

2017 PUBLICATIONS MEDIA KIT



AACR American Association
for Cancer Research

AACRJournals.org

FINDING CURES TOGETHERSM

Founded in 1907, the American Association for Cancer Research (AACR) is the first and largest scientific organization in the world focused on every aspect of high-quality, innovative cancer research. For over a century, our mission has always been to prevent and cure cancer through research, education, communication, and collaboration.

The AACR currently publishes a portfolio of eight peer-reviewed journals that cover the full spectrum of cancer research. Our exceptional scientific editors, outstanding editorial boards, and committed publishing professionals all work diligently to establish the highest scholarly standards and provide the highest quality of content. Our reputation for scientific breadth and excellence continues to attract the premier researchers in the field. We are proud to note that 4 of our journals rank in the top 20 of oncology journals with regards to Impact Factor, and while AACR publishes 3.8% of the articles in the oncology category, these articles garner almost 17% of citations across cancer research, according to 2015 *Journal Citation Reports*® (Thomson Reuters 2016). Additionally, in 2016, the AACR journals had over 60 million views, which translates to 1 view every 0.53 seconds.



For More Information:

Daniel Simone
National Accounts Manager
Pharmaceutical Media Inc.
dsimone@pminy.com
212-904-0360

Michael Perlowitz
National Accounts Manager
Pharmaceutical Media, Inc.
mperlowitz@pminy.com
212-904-0374

Monica Griffiths
Print Production Coordinator
Pharmaceutical Media, Inc.
mgriffiths@pminy.com
212-904-0362

Cancer Research

Driving innovation to prevent and cure cancer

As one of the most frequently cited and well-respected cancer journals in the world, *Cancer Research* publishes original studies, reviews, and opinion pieces offering significance and broad impact to a diverse audience spanning basic, preclinical, clinical, prevention, and epidemiologic research. *Cancer Research* seeks manuscripts that offer pathobiological and translational impact to inform the personal, clinical, and societal problems posed by cancer. The main scope of the Journal is captured in its primary subsections, which focus on molecular and cellular pathobiology, tumor and stem cell biology, therapeutics and targets, microenvironment and immunology, prevention and epidemiology, and integrated systems and technology.

Impact Factor: 8.556 (2015)

Frequency: Semi-monthly print issues

Print Circulation: 1,200

First Published: 1941

Peer Reviewed: Yes

Editor-in-Chief: George C. Prendergast, PhD,
Lankenau Institute for Medical Research (Wynnewood, PA)

Issue Date	Commitment and Material Deadline
1/1/2017	12/1
1/15/2017	12/15
2/1/2017	1/4
2/15/2017	1/13
3/1/2017	1/30
3/15/2017	2/13
4/1/2017*	3/1
4/15/2017	3/15
5/1/2017	4/3
5/15/2017	4/17
6/1/2017	5/1
6/15/2017	5/15
7/1/2017	6/1
7/15/2017	6/15
8/1/2017	7/3
8/15/2017	7/17
9/1/2017	7/31
9/15/2017	8/15
10/1/2017	9/1
10/15/2017	9/15
11/1/2017	10/2
11/15/2017	10/16
12/1/2017	11/1
12/15/2017	11/15
*Annual Meeting Issue	

Cancer Research Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$1,885	\$1,710
1/2 Page	\$1,200	\$1,100
1/4 Page	\$875	\$775

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
½ Page:	\$150
¼ Page:	\$125

Digital Advertising

Website Statistics

171,350 users/month
740,420 page views/month
363,000 sessions/month

Banner Ads

728,000 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

26,215 recipients/2X per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

Clinical Cancer Research

Clinical and translational research bridging the laboratory and the clinic

Clinical Cancer Research focuses on innovative clinical and translational cancer research studies that bridge the laboratory and the clinic. The Journal is especially interested in clinical trials evaluating new treatments, accompanied by research on pharmacology and molecular alterations or biomarkers that predict response or resistance to treatment. The Journal also prioritizes laboratory and animal studies of new drugs and molecule-targeted agents with the potential to lead to clinical trials and studies of targetable mechanisms of oncogenesis, progression of the malignant phenotype, and metastatic disease.

