

NCCN eBulletin

RATE CARD

GLOBAL EDITION 2024



2024



National Comprehensive
Cancer Network®

NCCN.org/advertising

Reserve your premier 2024 advertising space now!

OVERVIEW

NCCN eBulletin: Global Edition is an electronic newsletter delivered to all ex-U.S. registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org. A growing number of registered NCCN.org users come from nations other than the United States. This amounts to an audience of more than 342,000 oncology professionals from more than 190 countries who are eager to learn from NCCN.

NCCN eBulletin: Global Edition features content addressing a variety of timely and substantial considerations in the oncology environment. Topics may include clinical and operational trends in the delivery of cancer care and the oncology health policy environment as well as detailed information on burgeoning NCCN Global Initiatives including:

- Live events and global webinars
- New translations and regional adaptations of NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)
- Notification of recent updates to the treatment recommendations of the NCCN Guidelines®
- NCCN Framework for Resource Stratification of NCCN Guidelines (NCCN Framework™)
- NCCN Harmonized Guidelines™
- Notable advances and breakthroughs in treatment and research made at NCCN Member Institutions
- NCCN Member Institution international engagements
- Participation of NCCN and NCCN faculty in global symposia
- Collaborations with physician groups around the world to help advance the NCCN mission

NCCN eBulletin: Global Edition is a unique, large-reach electronic vehicle in which advertisers have the exclusive opportunity to position their messages in conjunction with distinctive, sought-after NCCN Content. Readers include more than 200,000 physicians practicing outside the United States; other key recipients include oncology nurses, hospital and health care administrators, and additional professionals with an interest in oncology.



EDITORIAL TEAM

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Reach More Than 342,000 Readers

SCHEDULE - Volume 12

Issue #	Issue Date	Ad Material Due
1	1/4/2024	12/21/2023
2	2/1/2024	1/25/2024
3	3/7/2024	2/29/2024
4	4/4/2024	3/28/2024
5	5/2/2024	4/25/2024
6	6/6/2024	5/30/2024
7	7/11/2024	7/3/2024
8	8/1/2024	7/25/2024
9	9/5/2024	8/29/2024
10	10/3/2024	9/26/2024
11	11/7/2024	10/31/2024
12	12/5/2024	11/27/2024

READERS

Count *

Allied Health	9,963
Case Manager (Non-Nurse)	5,792
Case Manager (Nurse)	2,437
Clinical Nurse Specialist	2,060
Government Employee	2,031
Health Educator	9,771
Industry Employee	15,896
Managed Care Organization Employee	860
Nurse Practitioner	1,547
Nurse/Oncology Nurse	6,821
Other	42,070
Patient Advocacy Organization Employee	388
Pharmacist	25,663
Physician Assistant	10,678
Physician/Surgeon/Oncologist	200,104
Practice or Hospital Administrator/Manager	2,347
Tumor Registrar	2,515
Social Worker	1,759
Total	342,702

* As of August 2023

BENEFITS

- > Advertise with NCCN, a not-for-profit **alliance of leading cancer centers** devoted to patient care, research, and education, dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so that patients can live better lives.
- > Include your ad with messages that go to **more than 342,000 readers from outside of the U.S.**

ADVERTISING CONTACTS

Jennifer Tredwell, MBA

Vice President, Marketing and Communications

tredwell@nccn.org • 215.690.0274

Reserve Your Space Today!

AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$2,000
Skyscraper	160 x 600 px	\$1,400

AD SPECIFICATIONS

- Only one ad per newsletter, per sponsor
- Artwork to be submitted in PNG or JPEG format in size specified
- Maximum file size is 100 KB
- Static ads only, no animations
- All ads are subject to NCCN review and approval

EXCLUSIONS

- Only one URL or set of tags per ad
- Art and links or tags must be received at least 5 business days prior to each issue date
- One proof supplied per newsletter issue for sponsor review, 48 hour turn-around is appreciated
- Artwork should be named to include company name and brand
- Rate card supplied as is, customized power points not provided
- All prices net to NCCN
- NCCN does not provide list matching services
- Targeted emails to disease-specific lists are not available

FREQUENCY DISCOUNTS

Advertisers who purchase 3 or more ads will receive a 15% discount off all ads purchased.

READERSHIP REPORTS**

Open Rate = 26%
Click-Through Rate = 2.3%

** Based on total average statistics from January – July 2023


Readership Reports are generated through NCCN's email marketing management platform, Cvent, Inc. Readership Reports supplied upon request by NCCN via email. Report customization services not provided.

