



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.

2024 ADVERTISING RATE CARD

Advertising & Sales Office

Pharmaceutical Media, Inc.

4 South Orange Avenue, #504 South Orange, NJ 07079
 www.pminy.com

Eamon Wood - National Account Manager

P: 212-904-0363 E: ewood@pminy.com

Publisher's Office

Oxford University Press

4000 Centregreen Way, Cary, NC 27513
 www.academic.oup.com

Supplements

Andrew Hill – E: andrew.hill@oup.com

Reprints

LaNedra Lee – E: lanedra.lee@oup.com
 P: 919-897-0013

2022 Impact Factor: 5.8

ISI Journal Citation Reports® Ranking 2022:

59/241 (Oncology)

Circulation

Total Circulation: 18,963

Circulation Basis: Controlled

Circulation Verification: Sworn Statement

Coverage: United States

Specialty

Circulation

Total

Hematology Oncology	12,496
Medical Oncology	3,661
Hematology	1,425
Surgical Oncology	427
Gynecological Oncology	955
Total Oncology MD	18,963

Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,445	\$2,280	\$1,385
6x	\$3,395	\$2,225	\$1,345
12x	\$3,335	\$2,170	\$1,320
24x	\$3,275	\$2,150	\$1,305
36x	\$3,215	\$2,050	\$1,265
48x	\$3,155	\$1,980	\$1,240
60x	\$3,085	\$1,925	\$1,205
72x	\$3,025	\$1,870	\$1,185
84x	\$2,970	\$1,815	\$1,150
96x	\$2,910	\$1,735	\$1,110
108x	\$2,860	\$1,680	\$1,085

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

4-color process	\$2,975
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Inserts: Earned B&W page rate times the number of pages.

Premium Positions (in addition to earned B&W rate):

2nd Cover	40%
4th Cover	50%
TOC and All Others	20%

Positions available on a non-cancelable basis.

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.

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 qualify for a 5% discount off the gross cost of insertions placed in first 6 months of campaign.

Clinical Trial Program: Clinical Trial ads receive the maximum (108x) frequency rate plus color charges.

Issuance & Closing Dates

Frequency: Monthly

Closing Dates:

Issue Date	Reservation	Materials Due	Inserts Due
January	11/27/23	11/30/23	12/15/23
February	1/3/24	1/5/24	1/24/24
March	2/1/24	2/5/24	2/21/24
April	3/1/24	3/5/24	3/21/24
May	4/1/24	4/5/24	4/22/24
June	5/1/24	5/6/24	5/22/24
July	6/3/24	6/5/24	6/24/24
August	7/1/24	7/5/24	7/24/24
September	8/1/24	8/6/24	8/26/24
October	9/3/24	9/5/24	9/20/24
November	10/1/24	10/4/24	10/21/24
December	11/1/24	11/6/24	11/25/24

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Live Area: 7.75" x 10.375"

Paper Stock: Covers, 150 lb coated; Interior 60 lb coated

Binding: Perfect

Page Sizes, Non-Bleed	Width	Depth
Spread	15.875"	10.375"
Full page	7"	10"
1/2 page horizontal	7"	4.875"
1/2 page vertical	3.375"	10"
1/4 page	3.375"	4.875"
Page Sizes, Bleed	Width	Depth
Spread	16.75"	11.125"
Full page	8.5"	11.125"
1/2 page horizontal	8.5"	5.625"
1/2 page vertical	4.375"	11.125"

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
- Electronic Transfer: Contact Shemika Houston (shouston@pminy.com) prior to submitting a file.
- 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. Oxford University Press 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: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: No less than .25" trim at head & foot; .25" safety margin in gutter, side, and grind off spine; Live matter .5" from trim; Jogs to head.
- Stock weights acceptable: Not to exceed 100lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Insert quantity: 20,000

Contacts

All insertion orders, advertising material, and insert samples to:

Pharmaceutical Media, Inc.

Attn: Shemika Houston
4 South Orange Avenue, #504
South Orange, NJ 07079

P: 212-904-0367

E: shouston@pminy.com

Ship inserts to:

Sheridan Press NH
Dartmouth Printing Company
Attn: Kelly Nanopoulos, Account Manager
ONCO, Issue: ____ Month ____

69 Lyme Road
Hanover, NH 03755

P: 603-653-7213