Impact Factor: 8.738 (2015)

Frequency: Semi-monthly print issues

Print Circulation: 820

First Published: 1995

Peer Reviewed: Yes

Editor-in-Chief: Kenneth C. Anderson, MD, Dana-Farber Cancer Institute (Boston, MA)

Issue Date

Commitment and Material Deadline

1/1/2017	12/1
1/15/2017	12/15
2/1/2017	1/4
2/15/2017	1/13
3/1/2017	1/30
3/15/2017	2/13
4/1/2017*	3/1
4/15/2017	3/15
5/1/2017	4/3
5/15/2017	4/17
6/1/2017	5/1
6/15/2017	5/15
7/1/2017	6/1
7/15/2017	6/15
8/1/2017	7/3
8/15/2017	7/17
9/1/2017	7/31
9/15/2017	8/15
10/1/2017	9/1
10/15/2017	9/15
11/1/2017	10/2
11/15/2017	10/16
12/1/2017	11/1
12/15/2017	11/15

*Annual Meeting Issue

Clinical Cancer Research Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$1,125	\$1,025
1/2 Page	\$750	\$650
1/4 Page	\$525	\$425

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
½ Page:	\$150
¼ Page:	\$125

Digital Advertising

Website Statistics

110,000 users/month
438,200 page views/month
214,000 sessions/month

Banner Ads

440,000 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

20,094 recipients/2X per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

CANCER DISCOVERY

The essential information source to serve the diverse professional community in cancer science and medicine

Cancer Discovery publishes paradigm-changing, peer-reviewed articles describing major advances in research and clinical trials. *Cancer Discovery* also publishes review articles, perspectives and commentaries, news, and Research Watch summaries of important journal articles. Topics span the spectrum of cancer research and medicine, from the laboratory to the clinic to epidemiologic studies.

Impact Factor: 19.783 (2015)

Frequency: Monthly print issues

Print Circulation: 1,100

First Published: 2011

Peer Reviewed: Yes

Editors-in-Chief: Lewis C. Cantley, PhD, Weill Cornell Medical College and NewYork-Presbyterian Hospital (New York, NY)
José Baselga, MD, PhD, Memorial Sloan Kettering Cancer Center (New York, NY)

Issue Date	Commitment and Material Deadline
1/1/2017	12/2
2/1/2017	1/6
3/1/2017	2/3
4/1/2017*	3/3
5/1/2017	4/3
6/1/2017	5/5
7/1/2017	6/2
8/1/2017	7/7
9/1/2017	8/4
10/1/2017	9/5
11/1/2017	10/6
12/1/2017	11/3

*Annual Meeting Issue

Cancer Discovery Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$1,125	\$1,025
1/2 Page	\$750	\$650
1/4 Page	\$525	\$425

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
½ Page:	\$150
¼ Page:	\$125

Digital Advertising

Website Statistics

30,000 users/month
140,180 page views/month
58,200 sessions/month

Banner Ads

145,000 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

16,267 recipients per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

Molecular Cancer Therapeutics

The journal of cancer drug discovery and preclinical development

Molecular Cancer Therapeutics focuses on basic research that has implications for cancer therapeutics in the following areas: experimental cancer therapeutics, identification of molecular targets, targets for chemoprevention, new models, cancer chemistry and drug discovery, molecular and cellular pharmacology, molecular classification of tumors, and bioinformatics and computational molecular biology.

Impact Factor: 5.579 (2015)

Frequency: Monthly print issues

Print Circulation: 210

First Published: 2001

Peer Reviewed: Yes

Editor-in-Chief: Napoleone Ferrara, MD, UC San Diego
Moore's Cancer Center (La Jolla, CA)

Issue Date

Commitment and Material Deadline

1/1/2017	12/2
2/1/2017	1/3
3/1/2017	2/6
4/1/2017*	3/3
5/1/2017	3/31
6/1/2017	5/1
7/1/2017	6/1
8/1/2017	7/3
9/1/2017	8/4
10/1/2017	9/5
11/1/2017	10/2
12/1/2017	11/1

*Annual Meeting Issue

Molecular Cancer Therapeutics Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$855	\$755
1/2 Page	\$585	\$485
1/4 Page	\$450	\$350

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
1/2 Page:	\$150
1/4 Page:	\$125

Digital Advertising

Website Statistics

44,000 users/month
145,500 page views/month
76,000 sessions/month

Banner Ads

143,000 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

13,934 recipients per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

Cancer Epidemiology, Biomarkers & Prevention

Translating cancer science to populations

Cancer Epidemiology, Biomarkers & Prevention publishes original peer-reviewed, population-based research on cancer etiology, prevention, surveillance, and survivorship. The following topics are of special interest: descriptive, analytical, and molecular epidemiology; biomarkers, including assay development, validation, and application; chemoprevention and other types of prevention research in the context of descriptive and observational studies; the role of behavioral factors in cancer etiology and prevention; survivorship studies; and risk factors and the science of cancer health disparities. Besides welcoming manuscripts that address individual subjects in any of the relevant disciplines, the Editors of *Cancer Epidemiology, Biomarkers & Prevention* encourage the submission of manuscripts with a transdisciplinary approach.

