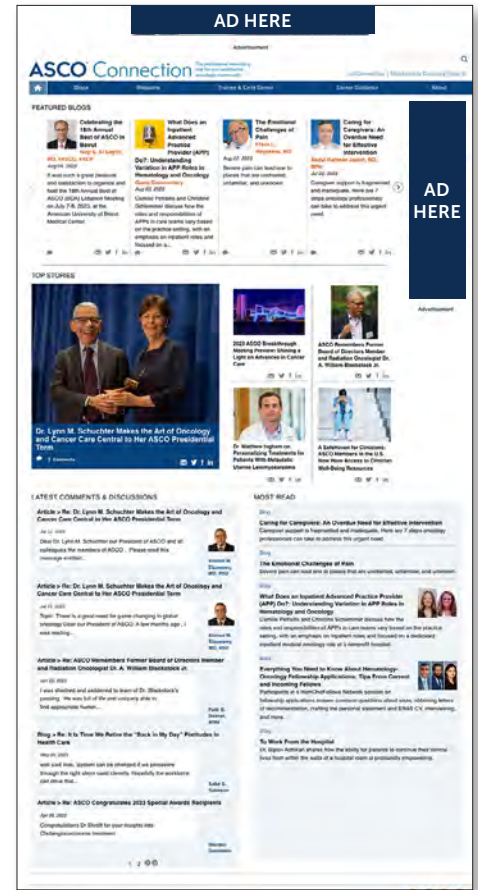
728x90 pixels	200 KB limit
160x600 pixels	200 KB limit
320x50 pixels	100 KB limit

## REQUIRED FILES

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

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

**Up to six ad changes are included during the campaign. No changes will be accepted between the blackout dates: 5/28-6/9.**



The ASCO Connection Bi-weekly eNewsletters are sent to all subscribers every other Tuesday. The eNewsletters deliver a concise digest sent exclusively to ASCO's proprietary database of members and non-members. Each email features information about ASCO's key initiatives, and covers important topics such as advocacy, grant opportunities, upcoming meetings, and related deadlines. Content is generated in real-time and relevant from the preceding two weeks.

## DOMESTIC (U.S.) EMAIL RATES

**Sent to:** 110,500 (19,500 members)  
**Open rate:** 28%

POSITION	COST (NET PER SEND)
Top 728x90	\$6,000
First 300x250	\$5,000
Second 300x250	\$5,000
Third 300x250	\$5,000

## INTERNATIONAL (EX-U.S.) EMAIL RATES

**Sent to:** 89,500 (10,000 members)  
**Open rate:** 29%

POSITION	COST (NET PER SEND)
Top 728x90	\$6,000
First 300x250	\$5,000
Second 300x250	\$5,000
Third 300x250	\$5,000

## CLOSING DATES

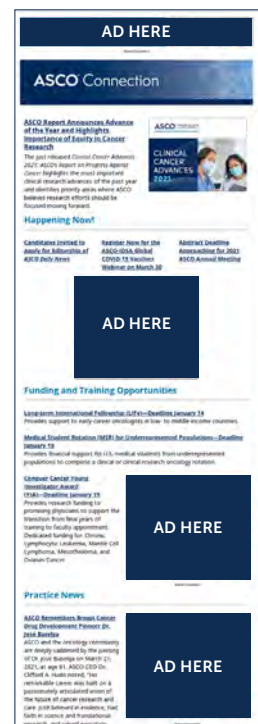
Contracts due three weeks prior to email send date. Materials due two weeks prior to email send date.

## MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

## REQUIRED EMAIL FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.



For illustration purposes only; 300x250 ad placement is subject to change.

The **ASCO Daily News website** ([asco.org/dailynews](https://asco.org/dailynews)) is the news source for ASCO meetings, providing high-quality, unbiased research summaries and oncology news to ASCO members and meeting attendees. Editorial content is designed to further the education of oncology health care providers and increase the quality of patient care.

Estimated total number of impressions per advertiser is 150,000 for a U.S.-targeted campaign using all ad positions (a 728x90, three 300x250s, and 320x50) over the course of a full year starting in January of that year. Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign. For internationally targeted campaigns, contact the sales representative.

### DOMESTIC (U.S.) WEBSITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-refundable.

CONTRACT LENGTH	SOV	COST (NET)
Annual	25%	\$25,000

### INTERNATIONAL (EX-U.S.) WEBSITE RATES

Contact sales representative if interested in an ex-U.S. campaign.

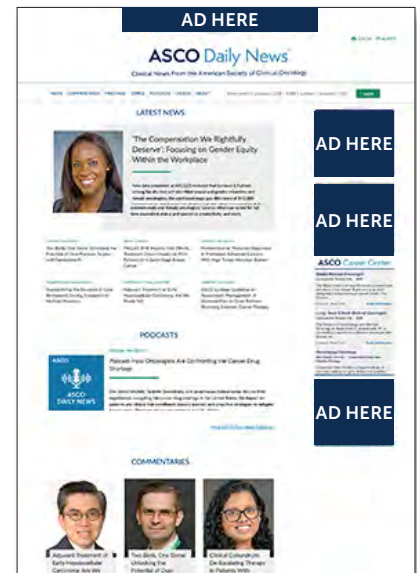
### MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
320x50 pixels	100 KB limit

### REQUIRED FILES

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

**Up to six ad changes are included during the campaign. No changes will be accepted between the blackout dates: 5/28-6/9.**



Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

The **ASCO Daily News Podcast** features discussions with key opinion leaders in oncology, covering controversial issues and the latest clinical data in all disease states. Episodes are promoted in ASCO Daily News eNewsletters and on ASCO social media channels. The ASCO Daily News Podcast averages approximately 2,600 downloads per episode. Episodes will be published in the following months:

- February:** Breast
- March:** Hematology
- April:** Lung
- June:** ASCO Educational Book Topic
- July:** GI, ASCO Educational Book Topic
- August:** GU, Tech Innovations in Oncology
- September:** Breast
- October:** Immuno Oncology
- December:** Challenges in Oncology

Exact send and schedule are subject to change. The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. All contracts are sold on exclusive sponsorship model for 60 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

### REQUIRED AUDIO FILES

Advertisers must provide a MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps. Unbranded ads accepted.

**COST:** \$10,000 Per Podcast

Please contact a sales representative for bundle opportunities and creative deadlines.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [JCallow@AMCMediaGroup.com](mailto:JCallow@AMCMediaGroup.com) or 732-580-8884



Click to access the ASCO Podcasts.

The ASCO Daily News Specialty eNewsletters include a roundup of timely ASCO Daily News coverage by disease state, including physician commentaries on clinical issues, practice-changing coverage of ASCO Guidelines and journal publications, and more. The eNewsletters will be sent to ASCO members and non-member physicians in the specialty area.

**Open rate:** Varies, approximately 35%

## EMAIL RATES

POSITION	DOM. (U.S.) EMAIL RATES (NET)	INTL. (EX-U.S.) EMAIL RATES (NET)
Exclusive (728x90 and two 300x250)	\$25,000 net/email	\$15,000 net/email

## EMAIL DISTRIBUTION

EDITION	DOMESTIC SENDS (APPROX.)	INT'L SENDS (APPROX.)	SEND DATE (APPROX.)
Breast	7,000	8,000	2/20
Hematologic	9,700	5,200	3/14
Lung	7,000	6,500	4/11
GI cancers	6,000	7,500	8/8
GU cancers	5,300	6,400	9/5
Breast	7,000	8,000	10/3
Immuno-Onc	8,000	5,800	11/7

## CLOSING DATES

Contracts due three weeks prior to email send date.

Materials due two weeks prior to email send date.

## MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

The ASCO Daily News: Monthly News Round-Up eNewsletters feature the latest oncology news from ASCO, including coverage of guidelines, journals, and the practice-informing science from the ASCO Plenary Series. The eNewsletters will be sent to ASCO members and non-member physicians.

**Total Approximate Sends For Each Newsletter:** 24,000 domestic

## EMAIL RATES

POSITION	COST (NET PER SEND)
Top 728x90	\$10,000
First 300x250	\$7,500
Second 300x250	\$5,000

**Open rate:** Varies, approximately 37%

## EMAIL DISTRIBUTION

EDITION	SEND DATE
January	1/11
February	2/7
March	3/21
April	5/1
July	TBD
August	TBD
September	TBD
October	TBD
November	TBD
December	TBD

## INTERNATIONAL (27,500 SENDS EX-U.S.) EMAIL RATES

**COST (NET PER SEND) :** \$10,000  
 Exclusive sponsorship:  
 728x90 and 2 - 300x250s

## CLOSING DATES

Contracts due three weeks prior to email send date. Materials due two weeks prior to email send date.

## MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

**AD HERE**

ASCO Daily News

- ▶ **Alcohol Consumption Shows an Increased Risk of Early-Onset CRC**  
Among 3.7 million individuals in a population-based study from South Korea, those who consumed moderate to heavy amounts of alcohol were 9% and 29% more likely, respectively, to develop CRC before the age of 50 compared with those who consumed light amounts of alcohol.  
In the Journal | Read More
- ▶ **Examining the Role of Next-Generation Sequencing in CRC With Hepatic Metastases**  
Next-generation sequencing is critical to capturing the genetic profile of metastatic CRC. But cancer centers with hepatic metastases presents a particularly challenging clinical scenario that may require a clinical biopsy approach.  
Expert Commentary | Read More
- ▶ **Current Data and Trends in Neoadjuvant Treatment in CRC**  
Neoadjuvant therapy is increasingly being used for early-stage CRC, with ongoing clinical trials studying the optimal duration of therapy, selection of agents, and impact on outcomes.  
Expert Commentary | Read More

**AD HERE**


- ▶ **Contemporary Approaches to Resectable Pancreatic Ductal Adenocarcinoma: Reflective or Reduced Utilization of Neoadjuvant Approaches?**  
Neoadjuvant systemic therapy for resectable pancreatic ductal adenocarcinoma remains an appealing but currently unproven strategy to improve survival.  
Expert Commentary | Read More
- ▶ **What We Know About Obesity and Early-Onset CRC: State of the Evidence and Future Directions**  
Obesity and weight gain have been associated with an increased risk of early-onset CRC. Public health efforts targeting healthy eating and exercise in childhood are critical.  
Expert Commentary | Read More

**AD HERE**

- ▶ **How Are We Reassessing Therapies in Advanced Thrombocytopenic Conditions?**  
New therapies, especially with CD inhibitors, have transformed the treatment of patients with advanced thrombocytopenic conditions. However, more data are needed to guide resequencing of complex options in the laboratory setting.  
Expert Commentary | Read More
- ▶ **Expanding PD-L1 Expression in Gastric Cancer: How Positive Is CD8 for Finding and Treating the Right Patients?**  
PD-L1 expression, historically determined by immunohistochemistry, has been investigated as a predictive biomarker of response to immunotherapy in several cancers. Experts examine the challenges and their implications for selecting the right patients for immunotherapeutic approaches.  
Expert Commentary | Read More

**AD HERE**

ASCO Daily News



**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA


**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**AD HERE**




**Adhira S. Dhillon, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Adhira S. Dhillon, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Adhira S. Dhillon, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Adhira S. Dhillon, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**AD HERE**




**Judy Aronoff, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Judy Aronoff, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Judy Aronoff, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Judy Aronoff, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**AD HERE**



**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

**Phyllis K. Puvion-Bevilacqua, MD**  
Member, Medical Oncology, Dana-Farber Cancer Institute, Boston, MA

The ASCO Meeting Experience ([meetings.asco.org](https://meetings.asco.org)) is the go-to website for prospective and registered meeting attendees for all six ASCO meetings (50k+ attendees per year). Users can search through abstracts, review the digital program, create their own agenda, watch livestream or on-demand sessions, take notes and save for later, and participate in sessions by viewing slides in real time, answering polls, and asking questions via eQ&A. Whether they are attending in person or online, this website is essential to every ASCO attendee's meeting experience.

Estimated total number of impressions per advertiser is 150,000 for a U.S.-targeted campaign using all ad positions (160x600, 728x90, and 320x50) over a full year (from April 1, 2024 - March 31, 2025). Ad campaigns must include a mobile (320x50) ad to reach estimated number of impressions. Impressions are estimates based on historical data and may not be delivered equally each month during the campaign.

