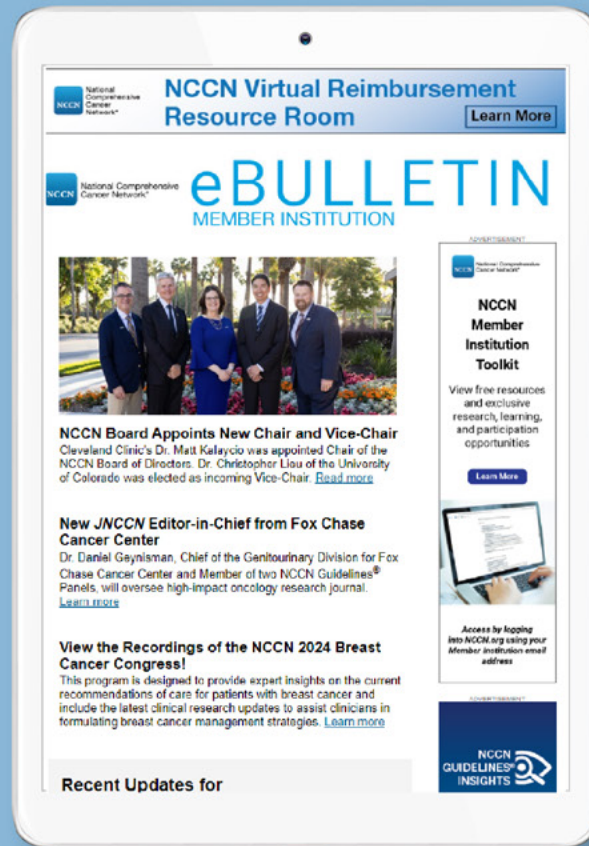


NCCN eBulletin RATE CARD

MEMBER INSTITUTION EDITION 2025



2025



National Comprehensive
Cancer Network®

NCCN.org/advertising

Reserve your premier 2025 advertising space now!

OVERVIEW

NCCN eBulletin: Member Institution Edition is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—[NCCN.org](https://www.nccn.org)—who are from the 33 NCCN Member Institutions.

This exclusive publication features content of specific interest to the NCCN Member Institution readers and includes executive messages, NCCN committee reports, updates from the NCCN Oncology Research Program (ORP), journal contributions, subscription and benefit notices, program participation announcements, NCCN Foundation® messages, and other NCCN Member Institution news.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 17,000 NCCN Member Institution readers, including a primary audience of more than 5,000 physicians. The total readership includes oncologists, pharmacists, nurses, advanced practitioners, case managers, hospital administrators, and other health care professionals – all from the NCCN member centers.



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 17,000 U.S.-based readers from the 33 NCCN Member Institutions**.

Reach More Than 17,000 Readers

SCHEDULE - Volume 12

Issue #	Issue Date	Ad Material Due
1	1/16/2025	1/9/2025
2	2/13/2025	2/6/2025
3	3/13/2025	3/6/2025
4	4/10/2025	4/3/2025
5	5/8/2025	5/1/2025
6	6/12/2025	6/5/2025
7	7/10/2025	7/3/2025
8	8/14/2025	8/7/2025
9	9/11/2025	9/4/2025
10	10/9/2025	10/2/2025
11	11/13/2025	11/6/2025
12	12/11/2025	12/4/2025

READERS

Count *

Allied Health	430
Case Manager (Non-Nurse)	107
Case Manager (Nurse)	298
Clinical Nurse Specialist	190
Health Educator	331
Managed Care Organization Employee	94
Nurse Practitioner	1,487
Nurse/Oncology Nurse	2,546
Other	2,462
Pharmacist	1,885
Physician Assistant	473
Physician/Surgeon/Oncologist	5,059
Practice or Hospital Administrator/Manager	565
Researcher/Clinical Research Team Member	568
Resident	11
Tumor Registrar	30
Social Worker	46
Student/Trainee	49
Total	17,775

* As of July 2024

ADVERTISING CONTACT

exhibits@nccn.org

Reserve Your Space Today!

AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$2,000
Skyscraper	160 x 600 px	\$1,200

AD SPECIFICATIONS

- Only one ad per newsletter, per sponsor
- Artwork to be submitted in GIF 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 = 16%

Click-Through Rate = 4.19%


** Based on total average statistics from January – June 2024

Readership Reports are generated through NCCN's email marketing management platform, Cvent, Inc. The reports are provided to advertisers 5 business days after issue date and include data on:

- 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

ADVERTISEMENT
Leaderboard
728 x 90



eBULLETIN

MEMBER INSTITUTION



NCCN Board Appoints New Chair and Vice-Chair
Cleveland Clinic's Dr. Matt Kalaycio was appointed Chair of the NCCN Board of Directors. Dr. Christopher Lieu of the University of Colorado was elected as incoming Vice-Chair. [Read more](#)

New JNCCN Editor-in-Chief from Fox Chase Cancer Center
Dr. Daniel Geynisman, Chief of the Genitourinary Division for Fox Chase Cancer Center and Member of two NCCN Guidelines[®] Panels, will oversee high-impact oncology research journal. [Learn more](#)

View the Recordings of the NCCN 2024 Breast Cancer Congress!
This program is designed to provide expert insights on the current recommendations of care for patients with breast cancer and include the latest clinical research updates to assist clinicians in formulating breast cancer management strategies. [Learn more](#)

Recent Updates for NCCN Member Institutions

ADVERTISEMENT
Skyscraper
160 x 600

ADVERTISEMENT
Skyscraper
160 x 600

NCCN eBulletin: Member Institution Edition Insertion Order Form

2025 DIGITAL ADVERTISING SPACE RESERVATION

Advertisers can use this form to reserve 1 to 3 ads. With purchase of a third ad, advertisers receive a 15% discount off all ads purchased. If reserving more than three ads, use a separate form.

Advertiser Information (please type or print clearly)

Contact Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

E-mail (required) _____

NCCN eBulletin: Member Institution Edition Digital Reservations

Issue Date: _____

\$2,000 Leaderboard (728 x 90 px)

\$1,200 Skyscraper (160 x 600 px)

Issue Date: _____

\$2,000 Leaderboard (728 x 90 px)

\$1,200 Skyscraper (160 x 600 px)

Issue Date: _____

\$2,000 Leaderboard (728 x 90 px)

\$1,200 Skyscraper (160 x 600 px)

SUBTOTAL: \$ _____

Apply 15% discount
(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:

exhibits@nccn.org

NCCN

3025 Chemical Road

Suite 100

Plymouth Meeting, PA 19462

For Questions:

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Senior Vice President,

Marketing and Communications

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