

# NCCN eBulletin

# RATE CARD

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## GLOBAL EDITION 2025



# 2025



National Comprehensive  
Cancer Network®

NCCN.org/advertising

# Reserve your premier 2025 advertising space now!

## OVERVIEW

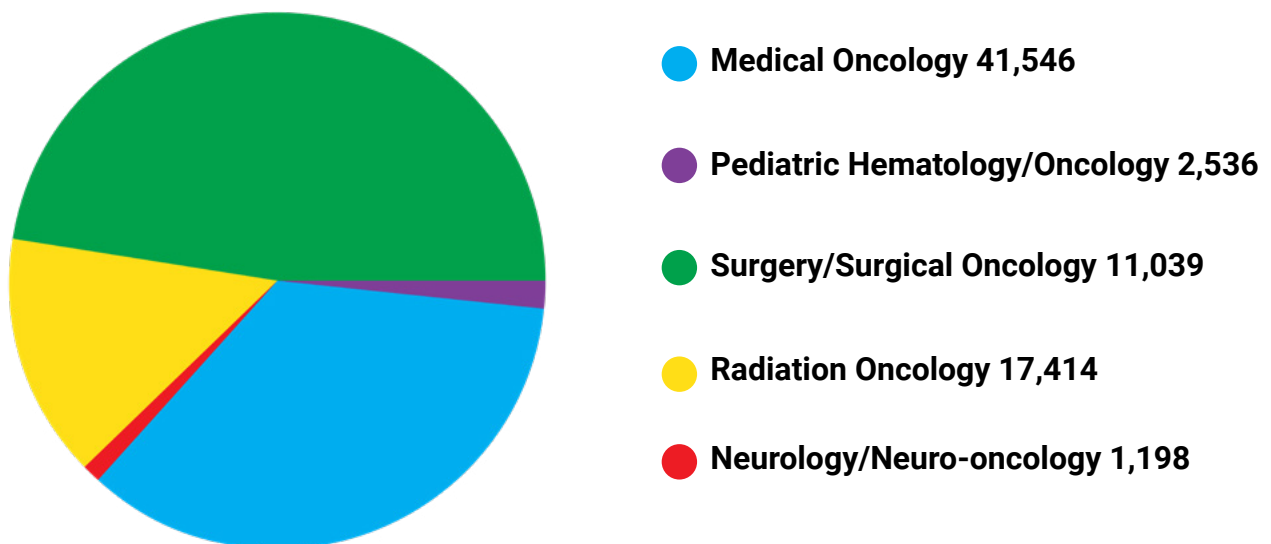
**NCCN eBulletin: Global Edition** is an electronic newsletter delivered to all ex-U.S. registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org. A growing number of registered NCCN.org users come from nations other than the United States. This amounts to an audience of more than 334,000 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 191,000 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.

## Readers by Primary Specialty in Oncology



\* As of July 2024

# Reach More Than 334,000 Readers

Readers by User Type	Count *
Allied Health	9,345
Case Manager (Non-Nurse)	5,307
Case Manager (Nurse)	2,341
Clinical Nurse Specialist	1,934
Government Employee	1,819
Health Educator	8,720
Industry Employee	14,349
Managed Care Organization Employee	784
Nurse Practitioner	1,456
Nurse/Oncology Nurse	6,573
Other	28,057
Patient Advocacy Organization Employee	361
Pharmacist	23,939
Physician Assistant	10,081
Physician/Surgeon/Oncologist	191,663
Practice or Hospital Administrator/Manager	2,278
Researcher/Clinical Research Team Member	2,579
Resident	1,010
Tumor Registrar	2,478
Social Worker	1,943
Student/Trainee	1,975
<b>Total</b>	<b>334,609</b>

## ADVERTISING CONTACTS

[exhibitor@nccn.org](mailto:exhibitor@nccn.org)

## SCHEDULE - Volume 13

Issue #	Issue Date	Ad Material Due
1	1/9/2025	12/19/2024
2	2/6/2025	1/30/2025
3	3/6/2025	2/27/2025
4	4/3/2025	3/27/2025
5	5/1/2025	4/24/2025
6	6/5/2025	5/29/2025
7	7/3/2025	6/26/2025
8	8/7/2025	7/31/2025
9	9/4/2025	8/28/2025
10	10/2/2025	9/25/2025
11	11/6/2025	10/30/2025
12	12/4/2025	11/26/2025

## 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 334,000 readers from outside of the U.S.**

# 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 = 27%

Click-Through Rate = 2.5%

\*\* Based on total average statistics from January – July 2024

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

## SAMPLE NEWSLETTER

**Leaderboard**  
728 x 90



eBULLETIN







**Resource-Appropriate Cancer Care Addressed During Meeting in Kenya**  
International collaboration recently met to update and expand NCCN Harmonized Guidelines™ for Sub-Saharan Africa. [Learn more](#)