### DOMESTIC (U.S.) WEBSITE RATES

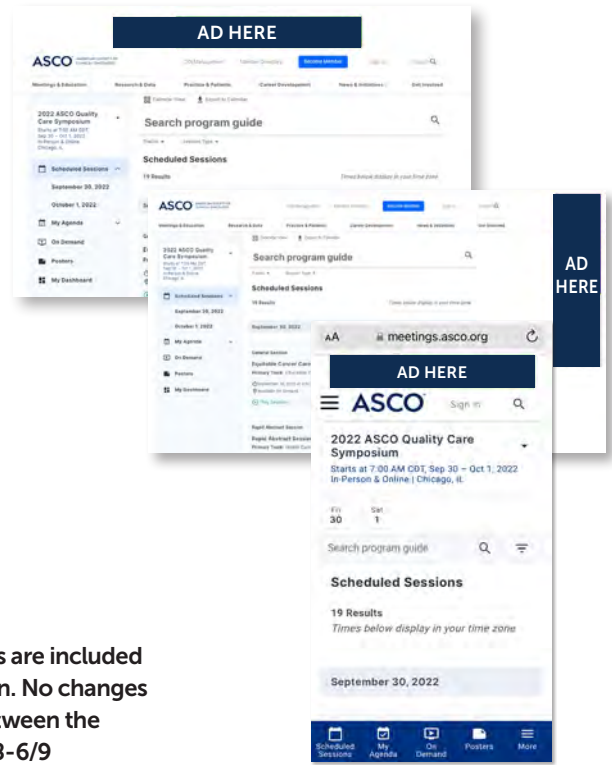
All contracts are sold on a share-of-voice (SOV) model, split into 10% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-refundable.

SOV	COST (NET)
10%	\$85,000

### INTERNATIONAL (EX-U.S.) WEBSITE RATES

CONTRACT LENGTH	SOV	COST (NET)
Annual	20%	\$65,000

**Up to six ad changes are included during the campaign. No changes will be accepted between the blackout dates: 5/28-6/9**



Target your specific market by purchasing ads based on **search queries**. Ads will appear throughout **ASCO Meeting Experience** when a user's query matches with the selected topic.

Estimated total number of impressions per search advertiser is 50,000 for a U.S.-targeted campaign using all ad positions (160x600, 728x90, and 320x50) over a full year (from April 1, 2024 through March 31, 2025). Ad campaigns must include a mobile (320x50) ad to reach estimated number of impressions. Impressions are estimates based on historical data and may not be delivered equally each month during the campaign.

Ad space available based on the following search categories:

#### TIER 1

- Breast Cancer
- Gastrointestinal Cancers
- Genitourinary Cancers
- Hematologic Malignancies
- Lung Cancer

#### TIER 2

- Central Nervous System Tumors
- Gynecologic Cancers
- Head and Neck Cancers
- Melanoma and Skin Cancers
- Pediatric Cancers
- Sarcoma

#### RATES

LEVEL	CONTRACT LENGTH	COST (NET)
Tier 1	Annual	\$35,000
Tier 2	Annual	\$20,000

#### INTERNATIONAL (EX-U.S.) WEBSITE RATES

LEVEL	CONTRACT LENGTH	COST (NET)
Tier 1	Annual	\$25,000
Tier 2	Annual	\$10,000

Search results vary based on user input (search terms, filters, etc.). SOV is not guaranteed. If a user searches on two or more topics, ads will appear at random from one of those categories. There will be mechanisms in place to give greater weight to the ads and topics that most closely match the user's input.

**Please follow the specs below for either opportunity:**

#### MECHANICAL SPECIFICATIONS

- 160x600 pixels: 200 KB limit
- 728x90 pixels: 200 KB limit
- 320x50 pixels : 100 KB limit

#### REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information. ASCO reserves the right to remove or request revisions be made to any third-party tags on website advertising that is affecting the page quality or user experience.



# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

DAILY NEWS

The print ASCO Gastrointestinal Cancers Symposium Daily News is the official meeting news source and offers direct access to attendees of the Symposium. It is available on the first day of the Symposium and distributed at Registration.

Issues are subject to closing early due to limited advertising space availability.

**DATES:** January 18-20, 2024

**LOCATION:** Moscone West Building, San Francisco, CA

**ATTENDANCE:** 2022 (in person and online): 3,700 professionals (4,100 total)  
2023: (in person and online): 4,050 professionals (4,675 total)

## DISPLAY RATES

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$9,500	\$10,500
Junior page	\$8,500	\$9,500
1/2 page	\$8,500	\$9,500
1/4 page	\$7,500	\$8,500

## PREMIUM POSITION RATES\*

Cover 2	\$3,750
Cover 3	\$2,750
Cover 4	\$5,750
Cover tip (supplied by advertiser)	\$20,000

\*In addition to display rates, there is a one-time premium charge for these opportunities.

## CLOSING DATES

SPACE	MATERIAL
11/28	12/7

Cover tip:  
PDF submitted for approval by: 11/30  
Product delivered to printer\*\*\* by: 12/7

See page 10 for delivery information.

ASCO Gastrointestinal Cancers Symposium

JANUARY 19-21 | MOSCONE WEST | SAN FRANCISCO

CELEBRATING 20 YEARS 2004-2024

2023 DAILY NEWS

### 2023 ASCO Gastrointestinal Cancers Symposium Celebrates 20 Years of Transformative Care

The ASCO Gastrointestinal Cancers Symposium will celebrate its 20th anniversary on January 19, 2024, marking two decades of transformative care in gastrointestinal oncology. The symposium will feature the latest progress in cancer screening, diagnosis, and treatment, as well as the latest research in clinical trials. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024.

#### Plan Your G23 Symposium Experience

The 2023 ASCO Gastrointestinal Cancers Symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024.

### How to Unlock the True Power of AI in Oncology to Improve Patient Care

Dr. Matthew Lengua will discuss future directions of AI use in oncology during Symposia. The symposium will feature the latest progress in cancer screening, diagnosis, and treatment, as well as the latest research in clinical trials. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024.

#### Key Points

The ASCO Gastrointestinal Cancers Symposium will celebrate its 20th anniversary on January 19, 2024, marking two decades of transformative care in gastrointestinal oncology. The symposium will feature the latest progress in cancer screening, diagnosis, and treatment, as well as the latest research in clinical trials. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024.

### How the ASCO GI Cancers Symposium Trained Junior Faculty and Community Oncologists

The ASCO Gastrointestinal Cancers Symposium has a long history of providing educational opportunities for junior faculty and community oncologists. The symposium will feature the latest progress in cancer screening, diagnosis, and treatment, as well as the latest research in clinical trials. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The symposium will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024.

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### American Society for Radiation Oncology Shares Education Materials for Every Type of Patient and Practice

The American Society for Radiation Oncology (ASTRO) has developed a comprehensive set of educational materials for every type of patient and practice. The materials include information on the latest research in radiation oncology, as well as information on the latest clinical trials. The materials will be available to all members of the society. The materials will be available to all members of the society. The materials will be available to all members of the society.

#### Key Points

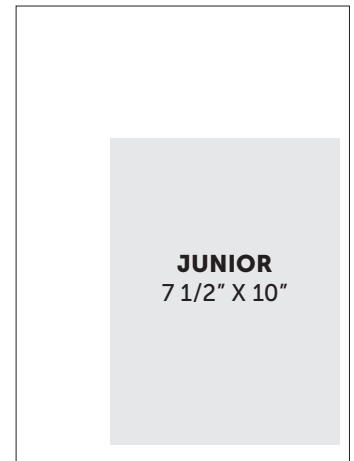
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### To Mentor, Circle at G23

The ASCO Gastrointestinal Cancers Symposium will feature a mentorship program for junior faculty and community oncologists. The program will provide participants with the opportunity to work with experienced mentors in their field. The program will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The program will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024. The program will be held at the Moscone West Building in San Francisco, California, from January 19-21, 2024.

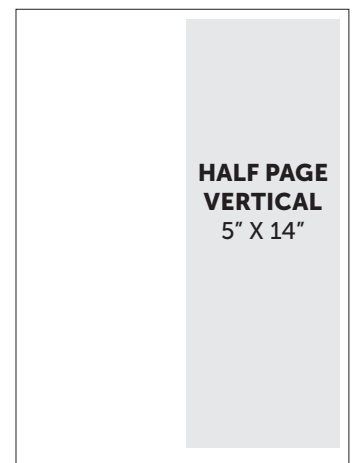
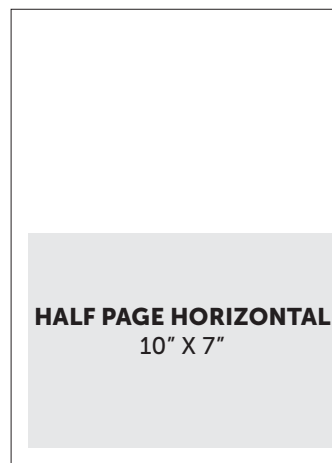
#### Key Points

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**Daily News Print  
Mechanical Specifications**

Gray areas indicate ad dimensions and how it will sit within the publications trim of 10 7/8" x 15".



## MECHANICAL SPECIFICATIONS

### SIZE

Full page	10-1/4" x 14"
Junior page	7-1/2" x 10"
1/2 page (horizontal)	10" x 7"
1/2 page (vertical)	5" x 14"
1/4 page (vertical)	5" x 7"
Cover tip (supplied by advertiser)	10-1/4" x 4-3/4"

### DIMENSIONS

10-1/4" x 14"
7-1/2" x 10"
10" x 7"
5" x 14"
5" x 7"
10-1/4" x 4-3/4"

Publication trims at 10-7/8" x 15". Keep live matter 1/2" from trim. No standard bleed ads will be accepted. Only gutter bleed spread ads will be accepted. Incorrectly sized tips and/or outserts may incur additional costs. Cover tip must be a single sheet only and printed on paper between 7pt. and 10pt. thick.

## ELECTRONIC AD SUBMISSION

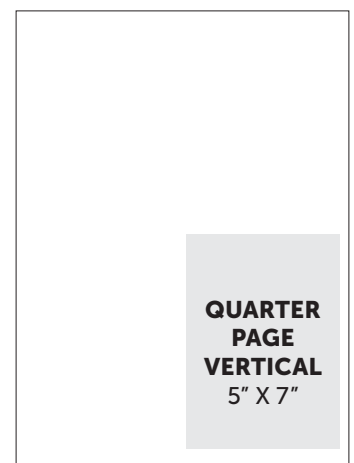
Publication is produced off set and printed direct to plate (DTP). Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename. Send a high-resolution PDF via email or file sharing service to John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com).

## \*\*COVER TIP/OUTSERT DELIVERY ADDRESS

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916

\*Email tracking information and ship and expected delivery dates to John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com).

\*Quantities of cover tips and outserts to be supplied by the advertiser are based on registration numbers and will be provided by AMC closer to the meeting date.



# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

EMAIL WEBSITE

The ASCO Gastrointestinal Cancers Symposium Daily News eNewsletters are sent prior to, during, and following the Symposium. A total of 7 eNewsletters will be sent. Content includes session previews, interviews with keynote speakers, and coverage of practice-changing research. The eNewsletters will be sent to attendees as well as ASCO members and nonmember physicians specializing in GI cancers.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 7,000

POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$16,000
First 300x250 pixels	\$15,000
Second 300x250 pixels	\$14,000

## INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 8,000

POSITION	COST (NET PER SEND)
Exclusive 728x90 and 2-300x250 pixels	\$7,500

## CLOSING DATES

### EDITION

EDITION	SPACE	MATERIAL	SEND DATE
Preview	12/13	12/20	1/5
Advance Coverage	12/21	1/5	1/16
Daily (Day 1)	1/2	1/9	1/18
Daily (Day 2)	1/2	1/9	1/19
Daily (Day 3)	1/2	1/9	1/20
Wrap-up	1/4	1/11	1/22
Wrap-Up Specialty – Colorectal: 100% SOV for \$25,000	1/8	1/15	1/24

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

## MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

The image shows a vertical scroll of an eNewsletter titled "ASCO Daily News". It features several article teasers with author photos and titles, interspersed with "AD HERE" placeholder boxes. The articles include topics like "PARADIGM: ctDNA Analysis Shows Impact of Gene Alterations in Metastatic Colorectal Cancer" and "Monitoring ctDNA May Expedite Response Assessment After Chemotherapy in Anal Cancer".