Impact Factor: 3.622 (2015)

Frequency: Monthly print issues

Print Circulation: 250

First Published: 1991

Peer Reviewed: Yes

Editor-in-Chief: Timothy R. Rebbeck, PhD, Dana-Farber Cancer Institute and Harvard T.H. Chan School of Public Health (Boston, MA)

Issue Date	Commitment and Material Deadline
1/1/2017	12/7
2/1/2017	1/4
3/1/2017	2/2
4/1/2017*	3/3
5/1/2017	3/31
6/1/2017	4/28
7/1/2017	6/6
8/1/2017	7/3
9/1/2017	7/31
10/1/2017	9/5
11/1/2017	10/5
12/1/2017	11/3
*Annual Meeting Issue	

Cancer Epidemiology, Biomarkers & Prevention Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$855	\$755
1/2 Page	\$585	\$485
1/4 Page	\$450	\$350

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
½ Page:	\$150
¼ Page:	\$125

Digital Advertising

Website Statistics

54,400 users/month
142,000 page views/month
77,000 sessions/month

Banner Ads

134,000 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

14,697 recipients per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

Cancer Immunology Research

Illuminating the interplay of cancer and the immune system

Cancer Immunology Research publishes outstanding original articles reporting major advances in cancer immunology that span the discipline from basic investigations in host-tumor interactions to developmental therapeutics in model systems, early translational studies in patients, and late-stage clinical trials. The Journal disseminates knowledge of immunology to the cancer research community, catalyzing cross-disciplinary work that yields a deeper understanding of the host-tumor relationship, more potent cancer treatments, and improved clinical outcomes. Specific topics of interest include endogenous antitumor immunity, tumor-promoting inflammation, cancer antigens, vaccines, antibodies, cellular therapy, cytokines, immune regulation, immune suppression, immunomodulatory effects of cancer treatment, emerging technologies, and clinical investigations.

Impact Factor: 6.665 (2015)

Frequency: Monthly print issues

Print Circulation: 540

First Published: 2013

Peer Reviewed: Yes

Editors-in-Chief: Robert D. Schreiber, PhD, Washington University (St. Louis, MO) and Philip D. Greenberg, MD, PhD, Fred Hutchinson Cancer Research Center (Seattle, WA)

Issue Date	Commitment and Material Deadline
1/1/2017	12/2
2/1/2017	1/6
3/1/2017	2/1
4/1/2017*	3/1
5/1/2017	4/3
6/1/2017	5/4
7/1/2017	6/2
8/1/2017	7/6
9/1/2017	8/4
10/1/2017	9/5
11/1/2017	10/2
12/1/2017	11/1

*Annual Meeting Issue

Cancer Immunology Research Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$1,060	\$960
1/2 Page	\$725	\$625
1/4 Page	\$505	\$405

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
½ Page:	\$150
¼ Page:	\$125

Digital Advertising

Website Statistics

15,000 users/month
56,000 page views/month
26,000 sessions/month

Banner Ads

55,000 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

346 recipients per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

Cancer Prevention Research

The forefront of prevention science

Cancer Prevention Research publishes important original studies, reviews, and perspectives within the major topic areas of biology of premalignancy; risk factors and risk assessment; early detection research; immunoprevention; and chemopreventive and other interventions, including the basic science behind them. *Cancer Prevention Research* comprises preclinical, clinical, and translational research, with special attention given to molecular discoveries and an emphasis on building a translational bridge between the basic and clinical sciences.