Readership Reports include:

- Total Sent to per Email
- Opened per Email
- Open Rate per Advertisement
- Total Clicks per Advertisement
- Unique Clicks per Advertisement
- Click-Through Rate per Advertisement
- Percentage of Clicks per Advertisement

ADVERTISEMENT


Leaderboard
728 x 90



eBULLETIN

GLOBAL

Month Year




NCCN Joins Collaboration to Improve Standards of Cancer Care in Vietnam
Delegates from NCCN recently visited Hanoi to pilot the creation of NCCN Harmonized Guidelines™ for Vietnam. [Read more](#)

World Cancer Day
Disparities in cancer care and outcomes exist all around the world, between different races, socioeconomic groups, regions, and more. NCCN continues working to address inequalities in access to cancer care to help close the care gap. [Learn more](#)

Continued Collaborative Efforts to Optimize Cancer Care in Sub-Saharan Africa
NCCN representatives joined experts from 8 African countries in an in-person meeting from May 2-5 at the Hotel Des Miles Collines in Kigali, Rwanda. Updates for NCCN Harmonized Guidelines were discussed at the meeting. [Learn more](#)

Skyscraper
160 x 600



Annual Conference

REGISTER NOW

NCCN eBulletin: Global Edition

Insertion Order Form

2024 DIGITAL ADVERTISING SPACE RESERVATION

Advertisers can use this form to reserve 1 to 5 ads. With purchase of a third ad, advertisers receive a 15% discount off all ads purchased. If reserving more than five ads, use a separate form.

Advertiser Information (please type or print clearly)

Contact Name _____
 Title _____
 Organization _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____
 Email (required) _____

NCCN eBulletin: Global Edition Digital Reservations

Issue Date: _____	Issue Date: _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)
<input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px)	<input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px)
Issue Date: _____	Issue Date: _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)
<input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px)	<input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px)
Issue Date: _____	SUBTOTAL: \$ _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	Apply 15% discount
<input type="checkbox"/> \$1,400 Skyscraper (160 x 600 px)	(if reserving 3 ads) _____
	TOTAL: \$ _____

Payment Information

Please send an invoice
 Check Enclosed Payable to: **National Comprehensive Cancer Network**
 Mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462
 Attn: Accounting Department

Credit Card: American Express Discover Card MasterCard Visa

Cardholder's Name _____
 Billing Address _____
 City _____ State _____ Zip Code _____
 Card Number _____
 Expiration Date _____ Verification Number _____
 Signature _____

NCCN may charge the credit card for the amount as indicated above.

INSTRUCTIONS

Insertion orders must be received 10 business days prior to issue date.

Artwork and link must be received 5 business days prior to issue date.

Send completed insertion orders, artwork, and links to:

Jennifer Tredwell, MBA
 Vice President, Marketing and Communications

NCCN
 3025 Chemical Road
 Suite 100
 Plymouth Meeting, PA 19462

Phone – 215.690.0274
 Fax – 215.690.0280

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National
 Comprehensive
 Cancer
 Network®

