

2020 Advertising Rate Card

The Oncologist



SOCIETY FOR
TRANSLATIONAL
ONCOLOGY®



The Oncologist is a peer-reviewed journal focusing on medical and practice issues for physicians and other health-care 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

Tim Wolfinger, V.P Sales, PMI, Inc.

P: 917-710-8535 ~ E: twolfinger@pminy.com

Jill Redlund, National Account Manager, PMI, Inc.

P: 212-904-0366 ~ E: jredlund@pminy.com

Michael Perlowitz, National Account Manager, PMI, Inc.

P: 212-904-0374 ~ E: mperlowitz@pminy.com

Special Sales

Neil Adams, Sales Director, Health Sciences

P: 201-748-6329 ~ E: nadams3@wiley.com

Editorial Office

Bruce E. Chabner: Editor-in-Chief

E: bruce.chabner@TheOncologist.com

2018 Impact Factor: 5.252

ISI Journal Citation Reports® Ranking: 2018: 46/229
(Oncology)

Co-Publishers

AlphaMed Press, 310 Blackwell St, Durham, NC 27701-2884

Ann Murphy: Executive Editor

E: ann.murphy@TheOncologist.com

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: 17,208

Circulation Basis: Controlled; **Verification**: BPA Audited

Coverage: United States

Markets Served:

Hematology Oncology	10,430
Medical Oncology	4,059
Hematology	1,535
Gynecological Oncology	729
Surgical Oncology	455
Total Oncology MD	17,208

Advertising Information

Earned Rates: Earned page rate is determined by the number of units 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 publisher.

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

Ask about digital advertising opportunities in *The Oncologist*

Advertising Incentive Programs

Continuity Program: Advertise in 5 consecutive issues 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 2020.

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	\$3,140	\$2,075	\$1,260
6x	\$3,090	\$2,025	\$1,225
12x	\$3,040	\$1,975	\$1,200
24x	\$2,980	\$1,915	\$1,185
36x	\$2,925	\$1,860	\$1,150
48x	\$2,870	\$1,805	\$1,125
60x	\$2,805	\$1,755	\$1,100
72x	\$2,755	\$1,700	\$1,075
84x	\$2,705	\$1,645	\$1,050
96x	\$2,650	\$1,580	\$1,015
108x	\$2,600	\$1,530	\$990

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

4-color process: \$2,300

Preferred Positions (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.

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Issuance & Closing Dates

Frequency: Monthly

2020 Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	12/13/19	12/17/19	1/6/20
February	1/13/20	1/17/20	2/4/20
March	2/12/20	2/17/20	3/7/20
April	3/13/20	3/20/20	4/6/20
May	4/13/20	4/20/20	5/6/20
June	5/13/20	5/20/20	6/6/20
July	6/12/20	6/19/20	7/6/20
August	7/13/20	7/20/20	8/5/20
September	8/13/20	8/20/20	9/6/20
October	9/14/20	9/21/20	10/2/20
November	10/12/20	10/20/20	11/4/20
December	11/12/20	11/20/20	12/6/20

Bonus Distribution

Issue	Conference
May	ASCO
November	ASH, SABC

Mechanical Requirements

Trim Size: 8.125" x 10.875"

Live Area: 7.625" x 10.375"

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

Binding: Perfect

Page Sizes, Non-Bleed	Width	Depth
Spread	15.875"	10.375"
Full page	7.6875"	10.375"
1/2 page horizontal	7.6875"	4.75"
1/2 page vertical	3.375"	10.375"
1/4 page	3.375"	4.75"
Page Sizes, Bleed	Width	Depth
Spread	16.75"	11.125"
Full page	8.375"	11.125"
1/2 page horizontal	8.375"	5.125"
1/2 page vertical	4.75"	11.125"
1/4 page	4"	5.125"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/X-1a
- Set up document to trim size and include 0.1875" 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 (two samples).
- Sizes: 2-page inserts: 8.75" x 11.3125", 4-page inserts: 8.75" x 11.3125".
- Trimming: Head 0.5625", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Jogs to head. Keep live matter 0.5" 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: 19,000

Contacts

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

Pharmaceutical Media, Inc.

Attn: Kathy Clark

East 33rd Street

TONC, Issue, Month

New York, NY 10016

P: 212-904-0365 ~ E: kclark@pminy.com

Ship inserts to:

Dartmouth Printing Company

Attn: Lisa George,

Account Manager

69 Lyme Road

Hanover, NH 03755

P: 603-653-7213