The ASCO Gastrointestinal Cancers Symposium microsite ([gi.asco.org](http://gi.asco.org)) contains all information pertinent to the GI Cancers Symposium, including registration, program, general attendee information.

Limited to 4 advertisers, each campaign running for 12 months, beginning October 2023.

## RUN OF SITE (ROS) RATES

POSITION	SOV	COST (NET/YR)
728x90 pixels	25%	\$25,000
320x50 pixels		

## REQUIRED FILES

Advertisers must provide one of the following file formats:

JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

The image shows a screenshot of the ASCO Gastrointestinal Cancers Symposium microsite. It features a navigation bar with "Home", "About", "Abstracts", and "Contact Us". Below the navigation is a "Mark Your Calendar" section with a "SUBSCRIBE FOR UPDATES" button. The main content area displays a grid of "OPEN ABSTRACTS" with categories like "Dates to Know", "Registration", "Health & Safety", "Hotel Reservation", "CE, MOC & Certificates", "Industry Expert Theater", "ASCO Daily News", "State Affiliates", "Event Conduct Policy & Reporting", and "Advertising Opportunities". The footer includes logos for ASCO, AAGA, ASTRO, and SSO.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

PRINT PROGRAM  
PODCAST

The print **ASCO Gastrointestinal Cancers Symposium Program** is a popular onsite reference for locating sessions and presentations. Organized by day and then chronologically by time, the Program offers information on sessions, posters, speakers, and locations and includes the exhibitor directory.

## DISPLAY RATES

POSITION	4-COLOR (NET)
Cover 2	\$15,000
Cover 3	\$10,000
Cover 4	\$25,000

## MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Cover	8-3/8" x 11-1/8"	7" x 10"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

## CLOSING DATES

SPACE	MATERIAL
11/29	12/6



The **ASCO Daily News Podcast** will produce one episode published after the meeting, which will be promoted in ASCO Daily News e-newsletters as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode.

The advertiser will provide a 30-second audio file that will play prior to the episode.

Advertiser will be noted as the sponsor of this podcast in the written transcript.

All contracts are sold on exclusive sponsorship model for 60 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

## REQUIRED AUDIO FILES

Advertisers must provide an MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps. Unbranded ads accepted.

**COST: \$10,000 PER PODCAST**

## WRAP-UP:

**SPACE:** 12/13

**AD MATERIALS DUE FOR REVIEW:** 12/20

**FINAL AD MATERIALS:** 1/16

**ESTIMATED PUBLICATION DATE:** 2/1



Click to access the ASCO Podcasts.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

ONSITE

The **Hotel Key Card Sleeves** are a 100% exclusive opportunity available for product branding or corporate advertising as a booth driver. Key cards and sleeves are distributed to approximately 1,500 attendees. Sleeves are double-sided. ASCO will manage key card sleeve production and distribution.

## DISPLAY RATES

### 4-COLOR (NET)

\$30,000

## CLOSING DATES

### SPACE

10/31

### MATERIAL

11/7

## MECHANICAL SPECIFICATIONS

Template provided upon request. Contact sales representative.



Increase brand or corporate visibility by affixing your corporate or product brand on the outside of the **Hotel Room Door Drop Bag**. ASCO will place a sticker with the advertiser's logo or custom message on the door drop bag, which will be delivered directly to the rooms of approximately 1,500 attendees early Thursday morning. The bag will be made from recycled paper. ASCO will handle production of the sticker.

## RATES

### DISTRIBUTION DAYS

Thursday (1/18)

### COST (NET)

\$25,000

## CLOSING DATES

### SPACE

11/13

### MATERIAL PROOF

11/20

### PRINT-READY PROOF

12/1

## MECHANICAL SPECIFICATIONS

7" wide x 3.5" tall (landscape) custom artwork or logo must be supplied as 4-color.



The **Hotel Room Door Drop** takes place on Thursday morning. ASCO will deliver your brochure, invite, and/or visual aid in a GI Cancers Symposium branded bag to approximately 1,500 registered attendees staying at official Symposium hotels.

## RATES

### DISTRIBUTION DAY

One day - Thursday (1/18)

### COST (NET)

\$13,000

## CLOSING DATES

### SPACE

11/28

### MATERIAL PROOF

12/5

### INSERTS DUE

12/15

## MECHANICAL SPECIFICATIONS

Inserts must be printed material only. Standard inserts are limited to a maximum of four pages (two pages front and back) with max size of 8-1/2" x 11".

**Quantity:** 1,900

## INSERT DELIVERY ADDRESS

Mittera IL  
Attn: Rich Kmetty  
5656 McDermott Drive  
Berkeley, IL 60163



# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

ONSITE

**Coffee Cup Sleeves and Napkins** are a 100% exclusive opportunity that are distributed at the food and beverage stations in the Posters, Exhibits, and Food Room. One-side imprint on approximately 7,000 sleeves and 10,000 napkins. **Only corporate branded advertising is accepted for this opportunity.** ASCO reserves the right to place an imprint of ASCO's choice on the side opposite the advertisers imprint. ASCO will manage all production.



## DISPLAY RATES

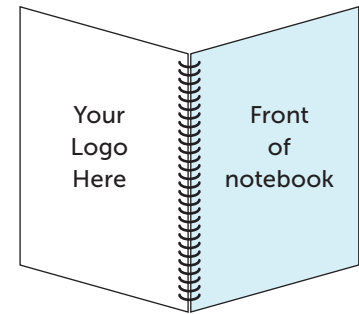
DISTRIBUTION DAYS	1-COLOR (NET)	SPACE	MATERIAL
1/18 - 1/20	\$25,000	10/31	11/7

## CLOSING DATES

## MECHANICAL SPECIFICATIONS

High-resolution or vector corporate logo. Contact sales representative for template.

**Spiral Notebooks** will be placed outside the General Session room. Your color logo will be displayed on the back cover. Approximately 5,000 notebooks will be distributed. **Only corporate branded advertising is accepted for this opportunity.** ASCO will manage all production.



**DISTRIBUTION DAYS:** 1/18-1/20

**COST (NET):** \$35,000

**SPACE:** 10/31

**MATERIAL DUE:** 11/7

**MECHANICAL SPECS:** Please contact sales representative.

## ASCO CONNECTION BONUS DISTRIBUTION

**ASCO Connection** is ASCO's official member magazine. The print and online editions highlight the membership experience through profiles of and interviews with the world's leading oncology experts. The magazine is the primary source of information about ASCO's programs, with a special focus on the combined contributions and accomplishments of ASCO and its individual members as they address the concerns of today's oncology community.



Issues available at GI!

## CLOSING DATES

ISSUE DATE	SPACE	MATERIAL	MAILS
January	10/23	10/30	1/3

*Cover tip & Outsert:* PDF submitted for approval by: 11/1. Product delivered to printer by: 11/8

## RUN OF BOOK (ROB) RATES

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$4,995	\$5,995
1/2 page	\$3,495	\$4,495

## COVER/PREMIUM POSITION RATES

Cover 2*	\$7,250
Cover 4*	\$7,750
Table of contents	\$6,500
Cover tip (supplied by advertiser)	\$15,000
Outsert (supplied by advertiser)	\$15,000

\*Covers can be 4 color and/or black - no PMS colors

## eNewsletters available January 9 and January 23

The eNewsletters deliver a concise digest sent exclusively to ASCO's proprietary database of members and non-members. Each email features information about ASCO's key initiatives, and covers important topics such as advocacy, grant opportunities, upcoming meetings, and related deadlines. Content is generated in real-time and relevant from the preceding two weeks. Please email Sales Rep for details.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [JCallow@AMCMediaGroup.com](mailto:JCallow@AMCMediaGroup.com) or 732-580-8884

## MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Full page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horiz.)	—	7 x 4-7/8"
1/2 page (vert.)	—	3-3/8 x 10"

Publication trims at 8-1/8 x 10-7/8". Keep live matter 1/2" from trim.

Cover tip (supplied by advertiser) not to exceed: 7-1/2 x 5"

Outsert (supplied by advertiser) not to exceed: 8 x 10-1/2"

For delivery instructions please contact AMC.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

OUT-OF-HOME

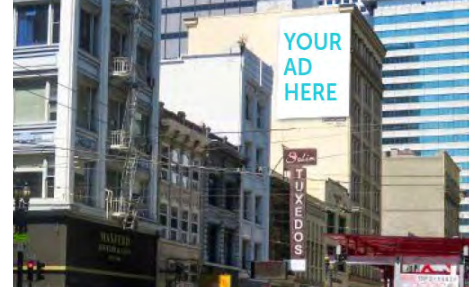
AMC Media Group is the official out-of-home advertising provider for the 2024 ASCO Gastrointestinal Cancers Symposium. A variety of placements are available at various budget levels so that multiple sponsors have the opportunity to support ASCO with OOH media. Opportunities are available for the individual meetings as well as combined offerings that cover both GI and GU. Please contact your sales rep for additional information including availability and costs. Prices and availability are subject to change due to demand.



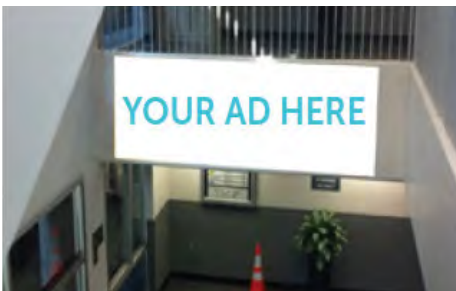
Carousel Wraps



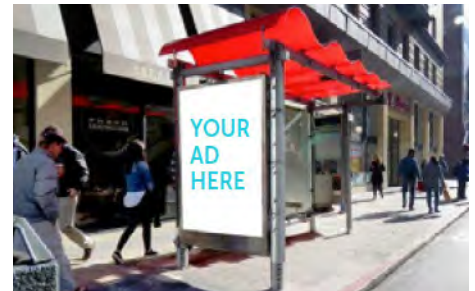
Dioramas



Wallscapes



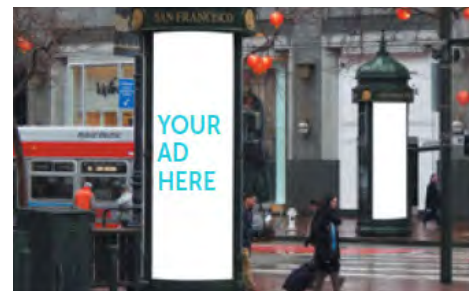
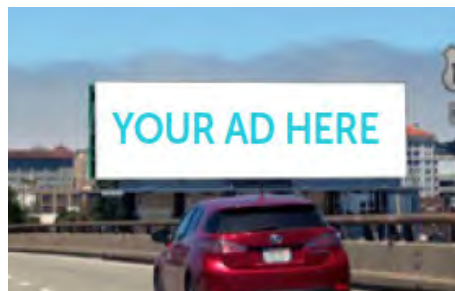
Tension Fabric Displays



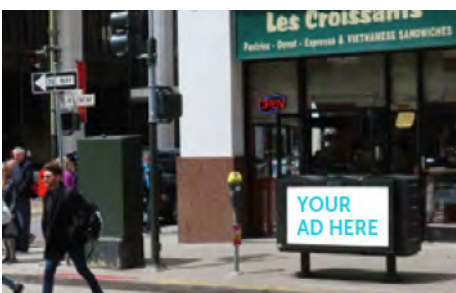
Transit Shelter



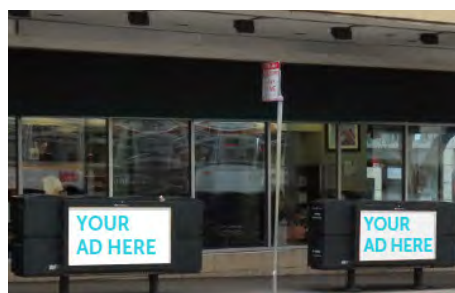
Billboards



Information Kiosks



News Racks



Pillar Wraps





# ASCO GENITOURINARY CANCERS SYMPOSIUM

EMAIL WEBSITE

The ASCO Genitourinary Cancers Symposium Daily News eNewsletters are sent prior to, during, and following the Symposium. A total of 7 eNewsletters will be sent. Content includes session previews, interviews with keynote speakers, and coverage of practice-changing research. The eNewsletters will be sent to attendees as well as ASCO members and nonmember physicians specializing in GU cancers.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 6,000

POSITION	COST (NET PER SEND)
Top 728x90	\$16,000
First 300x250	\$15,000
Second 300x250	\$14,000

## INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 6,500

POSITION	COST (NET PER SEND)
Exclusive 728x90 and 2-300x250 pixels	\$7,500

## CLOSING DATES

EDITION	SPACE	MATERIAL	SEND DATE
Preview	12/21	1/3	1/12
Advance Coverage	1/5	1/12	1/23
Daily (Day 1)	1/9	1/16	1/25
Daily (Day 2)	1/9	1/16	1/26
Daily (Day 3)	1/9	1/16	1/27
Wrap-up	1/11	1/18	1/29
Wrap-Up Specialty – Prostate: 100% SOV for \$25,000	1/12	1/19	1/30

## MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
300x250 pixels	50KB limit

## REQUIRED FILES


Advertisers must provide a JPG, PNG or GIF, and a click-through URL. No third-party tags can be accepted.