Impact Factor: 3.887 (2015)

Frequency: Monthly print issues

Print Circulation: 150

First Published: 2008

Peer Reviewed: Yes

Editor-in-Chief: Scott M. Lippman, MD, UC San Diego
Moore's Cancer Center (La Jolla, CA)

Issue Date	Commitment and Material Deadline
1/1/2017	12/2
2/1/2017	1/6
3/1/2017	2/1
4/1/2017*	3/1
5/1/2017	4/3
6/1/2017	5/4
7/1/2017	6/2
8/1/2017	7/6
9/1/2017	8/4
10/1/2017	9/5
11/1/2017	10/2
12/1/2017	11/1

*Annual Meeting Issue

Cancer Prevention Research Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$855	\$755
1/2 Page	\$585	\$485
1/4 Page	\$450	\$350

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
½ Page:	\$150
¼ Page:	\$125

Digital Advertising

Website Statistics

16,000 users/month
43,000 page views/month
22,300 sessions/month

Banner Ads

45,000 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

12,181 recipients per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

Molecular Cancer Research

Defining the molecular basis of malignancy and progression

Molecular Cancer Research publishes articles describing novel basic cancer research discoveries of broad interest to the field. Areas of emphasis include all cancer-associated pathways (including cell-cycle regulation; cell death; chromatin regulation; DNA damage and repair; gene and RNA regulation; genomics; oncogenes and tumor suppressors; and signal transduction), in addition to studies describing new molecular mechanisms and interactions that support cancer phenotypes.

Impact Factor: 4.51 (2015)

Frequency: Monthly print issues

Print Circulation: 160

First Published: 2002

Peer Reviewed: Yes

Editor-in-Chief: Karen E. Knudsen, PhD,
Sidney Kimmel Cancer Center, Thomas Jefferson University
(Philadelphia, PA)

Issue Date	Commitment and Material Deadline
1/1/2017	12/2
2/1/2017	1/6
3/1/2017	2/1
4/1/2017*	3/1
5/1/2017	4/3
6/1/2017	5/4
7/1/2017	6/2
8/1/2017	7/6
9/1/2017	8/4
10/1/2017	9/5
11/1/2017	10/2
12/1/2017	11/1
*Annual Meeting Issue	

Molecular Cancer Research Rates

Print Advertising

Frequency	1x	Multiple
Full Page	\$1,060	\$960
1/2 Page	\$ 725	\$625
1/4 Page	\$ 505	\$405

4-Color Rates: \$700
(in addition to B/W rates)

Typesetting Fee:

Full Page:	\$200
½ Page:	\$150
¼ Page:	\$125

Digital Advertising

Website Statistics

21,400 users/month
62,200 page views/month
32,700 sessions/month

Banner Ads

66,370 impressions/month
Global \$45.00 CPM
USA Only \$50.00 CPM

ETOCs

13,297 recipients per month
Buy 1 eTOC \$1800 net
Buy 2 eTOCs \$3000 net
Buy 3 eTOCs \$4500 net
Buy ALL eTOCs \$8000 net

DIGITAL ADVERTISING SPECS

Banner Ads

- **2,100,000 impressions**/month across the AACR Journal platform
- **337,000 impressions**/month on Home and Other Pages

AACR Journal Websites	
Ad Unit Sizes:	728 x 90 (leaderboard)
	120/160/300 x 600
	300 x 250
Anchor ad	728/970 x 90, 300 x 50 (mobile)
Creative Types:	GIFs, JPEGs, and SWFs
Max. File Size:	99KB

AACR Journals Platform Redesign

To keep up with the growing needs of the cancer research community, the AACR has redesigned its journal websites with a focus on readability and enhanced features. Advertisements have greater visibility with the new addition of anchor banners.

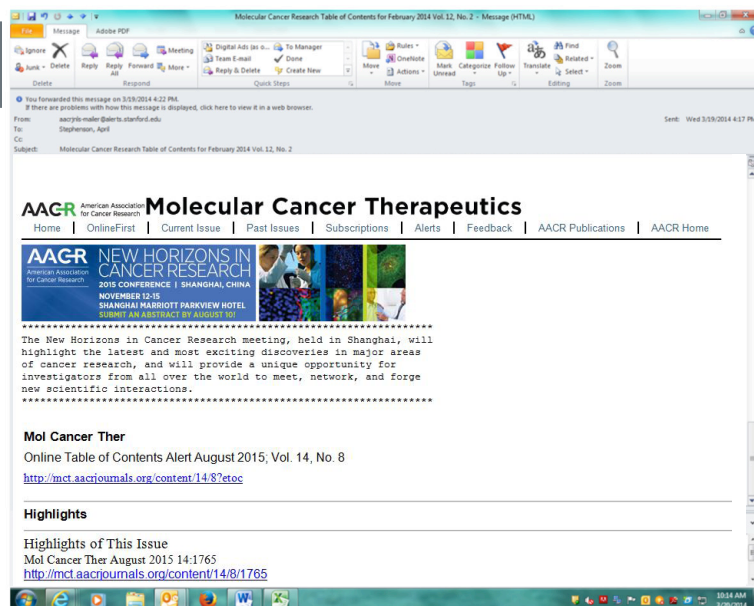
3rd Party Tags Accepted (DFA, MediaMind, Pointroll, etc.)

