

## 2010 RATES & DATA

effective 1/1/10

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### GENERAL INFORMATION

Issuance:  
Monthly (6x); mails on the 15th of January, March,  
May, July, September and November.

Established:  
May 2003

Editorial:  
The Journal of Supportive Oncology is a peer-reviewed medical journal whose major purpose is the publication of review and original research articles that focus on the pathophysiology of cancer-related symptoms or laboratory research that may have therapeutic implications for improvement in patient quality of life and quality of survival. Topics cover all areas of supportive oncology, including symptoms and side effects of cancer therapy, quality of life, and palliative medicine. Abstracts and proceedings from the Chicago Supportive Oncology Conference will be published in JSO.

Indexed by:  
Index Medicus/MEDLINE/PubMed, EMBASE/Excerpta Medica, Chemical Abstracts, and Cumulative Index to Nursing and Allied Health Literature (CINAHL)

Ad Format and Placement Policy:  
Ads are placed between articles and are rotated as evenly as possible.

Ad/Editorial Ratio:  
40:60.

Subscription Rates:  
Annual subscription rate (6 issues)  
Individual: US \$238, Canada \$249, International \$275  
Institutional: US \$301, Canada \$329, International \$335  
Single copy: \$37

# RATES

## Page: Black & White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page
1	4,260	3,385	2,865	2,240
3	4,180	3,305	2,815	2,155
6	4,095	3,225	2,760	2,100
12	4,020	3,165	2,705	2,050
24	3,930	3,115	2,650	1,995
36	3,855	3,060	2,595	1,940
48	3,770	3,005	2,515	1,880
72	3,685	2,955	2,460	1,830
120	3,605	2,895	2,400	1,775
240	3,495	2,840	2,320	1,720
288	3,415	2,785	2,270	1,635
396	3,360	2,735	2,215	1,580
504	3,305	2,680	2,155	1,530
570	3,255	2,620	2,100	1,475

## Page: Color Rates

2 color standard	750
2 color matched	1,080
2 color metallic	1,340
Three and four color	2,140
Five color matched	3,210
Five color metallic	3,480

## Covers and Preferred Positions:

Fourth Cover:	earned B/W rate plus 50%
Third Cover:	earned B/W rate plus 25%
Second Cover:	earned B/W rate plus 25%
Facing Table of Contents:	earned B/W rate plus 15%
Other Positions:	earned B/W rate plus 5%

## List Match Charge:

The Journal of Supportive Oncology will match any client list to our circulation for a charge of \$1,000. If the client chooses to advertise to the selected audience through a demo insert, the appropriate demo charges will apply, and the initial list match fee will be waived.

## Insert Rates

Frequency	2 Page	4 Page	6 Page	8 Page
1	9,520			
3	9,360	17,720		
6	9,190	17,380	25,570	33,760
12	9,040	17,080	25,120	33,160
24	8,860	16,720	24,580	32,440
36	8,710	16,420	24,130	31,840
48	8,540	16,080	23,620	31,160
72	8,370	15,740	23,110	30,480
120	8,210	15,420	22,630	29,840
240	7,990	14,980	21,970	28,960
288	7,830	14,660	21,490	28,320
396	7,720	14,440	21,160	27,880
504	7,610	14,220	20,830	27,440
570	7,510	14,020	20,530	27,040

## Split-Run Inserts:

Billing is based on the earned B/W rate times the number of pages and the percentage of circulation, with a minimum of 50% of the total circulation, plus a production charge of \$1,000. Run-of-book ads are not accepted. Contact Publisher for additional information.

## BRC Inserts:

BRC rates are the same as the earned insert rate, or for a BRC run in conjunction with an ad unit, the BRC rate is one times the B/W page rate plus a production charge of \$1,000. A sample of the BRC and paper must be submitted to the Publisher for approval.

## Reprints:

Reprints are available for order. Contact Devin Gregorie (631) 962-2844; D.Gregorie@Elsevier.com

## Agency Commission:

Fifteen percent of gross billings on space, color, cover, and preferred position charges.

## ADVERTISING INCENTIVE PROGRAMS

### Earned Frequency:

Earned frequencies are determined by number of insertions in the Elsevier Oncology publications (CommunityOncology, TheJournalofSupportiveOncology, and The Oncology Report) and IMNG/ESNG publications to provide maximum frequency discounts to advertisers, regardless of size. Space purchased by a parent company and subsidiaries is combined in calculating earned rate. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly.

### Combination Discount Program:

Advertise a product in both The Journal of Supportive Oncology and Community Oncology in the same month and a \$250 discount per page will be applied to the insertion in both publications. The discount applies to all ad page sizes.

### New Product Launch Program:

Any advertiser who places 4 insertions in consecutive issues of The Journal of Supportive Oncology for the launch of a new product or brands with new indication approval will receive a 50% discount off the 4<sup>th</sup> insertion.