**AD HERE**

Advertisement


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**ASCO Daily News**



**ARASENS Post Hoc Analysis: Darolutamide Combination Improves Overall Survival Across Volume and Risk Subgroups in mHSPC**  
Triple treatment with darolutamide plus ADT and docetaxel reduced the risk of death by about 30% in patients with mHSPC across all disease volume and risk subgroups (Abstract 15)

*Presenter Dr. Maha H. Hussain (pictured)*  
[Meeting Coverage](#) | [Read Now](#)



**AI-Powered Biomarker Predicts Outcomes Better Than NCCN Risk Groups for Men With High-Risk Prostate Cancer**  
A novel biomarker leveraging artificial intelligence demonstrates better prognostic classification of men with localized high-risk prostate cancer than the use of standard clinical and histopathologic variables (Abstract 209)

*Presenter Dr. Daniel Spratt (pictured)*  
[Meeting Coverage](#) | [Read Now](#)


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**AD HERE**

Advertisement

**PACE-A Sheds Light on Bowel, Bladder Side Effects of SBRT Versus Surgery for Localized Prostate Cancer**  
Patients with localized prostate cancer who underwent SBRT reported better urinary incontinence and sexual bother scores, but greater bowel bother, compared with patients who underwent surgery, according to patient-reported outcomes data from the PACE-A trial (Abstract 206)

[Meeting Coverage](#) | [Read Now](#)



**Choosing the Optimal Therapy for Renal Cell Carcinoma With Variant Histologies**  
Although targeted and immune checkpoint therapies have improved outcomes for patients with metastatic clear cell RCC, relatively less is known about the roles of these agents for patients with variant histology RCC.

*By Drs. Michael T. Serzan (pictured) and Bradley A. Johnson*  
[Expert Commentary](#) | [Read Now](#)

---

**AD HERE**

Advertisement

**The Treatment Sequence in Patients With PD-L1-Negative Urothelial Cancer: Questions and Recommendations**  
Enfortumab vedotin and enfortumab are approved for patients with urothelial cancer, but questions surround the treatment sequence.

[Expert Commentary](#) | [Read Now](#)

**Emerging Management Paradigms for Stage II**

The ASCO Genitourinary Cancers Symposium microsite ([gu.asco.org](http://gu.asco.org)) contains all information pertinent to the GU Cancers Symposium, including registration, program, general attendee information.

Limited to 4 advertisers, each campaign running for 12 months, beginning October 2023.

## RUN OF SITE (ROS) RATES

POSITION	SOV	COST (NET/YR)
728x90 pixels	25%	\$25,000
320x50 pixels		

## REQUIRED FILES

Advertisers must provide one of the following file formats:

JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

**AD HERE**

Advertisement

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ASCO Genitourinary Cancers Symposium

January 26-27, 2024 • Moscone West • San Francisco, CA & Online

Mark Your Calendar

ASCO #GU24 returns from January to October 26 events

[SUBSCRIBE FOR UPDATES](#)

**CELEBRATING 20 YEARS**

2005 - 2024

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Why Attend

Registration

Program

Hotel Reservations

Users to Know

Health & Safety

Exhibits

Getting Prepared

Onsite Services

Continuing Education

Ancillary Educational Events

Industry Experts Theater

ASCO Daily News

Advertising Opportunities

State Affiliates

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# ASCO GENITOURINARY CANCERS SYMPOSIUM

PRINT PROGRAM  
PODCAST

The print **ASCO Genitourinary Cancers Symposium Program** is a popular onsite reference for locating sessions and presentations. Organized by day and then chronologically by time, the Program offers information on sessions, posters, speakers, and locations and includes the exhibitor directory.

## DISPLAY RATES

POSITION	4-COLOR (NET)
Cover 2	\$15,000
Cover 3	\$10,000
Cover 4	\$25,000

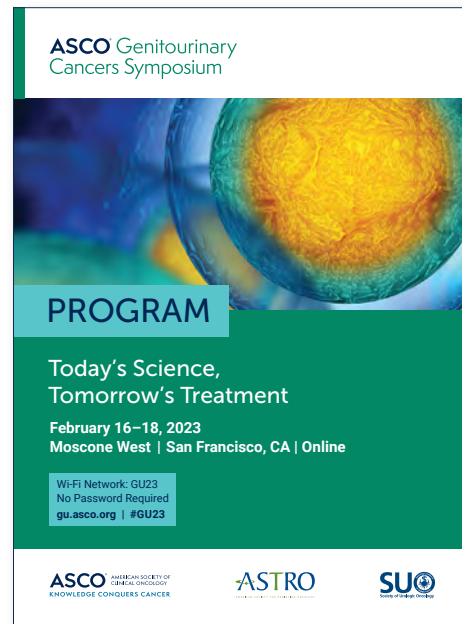
## MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Cover	8-3/8" x 11-1/8"	7" x 10"

Publication trims at 8-1/8 x 10-7/8".  
Keep live matter 1/2" from trim.

## CLOSING DATES

SPACE	MATERIAL
12/1	12/8



The **ASCO Daily News Podcast** will be producing 3 special episodes on genitourinary cancers that will be released before and after the 2024 Genitourinary Cancers Symposium. They will feature renowned physicians discussing practice-changing science that is especially relevant to oncologists interested in GU cancers.

There will be 2 episodes published before the meeting and an episode published after the meeting, all of which will be promoted in ASCO Daily News e-newsletters as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode.

The advertiser will provide a 30-second audio file that will play prior to the episode.

Advertiser will be noted as the sponsor of this podcast in the written transcript.

All contracts are sold on exclusive sponsorship model for 60 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

## REQUIRED AUDIO FILES

Advertisers must provide an MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps. Unbranded ads accepted.

## COST: \$10,000 PER PODCAST

### 20th Anniversary Episode

**SPACE:** 11/28  
**AD MATERIALS DUE FOR REVIEW:** 12/5  
**FINAL AD MATERIALS:** 12/19  
**ESTIMATED PUBLISHED DATE:** 1/4

### Advance:

**SPACE:** 12/13  
**AD MATERIALS DUE FOR REVIEW:** 12/20  
**FINAL AD MATERIALS:** 1/5  
**ESTIMATED PUBLISHED DATE:** 1/23

### Wrap-Up:

**SPACE:** 12/21  
**AD MATERIALS DUE FOR REVIEW:** 1/5  
**FINAL AD MATERIALS:** 1/19  
**ESTIMATED PUBLISHED DATE:** 2/6



Click to access the ASCO Podcasts.

# ASCO GENITOURINARY CANCERS SYMPOSIUM

ONSITE

The **Hotel Key Card Sleeves** are a 100% exclusive opportunity available for product branding or corporate advertising as a booth driver. Key cards and sleeves are distributed to approximately 1,700 attendees. Sleeves are double-sided. ASCO will manage key card sleeve production and distribution.

## DISPLAY RATES

**4-COLOR (NET)**  
\$30,000

## CLOSING DATES

<b>SPACE</b>	<b>MATERIAL</b>
10/31	11/7

## MECHANICAL SPECIFICATIONS

Template provided upon request. Contact sales representative.



Increase brand or corporate visibility affixing your corporate or product brand on the outside of the **Hotel Room Door Drop Bag**. ASCO will place a sticker with the advertiser's logo or custom message on the door drop bag, which will be delivered directly to the rooms of approximately 1,700 attendees early Thursday morning. The bag will be made from recycled paper. ASCO will handle production of the sticker.

## RATES

<b>DISTRIBUTION DAYS</b>	<b>COST (NET)</b>
Thursday (1/25)	\$25,000

## CLOSING DATES

<b>SPACE</b>	<b>MATERIAL PROOF</b>	<b>PRINT-READY PROOF</b>
11/13	11/20	12/1

## MECHANICAL SPECIFICATIONS

7" wide x 3.5" tall (landscape) custom artwork or logo must be supplied as 4-color.



The **Hotel Room Door Drop** takes place on Thursday morning. ASCO will deliver your brochure, invite, and/or visual aid in a GU Cancers Symposium branded bag to approximately 1,700 registered attendees staying at official Symposium hotels.

## RATES

<b>DISTRIBUTION DAY COST (NET)</b>	
One day - Thursday (1/25)	\$13,000

## CLOSING DATES

<b>SPACE</b>	<b>MATERIAL PROOF</b>	<b>INSERTS DUE</b>
11/28	12/5	12/15

## MECHANICAL SPECIFICATIONS

Inserts must be printed material only. Standard inserts are limited to a maximum of four pages (two pages front and back) with max size of 8-1/2" x 11".

**Quantity:** 2,100

## INSERT DELIVERY ADDRESS

Mittera IL  
Attn: Rich Kmetty  
5656 McDermott Drive  
Berkeley, IL 60163



# ASCO GENITOURINARY CANCERS SYMPOSIUM

ONSITE

**Coffee Cup Sleeves and Napkins** are a 100% exclusive opportunity that are distributed at the food and beverage stations in the Posters, Exhibits and Food Room. One-side imprint on approximately 9,500 sleeves and 15,000 napkins. **Only corporate branded advertising is accepted for this opportunity.** ASCO reserves the right to place an imprint of ASCO's choice on the side opposite the advertisers imprint. ASCO will manage all production.



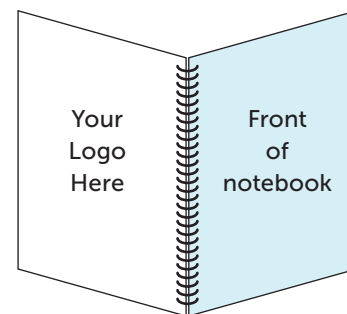
## DISPLAY RATES

DISTRIBUTION DAYS	1-COLOR (NET)	CLOSING DATES	SPACE	MATERIAL
1/25-1/27	\$25,000	10/31		11/7

## MECHANICAL SPECIFICATIONS

High-resolution or vector corporate logo. Contact sales representative for template.

**Spiral Notebooks** will be placed outside the General Session room. Your color logo will be displayed on the back cover. Approximately 5,000 notebooks will be distributed. **Only corporate branded advertising is accepted for this opportunity.** ASCO will manage all production.



**DISTRIBUTION DAYS:** 1/25-1/27

**COST (NET):** \$35,000

**SPACE:** 10/31

**MATERIAL DUE:** 11/7

**MECHANICAL SPECS:** Please contact sales representative.

## ASCO CONNECTION BONUS DISTRIBUTION

**ASCO Connection** is ASCO's official member magazine. The print and online editions highlight the membership experience through profiles of and interviews with the world's leading oncology experts. The magazine is the primary source of information about ASCO's programs, with a special focus on the combined contributions and accomplishments of ASCO and its individual members as they address the concerns of today's oncology community.



Issues available at GU!