Electronic Table of Contents (eTOC) Advertising

AACR Journal Emails (eTOCs)
Ad Unit Size - 500 x 100

Electronic Table of Contents Specs:

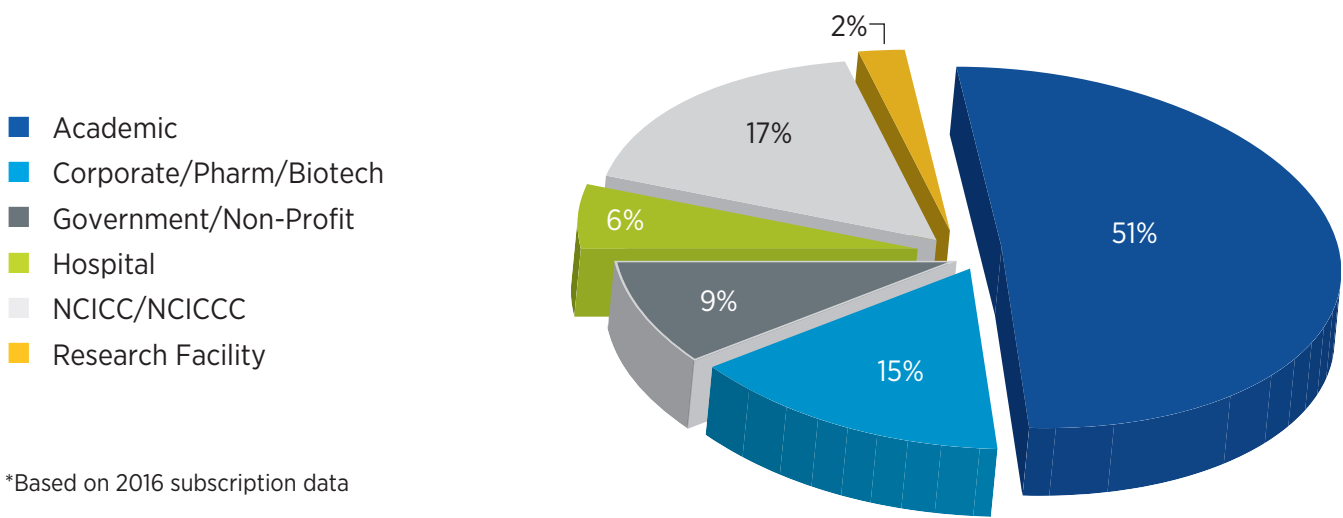
- Creative Types: GIFs and JPEGs
- Creative Sizes: 500 x 100
- Max File Size: 39 KB
- 3rd Party Tags:
Yes, 1 x 1 Pixel For Impression Tracking
- Can creative be animated: No, static only
- Optional: Text ad served to users who receive plain text emails rather than HTML.
(50 words max, includes content of the text ad and the click URL provided.)



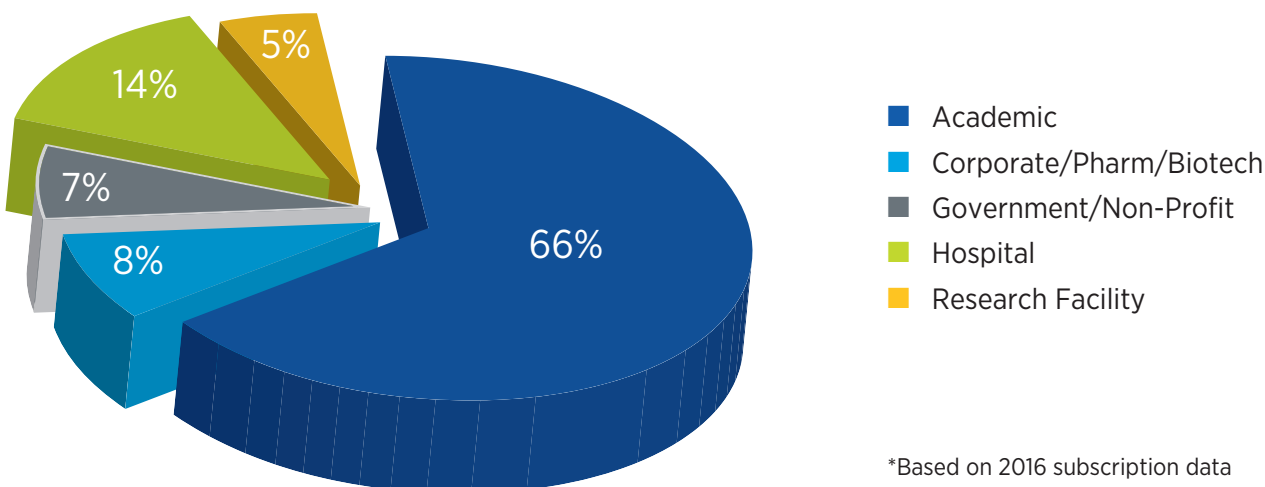
Please send all materials to:
Samir Delgado
adops@pminy.com // 212-904-0369