COUNTRIES OF READER ORIGIN

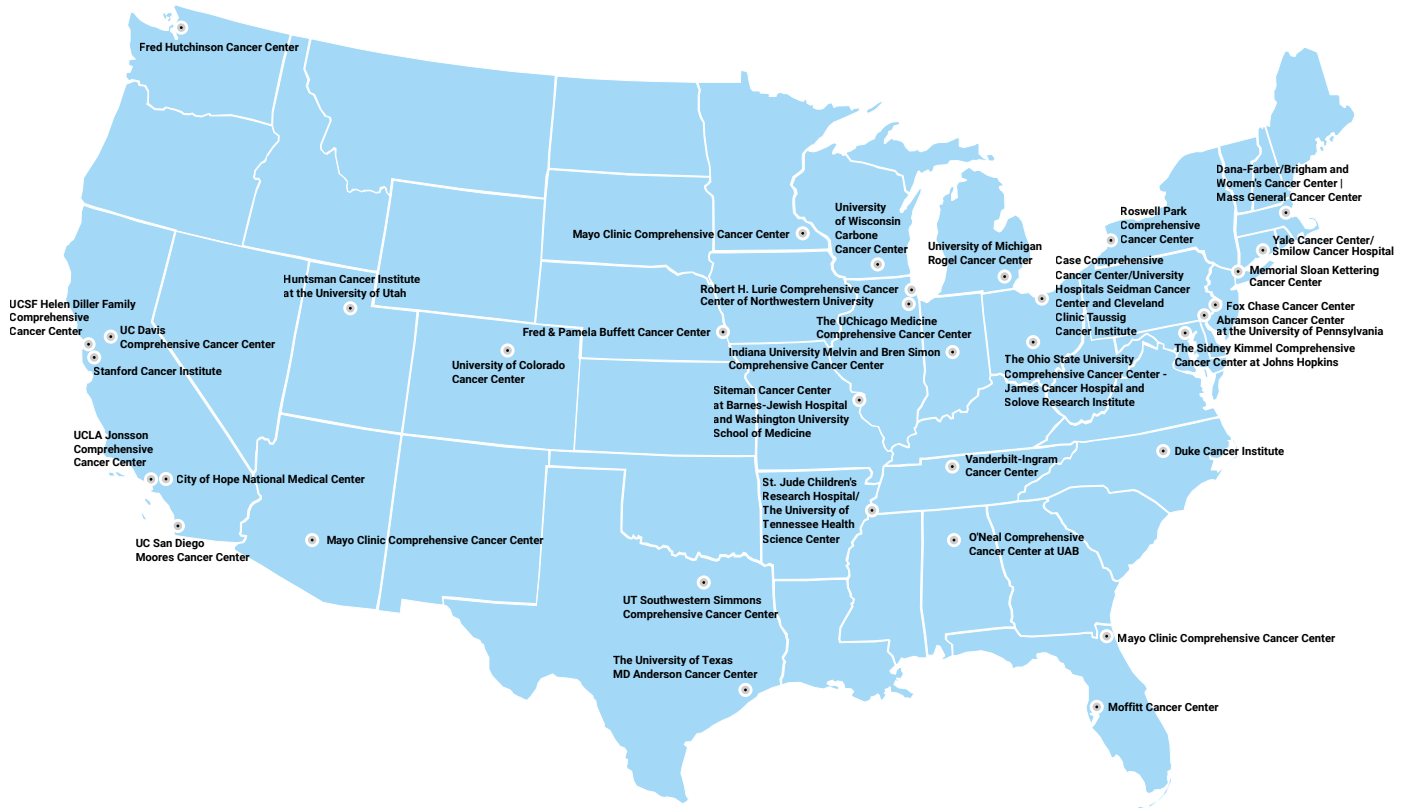
Afghanistan	Dominica	Madagascar	Serbia
Albania	Dominican Republic	Malawi	Seychelles
Algeria	Ecuador	Malaysia	Sierra Leone
Andorra	Egypt	Maldives	Singapore
Angola	El Salvador	Mali	Slovakia (Slovak Republic)
Antigua and Barbuda	Equatorial Guinea	Malta	Slovenia
Argentina	Eritrea	Marshall Islands	Solomon Islands
Armenia	Estonia	Mauritania	Somalia
Aruba	Ethiopia	Mauritius	South Africa
Australia	Fiji	Mexico	South Korea, Republic of Korea
Austria	Finland	Micronesia, Federated States of Moldova	South Sudan
Azerbaijan	France	Monaco	Spain
Bahamas	Gabon	Mongolia	Sri Lanka
Bahrain	Georgia	Montenegro	Suriname
Bangladesh	Germany	Morocco	Swaziland
Barbados	Ghana	Mozambique	Sweden
Belarus	Gibraltar	Myanmar (Burma)	Switzerland
Belgium	Greece	Namibia	Tajikistan
Belize	Grenada	Nauru	Tanzania
Benin	Guatemala	Nepal	Thailand
Bermuda	Guinea	Netherlands	The Gambia
Bhutan	Guinea-Bissau	New Zealand	Timor-Leste
Bolivia	Guyana	Nicaragua	Togo
Bosnia and Herzegovina	Haiti	Niger	Tonga
Botswana	Honduras	Nigeria	Trinidad and Tobago
Brazil	Hungary	Norway	Tunisia
British Virgin Islands	Iceland	Oman	Turkey
Brunei	India	Pakistan	Turkmenistan
Bulgaria	Indonesia	Palau	Tuvalu
Burkina Faso	Ireland	Panama	Uganda
Burundi	Israel	Papua New Guinea	Ukraine
Cambodia	Italy	Paraguay	United Arab Emirates
Cameroon	Jamaica	Peru	United Kingdom
Canada	Japan	Philippines	Uruguay
Cape Verde	Jordan	Poland	Uzbekistan
Cayman Islands	Kazakhstan	Portugal	Vanuatu
Central African Republic	Kenya	Puerto Rico	Vatican City (Holy See)
Chad	Kiribati	Qatar	Venezuela
Chile	Kosovo	Romania	Vietnam
China	Kuwait	Russia	Yemen
Colombia	Kyrgyzstan	Rwanda	Zambia
Comoros	Laos	Saharawi Arab Democratic Republic	Zimbabwe
Congo, Democratic Republic of the Congo, Republic of the	Latvia	Saint Kitts and Nevis	
Costa Rica	Lebanon	Saint Lucia	
Cote d'Ivoire	Lesotho	Saint Vincent and the Grenadines	
Croatia (local Name: Hrvatska)	Liberia		
Cyprus	Libya		
Czech Republic	Liechtenstein		
Denmark	Lithuania		
Djibouti	Luxembourg		
	Macedonia		

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NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so patients can live better lives. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stakeholders in the health care delivery system. By defining and advancing high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical practice guidelines appropriate for use by patients, clinicians, and other health care decision-makers around the world.

[NCCN.org](https://www.nccn.org) – For Clinicians | [NCCN.org/patients](https://www.nccn.org/patients) – For Patients