### Volume Corporate Discount:

Elsevier Oncology publications and IMNG/ESNG publications are offering a volume corporate discount for

2010. The discount level is based on either the company's spend level in 2009 or projected spend level for 2010. Eligibility is based on gross dollars and will be earned on first dollar spent. The corporate discount will be subject to adjustment at year-end if company's spend level earns next discount level.

The scale of the discount is as follows:

\$500,000	1%
\$750,000	1.5%
\$1,000,000	2%
\$1,500,000	3%
\$2,000,000	4%
\$3,000,000	5%

### Simplified Incentive Program:

Advertisers whose total advertising spend level is \$1,750,000 or above may choose to take advantage of IMNG's Simplified Incentive Program (SIP). SIP is a percentage discount calculated individually for each advertiser and is in lieu of all other incentive programs for 2010, including Continuity, King-Four Plus, Double Impact, Prepayment, New Product Launch, and Corporate Volume Discount programs. All combination rates are still applicable. Certain frequency levels must be reached for advertisers choosing the SIP.

## CIRCULATION

### Specialties

Medical Oncology	5,000
Hematology	525
Hematology/Oncology	5,500
Radiation Oncology	1,200
Pain & Palliative Medicine*	700
Oncology Nursing, Nurse Administrators	7,600
Nurse Practitioners†	1,400
Oncology Physician Assistant‡	1,300
Others related to the field**	775
<b>TOTAL</b>	<b>24,000</b>

\*AAHPM, AMA classifications APM, PLM and PMD;

†AANP; ‡AAPA; \*\*Other specialties including IM.

### Verification:

BPA Audited, Publisher's statement, US Postal Service Statement of Mailing.



### Bonus Distribution:

Issue	Meeting
Jan/Feb	AAHPM, CO, NCCN
Mar/Apr	ONS
May/June	ASCO
Sep/Oct	CSOC
Nov/Dec	ASH, ONS (FIOL)

## PRODUCTION

### Reproduction Requirements:

Digital files: EPS or PDF. Images must be high res; 300 dpi or higher; CMYK or grayscale; spot/PMS color converted to process CMYK unless printing as PMS; all fonts must be embedded. Two sets of color proofs required (laser unacceptable).

### Bleed Size:

1 Page: 8 5/8" × 11 1/8"  
2/3 page: 5 3/4" × 11 1/8"  
1/2 page (vertical): 4 7/16" × 11 1/8"  
1/2 page (horizontal): 8 5/8" × 5 11/16"  
1/3 page (vertical): 2 7/8" × 11 1/8"  
Spread: 17" × 11 1/8" (includes 1/8" gutter grind on each page; keep live image 1/4" from gutter grind)  
1/8" will trim from all sides

**Journal Trim Size:** 8 3/8" × 10 7/8"

**Live Matter:** Allow 1/4" safety, live matter, all sides

**Type of Binding:** Perfect bound

**Jogs:** To foot

### INSERTS:

Bound Insert Size and Specifications: Ship folded (except single leaf) to 8 5/8" × 11 1/8". 1/8" will trim off all sides. Allow 1/4" safety, live matter, all sides. Sample requested. Quantity: 26,500. Split-run inserts: quantity desired plus 10%. A minimum of 25% of circulation is required.

### Material Storage:

Reproduction material will be held one year from date of last insertion and then destroyed. Inserts will be destroyed after issue is mailed.

### CLOSING DATES:

Issue	Space	Ad Material	Inserts
January/February	12/4/09	12/11/09	12/18/09
March/April	2/5/10	2/12/10	2/19/10
May/June	4/9/10	4/16/10	4/23/10
July/August	6/4/10	6/11/10	6/18/10
September/October	8/6/10	8/13/10	8/20/10
November/December	10/8/10	10/15/10	10/22/10

### SHIPPING:

Insertion orders and advertising materials to:  
Devin Gregorie  
The Journal of Supportive Oncology  
Elsevier Oncology, 330 South Service Road, Suite 124,  
Melville, NY 11747. Tel: (631) 962-2844; Fax: (631) 424-  
8905 e-mail: D.Gregorie@Elsevier.com

Inserts to:  
Attention: Tammy Baugh  
Publishers Press, Inc., 13487 South Preston, Lebanon  
Junction, KY 40150. Tel: (800)-214-1127  
Cartons must indicate publication name, issue date, and  
quantity.

## ACCEPTANCE OF ADVERTISING

Advertiser and advertising agency recognize and accept that the following language appears within the publication: "All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claim as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher." Advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions and facts) of advertisements and their compliance with all applicable laws and regulations, and also assume responsibility for any claims made against the publisher arising from or related to such advertisements. In the event that legal action or a claim is made against the publisher arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify and hold harmless the publisher, and to pay any judgment, expenses and legal fees incurred by the publisher as a result of said legal action or claim. The publisher reserves the right to reject any advertising for any reason. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.



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