## CLOSING DATES

ISSUE DATE	SPACE	MATERIAL	MAILS
January	10/23	10/30	1/3

*Cover tip & Outsert:* PDF submitted for approval by: 11/1  
Product delivered to printer by: 11/8

**COVER TIP**  
CORPORATE OR  
PRODUCT BRANDED

## RUN OF BOOK (ROB) RATES

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$4,995	\$5,995
1/2 page	\$3,495	\$4,495

## COVER/PREMIUM POSITION RATES

Cover 2*	\$7,250
Cover 4*	\$7,750
Table of contents	\$6,500
Cover tip (supplied by advertiser)	\$15,000
Outsert (supplied by advertiser)	\$15,000

\*Covers can be 4 color and/or black - no PMS colors

## eNewsletters available January 9 and January 23

The eNewsletters deliver a concise digest sent exclusively to ASCO's proprietary database of members and non-members. Each email features information about ASCO's key initiatives, and covers important topics such as advocacy, grant opportunities, upcoming meetings, and related deadlines. Content is generated in real-time and relevant from the preceding two weeks. Please email Sales Rep for details.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [JCallow@AMCMediaGroup.com](mailto:JCallow@AMCMediaGroup.com) or 732-580-8884

## MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Full page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horiz.)	—	7 x 4-7/8"
1/2 page (vert.)	—	3-3/8 x 10"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

Cover tip (supplied by advertiser) not to exceed: 7-1/2 x 5"

Outsert (supplied by advertiser) not to exceed: 8 x 10-1/2"

For delivery instructions please contact AMC.

# ASCO GENITOURINARY CANCERS SYMPOSIUM

OUT-OF-HOME

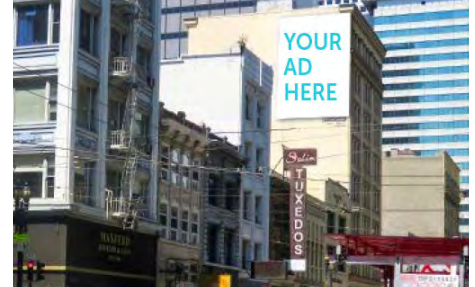
AMC Media Group is the official out-of-home advertising provider for the 2024 ASCO Genitourinary Cancers Symposium. A variety of placements are available at various budget levels so that multiple sponsors have the opportunity to support ASCO with OOH media. Opportunities are available for the individual meetings, as well as combined offerings that cover both GI and GU. Please contact your sales rep for additional information including availability and costs. Prices and availability are subject to change due to demand.



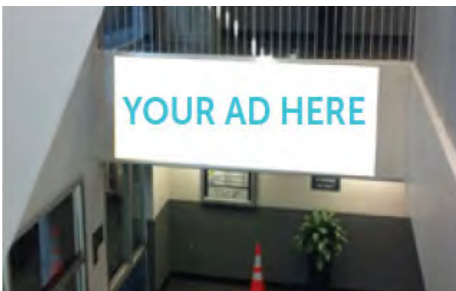
Carousel Wraps



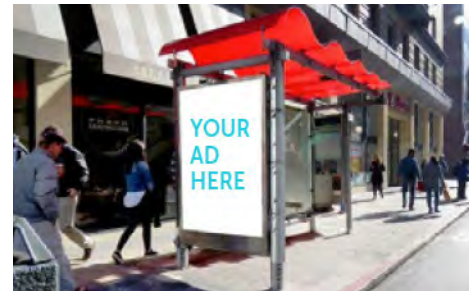
Dioramas



Wallscapes



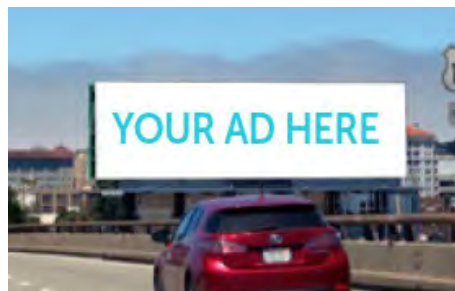
Tension Fabric Displays



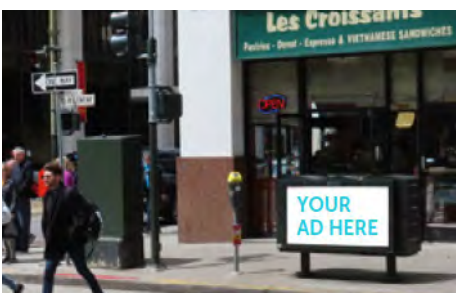
Transit Shelter



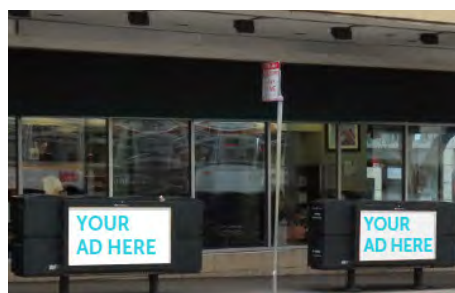
Billboards



Information Kiosks



News Racks



Pillar Wraps

# ASCO ANNUAL MEETING

PRINT

Increase your share of voice at the world's premier oncology meeting. The following Daily News issues will be printed for the 2024 ASCO Annual Meeting:

1. Registration edition (distributed at badge and materials pick-up area)
2. Two-day (distributed Saturday and Sunday)
3. Wrap-up edition (mailed to domestic members)

**DATES:** May 31 - June 4, 2024  
**LOCATION:** Chicago, IL  
**ATTENDANCE:** 2022 (in-person and online) - 36,000 professionals (42,350 total)  
 2023 (in-person and online) - 36,750 professionals (44,400 total)

## REGISTRATION EDITION DISPLAY RATES

A single section containing program highlights and session previews. The *Best of ASCO Connection* is inserted in this issue. Distributed at registration, materials pick-up, in bins throughout the convention center, and to registered groups.

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$9,000	\$10,000
Junior page	\$8,000	\$9,000
1/2 page	\$8,000	\$9,000
1/4 page	\$5,000	\$6,000
Cover tip (supplied by advertiser)	\$28,500	\$28,500

## SATURDAY-SUNDAY DISPLAY RATES (2 ISSUES)

A multi-section issue featuring coverage of the highest-impact abstract presentations. Content will also include expert commentary from key oncology opinion leaders and coverage of education sessions with clinical impact. Distributed by convention center personnel and in bins throughout the convention center and exhibit hall. Rates are inclusive of one ad to appear in both issues. An additional charge of \$2500 will be applied to have a different ad in each issue.

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$21,000	\$22,000
Junior page	\$19,600	\$20,500
1/2 page	\$19,600	\$20,500
1/4 page	\$14,500	\$15,500

## WRAP-UP EDITION DISPLAY RATES

A single section featuring summaries of the top practice-informing science presented at the ASCO Meeting. Will be mailed 3 weeks after the meeting is complete to all domestic meeting attendees and domestic ASCO members.

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$18,500	\$19,600
Junior page	\$17,500	\$18,550
1/2 page	\$17,500	\$18,550
1/4 page	\$12,500	\$13,500
Cover tip (supplied by advertiser)	\$26,500	\$26,500
Outsert (supplied by advertiser)	\$26,500	\$26,500

## PREMIUM POSITION RATES\*

POSITION	PER EDITION (NET)**	
Cover 2	\$3,750	* In addition to display rates, there is a premium charge for these opportunities.
Cover 3	\$2,750	
Cover 4	\$5,750	** Saturday and Sunday count as separate editions for premium positions
Center Spread	\$3,000	

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [JCallow@AMCMediaGroup.com](mailto:JCallow@AMCMediaGroup.com) or 732-580-8884

**ASCO Daily News**  
 2023 ASCO ANNUAL MEETING WRAP UP  
**INDIGO: Vorasidenib Offers Patients With IDH-Mutant Low-Grade Glioma a Means to Delay Chemotherapy and Radiotherapy**  
**KEY POINTS**  
 • INDIGO is the first randomized phase 3 study of targeted therapy in grade 2 IDH-mutant gliomas.  
 • The study showed that vorasidenib led to a 67% reduction in the risk of tumor progression or death and significantly delayed the need for chemotherapy and radiotherapy compared with placebo.  
 • Vorasidenib demonstrated a manageable safety profile with no treatment-related deaths and no grade 3 or higher adverse events.  
 • The study was presented at the 2023 ASCO Annual Meeting.

**COVER TIP**  
**Corporate or Product Branded**

## CLOSING DATES

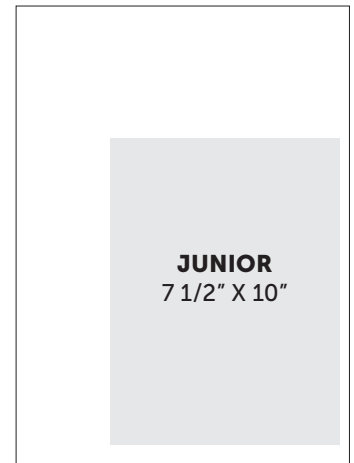
**EDITION:** Registration  
**DISTRIBUTION:** 5/31  
**SPACE:** 4/10  
**MATERIAL:** 4/18

Cover Tip: PDF submitted for approval by: 4/30  
 Product delivered to printer\*\*, + by: 5/7

**EDITION:** Saturday and Sunday  
**DISTRIBUTION:** 6/1 and 6/2  
**SPACE:** 4/10  
**MATERIAL:** 4/18

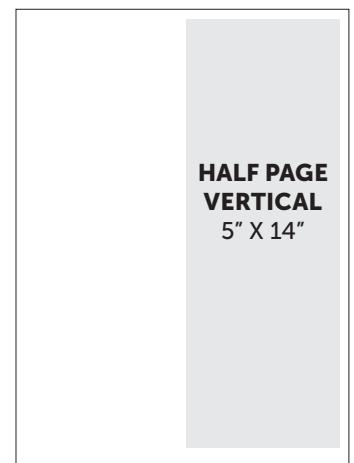
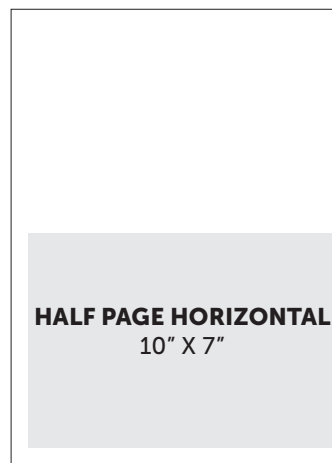
**EDITION:** Wrap Up  
**MAILS:** 6/26  
**SPACE:** 5/16  
**MATERIAL:** 5/23

Cover Tip & Outserts:  
 PDF submitted for approval by: 6/5  
 Product delivered to printer\*\*, + by: 6/12



**Daily News Print  
Mechanical Specifications**

Gray areas indicate ad dimensions and how it will sit within the publications trim of 10 7/8" x 15".



## MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS
Full page	10-1/4" x 14"
Junior page	7-1/2" x 10"
1/2 page (horizontal)	10" x 7"
1/2 page (vertical)	5" x 14"
1/4 page (vertical)	5" x 7"
Cover tip (supplied by advertiser)	10-1/4" x 4-3/4"
Outsert (supplied by advertiser) <i>Wrap-Up Only</i>	7" x 10" max

Publication trims at 10-7/8" x 15". Keep live matter 1/2" from trim. No standard bleed ads will be accepted. Only gutter bleed spread ads will be accepted. Incorrectly sized tips and/or outserts may incur additional costs. Cover tip must be a single sheet only and printed on paper between 7pt. and 10pt. thick.

## ELECTRONIC AD SUBMISSION

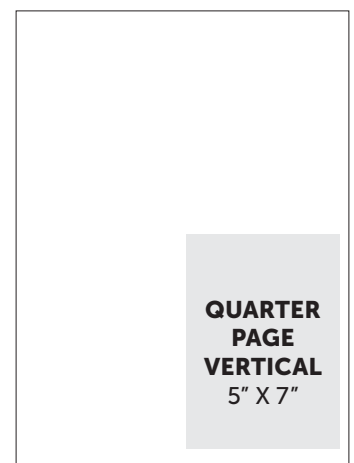
Publication is produced off set and printed direct to plate (DTP). Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename. Send a high-resolution PDF via email or file sharing service to John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com).

## \*\*COVER TIP/OUTSERT DELIVERY ADDRESS

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916

\*Email tracking information and ship and expected delivery dates to John Salesi at [JSalesi@AMCMediaGroup.com](mailto:JSalesi@AMCMediaGroup.com).

\*Quantities of cover tips and outserts to be supplied by the advertiser are based on registration numbers and will be provided by AMC closer to the meeting date.



**ASCO Daily News eNewsletters** deliver news coverage of the ASCO Annual Meeting. Each day of the meeting, ASCO editorial staff aggregate select content of important presentations and create twice-daily email communications, one sent in the morning, the other in the evening. Additional emails will be sent prior to and after the meeting.