**NCCN Supported Congressional Resolution for World Cancer Day 2024 and Continues Working to 'Close the Care Gap'**  
World Cancer Day was recognized with the introduction of a Congressional Resolution to raise awareness of the disparities that exist in cancer care. [Learn more](#)

**Oncology Events in Poland Solidify Collaboration with NCCN**  
NCCN participates in meetings hosted by Maria Skłodowska-Curie National Research Institute of Oncology, the Polish Oncological Society, and Alliance for Innovation to advance work adapting proven cancer treatment guidelines for Poland. [Learn more](#)

**Skyscraper**  
160 x 600

**Skyscraper**  
160 x 600

# NCCN eBulletin: Global Edition

## Insertion Order Form

### 2025 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: _____	<b>SUBTOTAL:</b> \$ _____
<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) _____
	<b>TOTAL:</b> \$ _____

#### 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:  
[exhibits@nccn.org](mailto:exhibits@nccn.org)

NCCN  
 3025 Chemical Road  
 Suite 100  
 Plymouth Meeting, PA 19462

For Questions:  
 Jennifer Tredwell, MBA,  
 Senior Vice President,  
 Marketing and Communications  
[tredwell@nccn.org](mailto:tredwell@nccn.org)



National  
 Comprehensive  
 Cancer  
 Network®



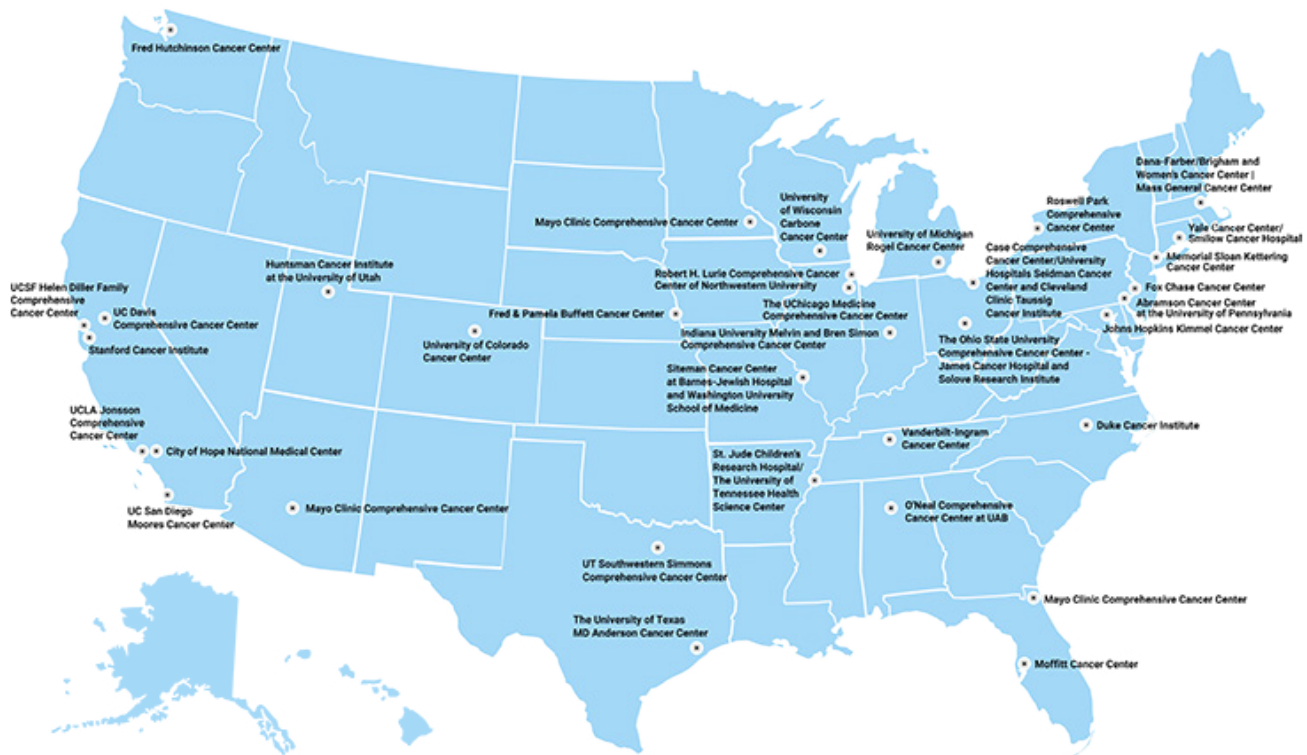
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## GLOBAL EDITION 2025

### 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