Please send all insertion orders to:
Daniel Simone
dsimone@pminy.com // 212-904-0360

Industry Breakdown of Online Subscriptions (US)*



Industry Breakdown of Online Subscriptions (non-US)*



Production and Mechanical Requirements

(all AACR publications)

Mechanical Specifications:

Trim Size:	8.125 x 10.875
Live Area:	Keep live matter .5" from trim
Binding:	Perfect
Paper Stock:	50 lb. matte (50 lb. glossy for <i>Cancer Discovery</i>)
Halftone Screen:	133-150

Mechanical Requirements:

Unit Sizes	Non-Bleed Sizes width x height	Bleed Sizes width x height
Full Page	7" x 10"	8.375" x 11.1875"
Half Page Horizontal	7" x 5"	8.375" x 5.4375"
Half Page Vertical	3.5" x 10"	4.0625" x 11.1875"
Quarter Page	3.5" x 5"	n/a

Reproduction Requirements:

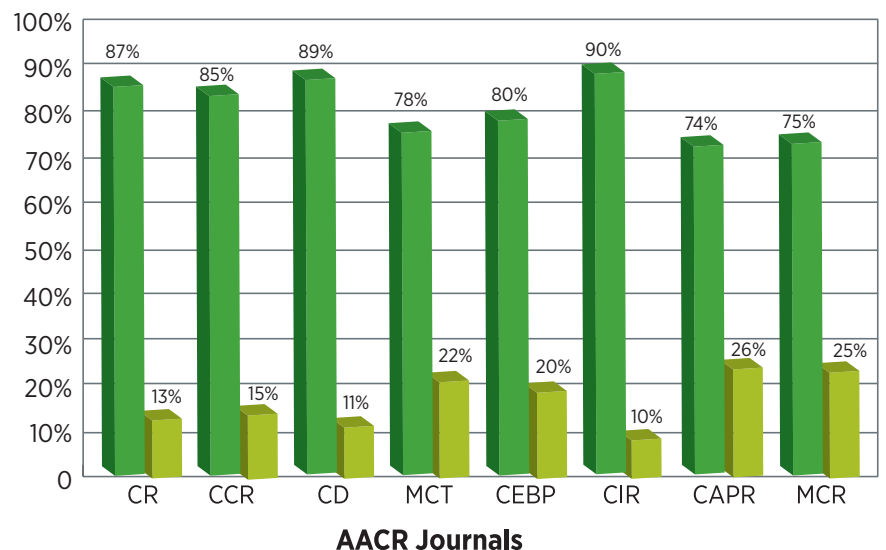
- PDF format is the preferred file format for file submission.
- Only use Type 1 fonts - No true type fonts.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 266 and 400 dpi.
- Total area density should not exceed SWOP 300% TAC.
- Do not embed ICC profiles within images. Do not use RGB or JPEG images.
- Do not nest EPS files within other EPS files.

Print Production Coordinator:

Monica Griffiths: Pharmaceutical Media, Inc.
mgriffiths@pminy.com
212-904-0362

Geographic Breakdown of Print AACR Journals*

- U.S.
- Non-U.S.



*Based on 2016 subscriptions

For More Information:

Daniel Simone
National Accounts Manager
Pharmaceutical Media Inc.
dsimone@pminy.com
212-904-0360

Michael Perlowitz
National Accounts Manager
Pharmaceutical Media, Inc.
mperlowitz@pminy.com
212-904-0374

Monica Griffiths
Print Production Coordinator
Pharmaceutical Media, Inc.
mgriffiths@pminy.com
212-904-0362