Emails will be sent to ASCO members, non-member physicians, and Annual Meeting attendees. Advertisers will have exclusive opportunities to increase exposure.

## DOMESTIC (U.S.) EMAIL RATES

Approximate sends per newsletter: 24,000

POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$16,000
First 300x250 pixels	\$15,000
Second 300x250 pixels	\$14,000

## INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 27,500

POSITION	COST (NET PER SEND)
Exclusive 728x90 and 2-300x250	\$7,500

## CLOSING DATES

Contracts due three weeks prior to email send date. Materials due two weeks prior to email send date.

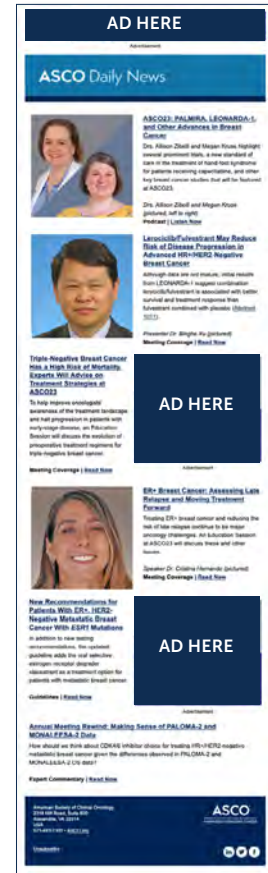
## MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

EDITION	APPROX. SEND DATE
Preview	5/2
Education Preview	5/15
Advance Coverage	5/23
Daily Morning (Fri.-Tue.)	5/31-6/4
Daily Evening (Fri.-Tue.)	5/31 -6/4
Day 6	6/5
Podcast Recap	6/28



The **ASCO Daily News Specialty Advance Coverage eNewsletters** preview the content in select specialties. The eNewsletters will be sent to all ASCO members in the specialty area, non-member physicians in the specialty area and Annual Meeting attendees in the specialty area.

Both exclusive opportunities include a 728x90 and two 300x250 spots.

## EMAIL APPROX. DISTRIBUTION

EDITION	DOMESTIC SENDS	INTERNATIONAL SENDS
Advance Coverage: Breast Cancer	7,000	8,000
Advance Coverage: GI Cancers	6,000	7,500
Advance Coverage: GU Cancers	5,300	6,400
Advance Coverage: Hematologic Malignancies	9,700	5,200
Advance Coverage: Immuno-Oncology	8,000	5,800
Advance Coverage: Lung Cancer	7,000	6,500

Note that these numbers may increase depending on the number of non-physician non-members registered for the meeting.

## DOMESTIC (U.S.) EMAIL RATES

\$25,000 net/email

## INTERNATIONAL (EX-U.S.) EMAIL RATES

\$7,500 net/email

## CLOSING DATES

SPACE	MATERIAL	APPROX. SENDS
May 3	May 10	5/24-5/29

## MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.



The **ASCO Daily News Specialty Wrap-Up** emails are created by ASCO during the Annual Meeting. ASCO staff will aggregate information from the Annual Meeting pertaining to specialties and create emails for specialists in certain fields of oncology. Following the Annual Meeting each eNewsletter will be sent to ASCO members in the specialty area, non-member physicians in the specialty area, and Annual Meeting attendees in the specialty area. Each email will be exclusive to one advertiser.

Both exclusive opportunities include a 728x90 and two 300x250 spots.

## EMAIL APPROX. DISTRIBUTION

EDITION	DOMESTIC SENDS	INTERNATIONAL SENDS
Breast Cancer	7,000	8,000
GI Cancers	6,000	7,500
GU Cancers	5,300	6,400
Hematologic Malignancies	9,700	5,200
Immuno-Oncology	8,000	5,800
Lung Cancer	7,000	6,500
Wrap-Up (Specialty TBD)		
Wrap-Up (Specialty TBD)		

## DOMESTIC (U.S.) EMAIL RATES

\$25,000 net/email

## INTERNATIONAL (EX-U.S.) EMAIL RATES

\$7,500 net/email

## CLOSING DATES

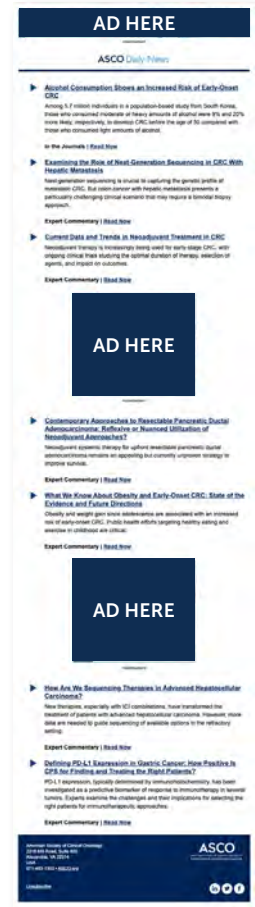
SPACE	MATERIAL	APPROX. SENDS
May 17	May 24	6/10-6/17

## MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
300x250 pixels	50 KB limit

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.



ASCO Daily News will be producing exclusive **video interviews** with 2024 ASCO Annual Meeting Plenary Session presenters. Videos will be released on the day of the presentations. Videos will provide expert insight from the presenters of the highly popular Plenary abstracts, including how their research might affect the future of cancer care.

These exclusive interviews will be promoted as a top item in one of the 2024 ASCO Annual Meeting daily newsletters (sent to 53,000+ recipients). They will also be featured in the ASCO Daily News Annual Meeting general wrap-up issue (also sent to 53,000+ recipients) and prominently shared on ASCO's Twitter, Facebook, and LinkedIn channels. The videos will live on YouTube and also as embedded videos with transcripts on the Daily News website. Sponsor will provide a 15-30 second audio/video that will be played at the beginning of each video. **Corporate branding only.**



Click to access videos

<b>SOV</b> 100%	<b>COST (NET)</b> \$30,000
<b>CLOSING DATES</b>	
<b>SPACE</b> 4/5	<b>SCRIPT REVIEW</b> 4/12
<b>FINAL FILE</b> 4/29	<b>PUBLISHED</b> 6/2

## NEW OPPORTUNITY! TOP SCIENCE OF THE DAY INTERVIEWS

ASCO Daily News Videos are a spinoff of the popular Plenary Video Series and expand the video program to cover even more top science from ASCO. Four episodes will be released, each featuring an exclusive interview with the presenter of a practice-informing abstract, as selected by an oncology KOL. Sponsor will provide a 15-30 second audio/video that will be played at the beginning of each video. **Corporate branding only.**

<b>SOV</b> 100%	<b>COST (NET)</b> \$30,000
<b>CLOSING DATES</b>	
<b>SPACE</b> 4/5	<b>SCRIPT REVIEW</b> 4/12
<b>FINAL FILE</b> 4/29	<b>PUBLISHED</b> 5/31-6/4

The **ASCO Daily News Podcast** includes coverage of the top abstracts and practice-changing science from ASCO's Annual Meeting. The Advance Coverage podcasts are released before the ASCO Annual Meeting shortly after embargo lift, providing listeners with breaking news on practice-informing data.

The Wrap-Up Coverage podcasts feature in-depth analysis with key opinion leaders on how ASCO24 science will impact practice.

The Advance Coverage and Wrap-Up Coverage podcasts will be promoted in ASCO Daily News e-newsletters as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,600 downloads per episode.

The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript.

All contracts are sold on exclusive sponsorship model for 60 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

## REQUIRED AUDIO FILES

If audio file is longer than 30 seconds, please contact your sales rep for additional options.



Click to access the ASCO Podcasts.

### Advance Coverage Podcasts: May 2024

Breast  
GI Cancers  
GU Cancers  
Heme  
Immuno-oncology  
Lung

**COST OF EACH (NET):** \$12,500

### Wrap-Up Coverage Podcasts: June 2024

Breast  
GI Cancers  
GU Cancers  
Heme  
Immuno-oncology  
Lung  
Plenary Wrap-Up Top 5 Abstracts

**COST OF EACH (NET):** \$12,500

### KOL PODCAST NEW OPPORTUNITY!

The ASCO Daily Podcast will cover the top science from the ASCO meeting, selected and presented by an oncology KOL. A new episode will be released each day of the meeting, keeping members and attendees updated with the practice-informing news coming out of the ASCO Annual Meeting. The podcast will be released daily on the ASCO Daily News podcast channel, included in the ASCO Daily News daily eNewsletter, and promoted on social media.

**COST OF EACH (NET):** \$12,500

★ Reserve 2 podcasts for \$20,000.

### CLOSING DATES

For contract and material due dates, please contact an AMC Sales Representative.

The **Annual Meeting Program** is an onsite reference for locating sessions and presentations. It includes information on sessions, abstract presentations, speakers, and locations. It also includes an index of scientific sessions, a listing of ancillary events, and information on attendee resources. Every in-person attendee will have the opportunity to receive the printed program.

## DISPLAY RATES

POSITION	4-COLOR (NET)
Dividing tabs (double-sided)	\$20,000
Cover 2	\$25,000
Cover 3	\$20,000
Cover 4	\$30,000

## MECHANICAL SPECIFICATIONS

SIZE	BLEED	NON-BLEED
Dividing tab	8-3/8" x 11-1/8"	7" x 10"
Cover	8-3/8" x 11-1/8"	7" x 10"
Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.		

## CLOSING DATES

POSITION	SPACE	MATERIAL
Dividing Tabs	3/28	4/4
Cover	4/4	4/11



The **Exhibitor Directory** provides important need-to-know information about the exhibit hall. This publication will be provided at materials pick up and distributed at the entrances to the exhibit hall. Sections will include a detailed listing of companies at the Annual Meeting by name, by booth number, and by category. In addition, this essential resource will include Expanded Premium Listings, Industry Expert Theater session information, and ancillary CME events.

## DISPLAY RATES

POSITION	4-COLOR (NET)
Cover 2	\$25,000
Cover 3	\$15,000
Cover 4	\$30,000
Cover Tip (supplied by advertiser)	\$35,000

## CLOSING DATES

POSITION	SPACE	MATERIAL
Covers	3/26	4/3

POSITION	SPACE	MATERIAL SUBMITTED FOR APPROVAL	DELIVERED TO PRINTER
Cover Tip	4/3	4/10	4/17

## MECHANICAL SPECIFICATIONS

SIZE	BLEED	NON-BLEED
Cover	8-3/8" x 11-1/8"	7" x 10"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

## COVER TIP (SUPPLIED BY ADVERTISER)

- **Size:** 7 1/2" x 5 1/2"
  - Must be flat in nature with little to no variance in thickness across the tip-on.
- **Single Page:**
  - Maximum thickness of no greater than .0625"
  - Paper Stock: Minimum - 70# text and Maximum-12pt
- **4-Page Double Gate Maximum 4-page Roll fold**
  - Paper Stock: Minimum - 60# text
  - Tip-on with inserts must be tabbed/wafer sealed closed at the face (right side when looking at cover)



## DELIVERY ADDRESS FOR COVER TIP:

Mittera WI  
555 Beichl Avenue  
Beaver Dam, WI 53916  
Attn: Erin Krueger

Label boxes with "ASCO Exhibitor Directory"

The **ASCO Annual Meeting microsite** ([am.asco.org](http://am.asco.org)) contains all information pertinent to ASCO's Annual Meeting including registration, meeting program, attendee, and exhibitor information, as well as links to all Meeting products.

Estimated total number of impressions per advertiser is 100,000 for a U.S.-targeted campaign using all ad positions (a 728x90 and 320x50) over the course of a full year. Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign. For internationally-targeted campaigns contact the sales representative.

## DOMESTIC (U.S.) WEBSITE RATES

Limited to 10 advertisers. Estimated total number of impressions listed below is for campaigns running January to December using both ad positions (728x90 and 320x50).

CONTRACT LENGTH	IMPRESSIONS	SOV	COST (NET)
Annual	100,000	10%	\$40,000

## INTERNATIONAL (EX-U.S.) WEBSITE RATES (Limited to 4 advertisers)

CONTRACT LENGTH	IMPRESSIONS	SOV	COST (NET)
Annual	125,000	25%	\$30,000

## MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
320x50 pixels	100 KB limit

## REQUIRED FILES

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

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

**Up to six ad changes are included during the campaign.**  
**No changes will be accepted between the blackout dates: 5/28-6/9.**



The **Hotel Key Card Sleeves** are a 100% exclusive opportunity available for product branding or corporate advertising as a booth driver. Key cards and sleeves are distributed to approximately 15,000 attendees at 20+ convention hotels. Sleeves are double-sided. ASCO will manage key card sleeve production and distribution.

