



**The Oncologist** is a peer-reviewed journal focusing on medical and practice issues for physicians and other healthcare professionals entrusted with cancer patient care. The Journal keeps readers on the cutting edge of new medical treatments and technologies, and enables better cancer patient care and practice management. As the official journal of the Society for Translational Oncology (STO), **The Oncologist** is the premier independent journal at the intersection of research and clinical practice.

## Advertising Sales

**Timothy Wolfinger**, National Account Manager, PMI, Inc.  
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**Jill Redlund**, National Account Manager, PMI, Inc.  
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**Kathy Clark**, Production Manager, PMI, Inc.  
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## Special Sales

**Joann Mitchell**, Senior Account Manager,  
Sponsored Supplements, Microsites, and Custom Projects  
P: 781-388-8345 ~ E: joamitchel@wiley.com

## Co-Publishers

**AlphaMed Press**, 310 Blackwell St., Durham, NC 27701

**Wiley**, 111 River Street, Hoboken, NJ 07030

**Vickie Thaw**: Journal Publishing Manager ~ E: vthaw@wiley.com

**Stephen Jezzard**: Associate Director ~ E: sjezzard@wiley.com

## Circulation

**Total Circulation:** 19,668

**Circulation Basis:** Controlled

**Circulation Verification:** BPA Audited

**Coverage:** United States

**Markets Served:** Medical Oncology, Hematology/Oncology, Hematology

Medical Oncology	4,445
Hematology Oncology	9,344
Hematology	1,706
Gynecological Oncology	520
Surgical Oncology	468
<b>Total Oncology MD</b>	<b>16,483</b>
Director of Nursing	358
NPs	2,081
PAs	746
<b>Total Oncology Nurse, NP, PA</b>	<b>3,185</b>

## Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Policy on Ad Placement:** Welled.

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publishers.

**Cover Tips and Outserts Accepted:** Contact your sales representative for information.

## Advertising Incentive Programs

**Continuity Program:** Advertise in 5 consecutive issue and receive a complimentary insertion of equal or lesser value in the 6th issue.

**New Advertiser Program:** New Product Launches and products that have not run in *The Oncologist* during the past 12 months receive a 5% discount off the gross cost of an ad in the first 6 months.

**Clinical Trial Program:** Clinical Trial ads receive the maximum (108x) frequency

## Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,960	\$1,955	\$1,185
6x	\$2,910	\$1,905	\$1,160
12x	\$2,860	\$1,855	\$1,130
24x	\$2,805	\$1,805	\$1,110
36x	\$2,755	\$1,750	\$1,080
48x	\$2,705	\$1,700	\$1,060
60x	\$2,650	\$1,650	\$1,030
72x	\$2,600	\$1,600	\$1,005
84x	\$2,550	\$1,545	\$980
96x	\$2,500	\$1,495	\$955
108x	\$2,450	\$1,440	\$930

**Color Rates** (in addition to earned B&W rate):

Standard Color	\$790
Matched Color	\$840
3 or 4-color process:	\$2,255

**Cover and Preferred Position** (in addition to earned B&W rate):

Cover 2:	40%
Cover 4:	50%
TOC and All Others:	20%

Positions available on a non-cancelable basis.

**Inserts:** Earned B&W page rate times the number of pages

# The Oncologist

## Issuance & Closing Dates

Frequency: 12x per year

### Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January 2017	12/14/16	12/20/16	12/23/16
February 2017	1/13/17	1/20/17	1/23/17
March 2017	2/13/17	2/20/17	2/23/17
April 2017	3/15/17	3/20/17	3/23/17
May 2017	4/15/17	4/20/17	4/23/17
June 2017	5/15/17	5/22/17	5/24/17
July 2017	6/14/17	6/20/17	6/24/17
August 2017	7/14/17	7/20/17	7/24/17
September 2017	8/14/17	8/21/17	8/24/17
October 2017	9/15/17	9/20/17	9/25/17
November 2017	10/13/17	10/20/17	10/23/17
December 2017	11/15/17	11/20/17	11/23/17

### Bonus Distribution

Issue	Conference
May	ASCO 2017
November	SABC & ASH

## Mechanical Requirements

**Trim Size:** 8 1/8" x 10 7/8"

**Live Area:** 7 5/8" x 10 3/8"

**Paper Stock:** Covers, 100 lb coated; Interior 45 lb coated

**Binding:** Perfect

Page Sizes, Non-Bleed	Width	Depth
Spread	15 7/8"	10 3/8"
Full page	7 11/16"	10 3/8"
1/2 page horizontal	7 5/8"	4 3/4"
1/2 page vertical	3 3/8"	10 3/8"
1/4 page	3 3/8"	4 3/4"
Page Sizes, Bleed	Width	Depth
Spread	16 3/4"	11 1/8"
Full page	8 3/8"	11 1/8"
1/2 page horizontal	8 3/8"	5 1/8"
1/2 page vertical	4 3/4"	11 1/8"
1/4 page	4"	5 1/8"

## Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/X-1a
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Kathy Clark, 212-904-0365, kclark@pminy.com
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 3/16" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

## Insert Requirements

- Multi-page inserts are to be furnished folded (Three samples).
- Sizes: 2-page inserts: 8 3/4" x 11 5/16", 4-page inserts: 8 3/4" x 11 5/16".
- Trimming: Head 9/16", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine. Keep live matter 1/2" from trim.
- Stock weights acceptable: Not to exceed 100 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Insert quantity: 22,000

## Contacts

Insertion orders, advertising material, and two insert examples to:

### Pharmaceutical Media, Inc.

Attn: Kathy Clark  
 TONC, Vol \_\_\_\_, Issue \_\_\_\_  
 30 East 33rd Street  
 New York, NY 10016  
 P: 212-904-0365 ~ E: kclark@pminy.com

### Ship inserts to:

**Dartmouth Printing Company**  
 Attn: Lisa Davis, Account Manager  
 69 Lyme Road  
 Hanover, NH 03755  
 P: 603-653-7215

Corp\_FY17\_Q2\_051