## DISPLAY RATES

<b>POSITION</b>	<b>4-COLOR (NET)</b>
4-color	\$175,000

## CLOSING DATES

<b>SPACE</b>	<b>MATERIAL</b>
3/26	4/2

## MECHANICAL SPECIFICATIONS

Template provided upon request. Contact sales representative.



Increase brand or corporate visibility affixing your corporate or product brand on the outside of the **Hotel Room Door Drop Bag**. ASCO will place a sticker with the advertiser's logo or custom message on the door drop bag, which will be delivered directly to the rooms of approximately 15,000 attendees early Saturday morning. The bag will be made from recycled paper. ASCO will handle production of the sticker.

## RATES

<b>DISTRIBUTION DAY</b>	<b>COST (NET)</b>
Saturday (6/1)	\$70,000

## MECHANICAL SPECIFICATIONS

7" wide x 3.5" tall (landscape) custom artwork or logo must be supplied as 4-color.

## CLOSING DATES

<b>SPACE</b>	<b>MATERIAL PROOF</b>	<b>PRINT READY PDF</b>
3/26	4/2	4/9



The **Hotel Room Door Drop** takes place on Saturday. ASCO will deliver your brochure, invite, and/or visual aid within an Annual Meeting branded door drop bag to approximately 15,000 registered attendees of the Annual Meeting at 20+ different hotels. This useful bag, made from recycled paper, has proven valuable to physicians who use them to collect information while in the exhibit hall. There is a limit of 15 advertisers per day.

## RATES

<b>DISTRIBUTION DAY</b>	<b>COST (NET)</b>
Saturday (6/1)	\$35,000

**QUANTITY:**  
16,000 for each day

## CLOSING DATES

<b>SPACE</b>	<b>MATERIAL PROOF</b>	<b>INSERTS DUE</b>
4/16	4/23	4/30

## INSERT DELIVERY ADDRESS

Instant Collating Services  
Attn: Mark Kacena/Rich Kmetty, Day #  
2443 West 16th Street  
Chicago, IL 60608

## MECHANICAL SPECIFICATIONS

Inserts must be printed material only. Standard inserts are limited to a maximum of four pages (two pages front and back) with max size of 8-1/2" x 11".



Insulated Coffee Cups and Napkins are a 100% exclusive opportunity that are distributed at all convention center concession stands (excludes Starbucks). One-side imprint on approximately 25,000 cups and 100,000 napkins. **Only corporate-branded advertising is accepted for this opportunity.** ASCO reserves the right to place an imprint of ASCO's choice on the side opposite the advertiser's imprint. ASCO will manage all production.

### DISPLAY RATES

**DISTRIBUTION** 5/31-6/4  
**1-COLOR (NET)** \$140,000

### MECHANICAL SPECIFICATIONS

High-resolution or vector corporate logo. Contact sales representative for template.



\*Not exact items; for placement only.

### CLOSING DATES

**SPACE** 3/12  
**MATERIAL** 3/19

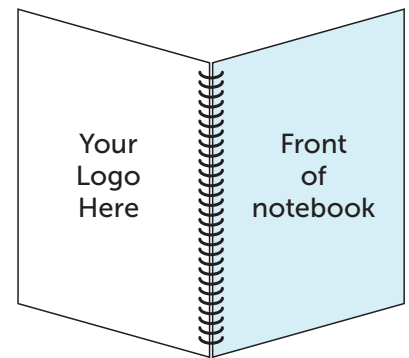
Spiral Notebooks will be placed in high-visibility locations throughout McCormick Place. Your color logo will be displayed on the back cover. Approximately 17,000 notebooks will be distributed. **Only corporate branded advertising is accepted for this opportunity.** ASCO will manage all production.

### DISPLAY RATES

**DISTRIBUTION DAYS** 5/31-6/4  
**COST (NET)** \$100,000

### MECHANICAL SPECIFICATIONS

Please contact sales representative.



### CLOSING DATES

**SPACE** 3/26  
**MATERIAL** 4/2



The Annual Meeting **Sessions at a Glance** is considered the onsite go-to reference for attendees to view what sessions are happening when. From scientific sessions to educational and networking events, attendees utilize this piece to plan their meeting schedule. Every in-person attendee will have the opportunity to receive the printed Sessions at a Glance. The piece also will be saved as a PDF and available online at [am.asco.org](http://am.asco.org). **Only corporate branded advertising is accepted for this opportunity.**

### DISPLAY RATES

**DISTRIBUTION DAYS** 5/31-6/4  
**COST (NET)** \$35,000

### CLOSING DATES

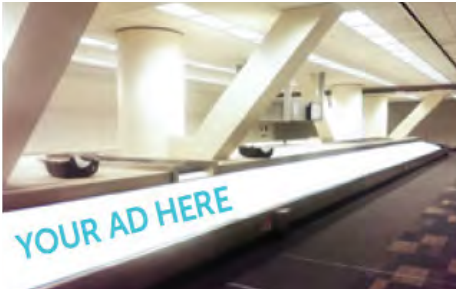
**SPACE** 3/20  
**MATERIAL** 3/27

### MECHANICAL SPECIFICATIONS

**SIZE:** 1/2 page (horiz.)  
**DIMENSIONS:** No Bleed 7" x 4-7/8"



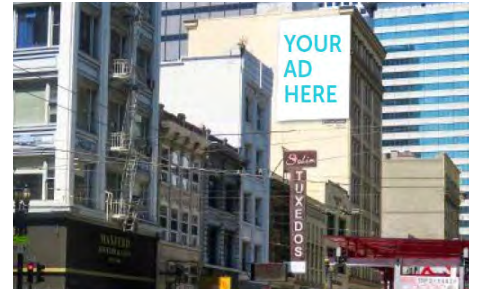
AMC Media Group is the official out-of-home advertising provider for the 2024 ASCO Annual Meeting. A variety of placements are available at various budget levels so that multiple sponsors have the opportunity to support ASCO with OOH media. Please contact your sales rep for additional information including availability and costs. Prices and availability are subject to change due to demand.



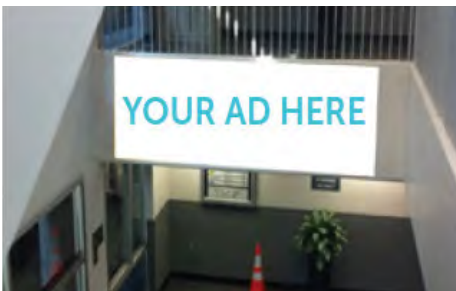
Carousel Wraps



Dioramas



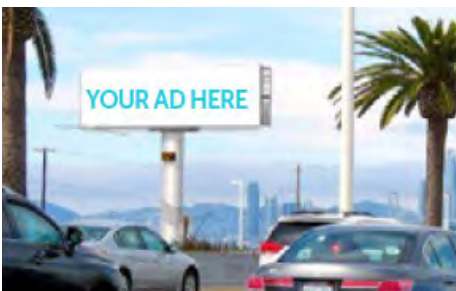
Wallscapes



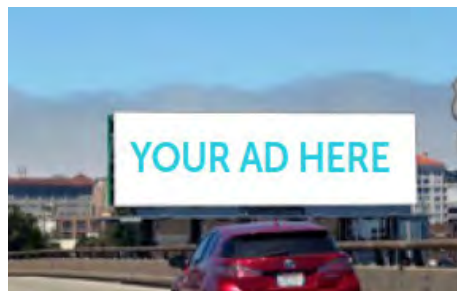
Tension Fabric Displays



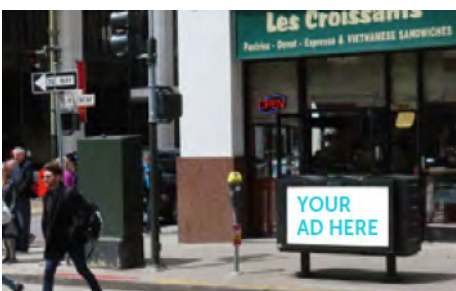
Transit Shelter



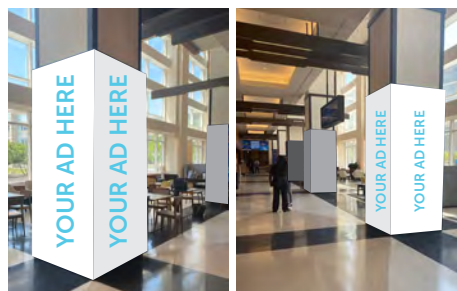
Billboards



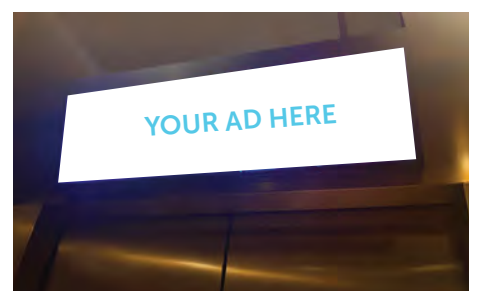
Information Kiosks



News Racks



Hotel Opportunities



The flagship **Best of ASCO® Meeting** curates the most clinically relevant content from the ASCO Annual Meeting so attendees can take home valuable, actionable insights that can be immediately applied in practice. The Meeting offers two days of compact sessions with a flexible and engaging meeting experience. Attendees can maximize time away from the office with livestream sessions and on demand content.

**DATES:** July 19-20, 2024  
**LOCATION:** Boston, Massachusetts  
**ATTENDANCE:** 2023: Over 600 total attendees

## ASCO DAILY NEWS ENEWSLETTER

The ASCO Daily News BOA eNewsletter will curate coverage of the top abstracts and practice-informing science presented during the ASCO Annual Meeting. Coverage selection will overlap with BOA presentations. The eNewsletter will be sent to BOA attendees and ASCO members.

EDITION	SPACE	MATERIAL	SEND DATE
Preview	June TBD	June TBD	July TBD

## DOMESTIC U.S. EMAIL RATES

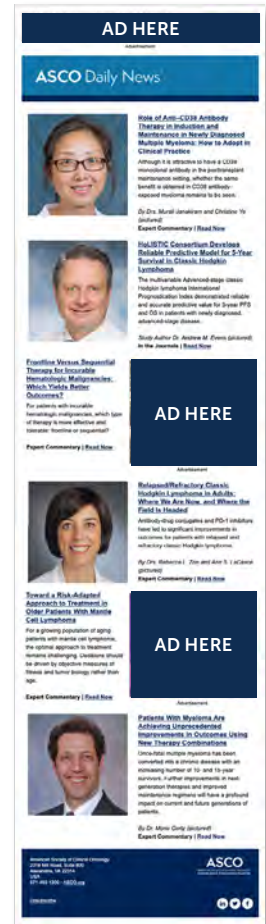
Approximate sends per newsletter: 24,000

POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$5,000
First 300x250 pixels	\$5,000
Second 300x250 pixels	\$4,500

## INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 27,500

POSITION	COST (NET PER SEND)
Exclusive	
728x90 and	
2-300x250 pixels	\$7,500



## MICROSITE

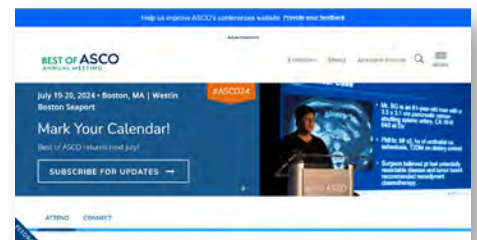
The **Best of ASCO microsite** ([boa.asco.org](http://boa.asco.org)) contains all information pertinent to the Best of ASCO, including registration, program, general attendee information, as well as links to all Symposium products. Limited to 2 advertisers, each campaign running for 6 months, from April 2024 to September 2024.

## RUN OF SITE (ROS) RATES

POSITION	SOV	COST (NET/YEAR)
728x90 pixels, 320x50 pixels	50%	\$5,000

## REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information. For complete specs, view our online ad spec sheet or contact the production manager.





ASCO Breakthrough returns August 8-10, 2024 in Yokohama, Japan. ASCO's newest meeting, ASCO Breakthrough offers new science and case-based sessions, as well as highlights of innovations in cancer care technology. The meeting brings together oncology thought leaders, practicing clinicians, med-tech pioneers, novel drug developers, and research trailblazers at this can't-miss oncology meeting in Asia for inspiration, collaboration, and solutions. Secure your company's presence and brand visibility now!

**DATES:** August 8-10, 2024  
**LOCATION:** Yokohama, Japan  
**ATTENDANCE:** 2023: Nearly 900 total attendees

## ASCO DAILY NEWS ENEWSLETTERS (PREVIEW & WRAP-UP): MULTIPLE POSITIONS

The ASCO Daily News eNewsletters are sent in advance of and soon after the meeting. The emails include valuable Breakthrough preview content as well as coverage of key abstracts presented at the meeting. They will be sent to ASCO members, non-member physicians, and Breakthrough attendees.

EDITION	SEND DATE
Preview eNewsletter	7/25
Wrap up eNewsletter	8/12

## CLOSING DATES

EDITION: Preview	EDITION: Wrap Up
SPACE: 7/3	SPACE: 7/22
MATERIAL: 7/11	MATERIAL: 7/29

## DOMESTIC U.S. EMAIL RATES

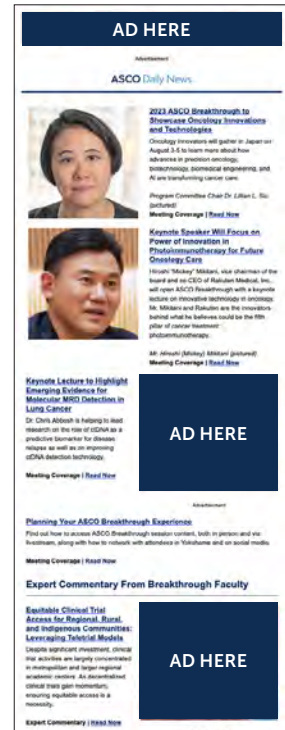
Approximate sends per newsletter: 24,000

POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$16,000
First 300x250 pixels	\$15,000
Second 300x250 pixels	\$14,000

## INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 27,500

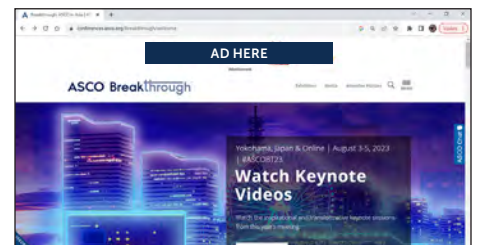
POSITION	COST (NET PER SEND)
Exclusive 728x90 and 2-300x250	\$7,500



## MICROSITE

The ASCO Breakthrough microsite ([breakthrough.asco.org](https://breakthrough.asco.org)) contains all information pertinent to ASCO Breakthrough, including registration, program, and general attendee information. This exclusive campaign runs for 6 months, from April to September 2024.

POSITION	SOV
728x90 pixels and 320x50 pixels	100%
<b>COST:</b> \$12,500	



## ASCO DAILY NEWS PODCAST

Include up to a 30-second advertisement in the ASCO Daily News Podcast, which will be producing a special wrap-up episode to be released after 2024 ASCO Breakthrough.

The episode, which will feature expert physicians discussing research presented at the meeting, will be promoted in an ASCO Daily eNewsletter as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,600 downloads per episode. The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. All contracts are sold on exclusive sponsorship model for 60 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable. For contract and material due dates, please contact an AMC Sales Representative.

**COST:** \$10,000



Click to access the ASCO Podcasts.

## PRINTED PROGRAM: MULTIPLE POSITIONS

The print ASCO Breakthrough Program is a popular onsite reference for information on sessions, posters, speakers, and locations and includes the exhibitor directory.

### RATES (POSITION 4-COLOR)

Cover 2:	\$11,250
Cover 3:	\$7,500
Cover 4:	\$17,500

### CLOSING DATES

**SPACE:** 6/19  
**MATERIAL:** 6/26

### MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Full page	8-3/8 x 11-1/8"	7 x 10"
1/2 page (horiz.)	—	7 x 4-7/8"
1/2 page (vert.)	—	3-3/8 x 10"

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.



### MEETING BAG

Increase your corporate visibility by having your logo on the outside of the meeting bag distributed on site at registration to all attendees. The bag will include valuable attendee resources, including the printed Program. **Only corporate branding advertising is accepted for this opportunity.** ASCO will manage all production.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$25,000



### MEETING BAG INSERTS

Increase your brand or corporate visibility by having your information included as part of the meeting bag. The flyer, invite and/or visual aid must be limited to an A4 size piece of paper. The bag will be distributed onsite at registration to all attendees.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$10,000

## COFFEE CUP SLEEVES AND OSHIBORI TOWELS

This 100% exclusive opportunity is distributed at the food and beverage stations in the Posters, Exhibits, and Food Room. One-side imprint on approximately 2,500 sleeves and 2,500 towel packages. **Only corporate branding advertising is accepted for this opportunity.** ASCO will manage all production.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$15,000



\*Not exact items

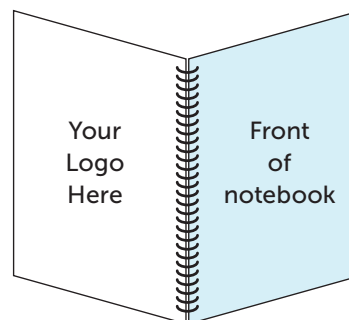
## NOTEBOOKS

Notebooks will be placed outside of the General Session room for attendees to pick up each day. Your color logo will be displayed on the back cover of the notebook. Approximately 1,000 will be distributed. ASCO will manage all production.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$20,000



\*Not exact item

## OUT OF HOME AND HOTEL OPPORTUNITIES

A variety of placements are available inside and outside of the meeting location. Please contact us for more information and availability.

# ASCO QUALITY CARE SYMPOSIUM

PRINT PROGRAM  
WEBSITE • EMAIL • PODCAST

The ASCO Quality Care Symposium Program is a popular on-site and online reference for all activities related to the Symposium. Organized by day and then chronologically by time, the Program offers information on sessions, abstract presentations, speakers, and locations. It also includes continuing education information and the exhibitor directory. This print publication will be distributed on-site to attendees at registration.

**DATES:** September 27-28, 2024  
**LOCATION:** San Francisco, CA  
**ATTENDANCE:** 2023: Over 700 total attendees

## CLOSING DATES

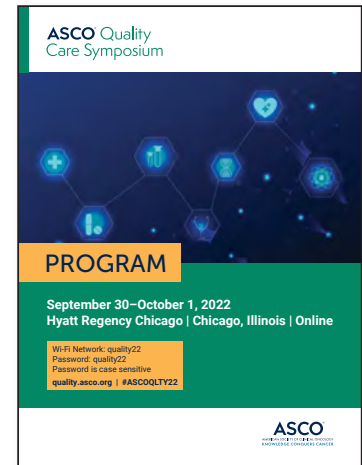
**SPACE** 8/13  
**MATERIAL** 8/20

## DISPLAY RATES

POSITION	4-COLOR (NET)
Cover 2	\$7,500
Cover 3	\$5,000
Cover 4	\$10,000

## MECHANICAL SPECIFICATIONS

DIMENSIONS	BLEED	NON-BLEED
Cover	8-3/8" x 11-1/8"	7" x 10"
Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.		



The ASCO Quality Care Symposium microsite ([quality.asco.org](http://quality.asco.org)) contains all information pertinent to the ASCO Quality Care Symposium, including registration, program, general attendee information, as well as links to all Symposium products. Limited to 2 advertisers, each campaign running for 6 months, beginning July 2024.

## RUN OF SITE (ROS) RATES

POSITION	SOV	COST (NET/YEAR)
728x90 pixels, 320x50 pixels	50%	\$5,000

## REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information. For complete specs, view our online ad spec sheet or contact the production manager.



The ASCO Quality Care Symposium Daily News eNewsletters are sent prior-to and following the Symposium. The emails include Daily News coverage of highlights. They will be sent to ASCO members in quality care, non-member physicians in quality care and Quality Care Symposium attendees.

## TOTAL APPROXIMATE SENDS FOR EACH NEWSLETTER:

Domestic: 5,500

## DOMESTIC U.S. EMAIL RATES

POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$5,000
First 300x250 pixels	\$5,000
Second 300x250 pixels	\$4,500

## MECHANICAL SPECIFICATIONS

728x90 pixels  
50 KB limit  
300x250 pixels  
50 KB limit

## INTERNATIONAL (EX-U.S.) EMAIL RATES

Contact sales representative if interested in an ex-U.S. campaign sent to 3,000 per eNewsletter.

## CLOSING DATES

Contracts due 3 weeks prior to email send date.  
Materials due 2 weeks prior to email send date.

ISSUE	MATERIAL DUE	SENDS
Preview	TBD	TBD
Wrap-up	TBD	TBD

## REQUIRED EMAIL FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.



The ASCO Daily News Podcast will be producing a special wrap-up episode on quality care that will be released after the 2024 Quality Care Symposium.

The episode, which will feature expert physicians discussing research presented at the meeting, will be promoted in an ASCO Daily News e-newsletter as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,600 downloads per episode.

The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. For contract and material due dates, please contact an AMC Sales Representative.

All contracts are sold on exclusive sponsorship model for 60 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

## REQUIRED AUDIO FILES

Advertisers must provide an MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps. Unbranded ads accepted.

**COST:** \$10,000 Per Podcast

# ASCO ADVERTISING POLICIES

## IMPORTANT INFORMATION

- All advertising is subject to the [Exhibitor Policies](#) including the [Advertising Policies](#) and the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#).
- AMC Media Group is the exclusive provider for the advertising listed in this Media Kit including all out-of-home advertising at all ASCO Meetings and Symposia.
- Opportunities not listed in this Media Kit may be available pending advance approval. Contact your AMC Media Group representative with additional inquiries.
- All dates are approximate and subject to change.
- Advertising opportunities are subject to availability at time of reservation.
- Out-of-home and onsite advertising opportunities require prepayment.
- Opportunities may not be exclusive to one company unless specifically noted as such.
- All advertising is subject to advance approval by ASCO and no refunds are given for declined advertisements.
- No contract will be held without a signed insertion order.
- ASCO reserves the right to update the Media Kit at any time.
- Non-exhibiting companies may participate in the advertising opportunities listed.

## IMPORTANT INFORMATION REGARDING AD CONTENT

1. All ads must adhere to ASCO's Advertising Policy, ASCO's Linking Policy, ASCO's Licensing Standards, and the Policies for Exhibitors and Other Organizations at ASCO Meetings
2. Common reasons ads are denied
  - a. Improper use of ASCO's name or other marks
    - i. See Section C.7 in ASCO's Advertising Policy for specific details.
  - b. Company name and/or logo is NOT prominently displayed on the ad
    - i. For product advertisements, company name and/or logo must be prominently displayed, in addition to the product name and/or logo.
  - c. Improper use of ASCO's content
    - i. Review ASCO's Licensing Standards for specific details.

## 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.

## MATERIAL SPECIFICATIONS

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

## DIGITAL ADVERTISING

Digital ad units are considered sponsorship advertising. The analytics presented in this document are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. ASCO and AMC Media Group will not credit the advertiser based on data shortfalls from the analytics preferred.

## 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.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [JCallow@AMCMediaGroup.com](mailto:JCallow@AMCMediaGroup.com) or 732-580-8884

## FINANCIAL CONSIDERATIONS TERMS AND CONDITIONS

1. **All signed agreements are binding. No cancellations** accepted unless FDA directive to suspend existing campaign is provided to AMC Media Group. Revisions to **Daily News** print opportunities will not be accepted after the space closing date.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. 50% deposit is due upon space reservation for all out-of-home and onsite advertising opportunities, without exception.
5. AMC Media Group will be diligent in providing the highest quality products and services. AMC Media Group will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
6. All invoices are payable in USD and may be paid via check, ACH, credit card, or wire transfer.
7. AMC Media Group reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent.
8. AMC Media Group reserves the right to prohibit future advertising if an account is past due 90 days.



630 Madison Avenue, 2nd Floor  
Manalapan, NJ 07726  
732-490-5530

### ADVERTISING & SALES

#### Jen Callow

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