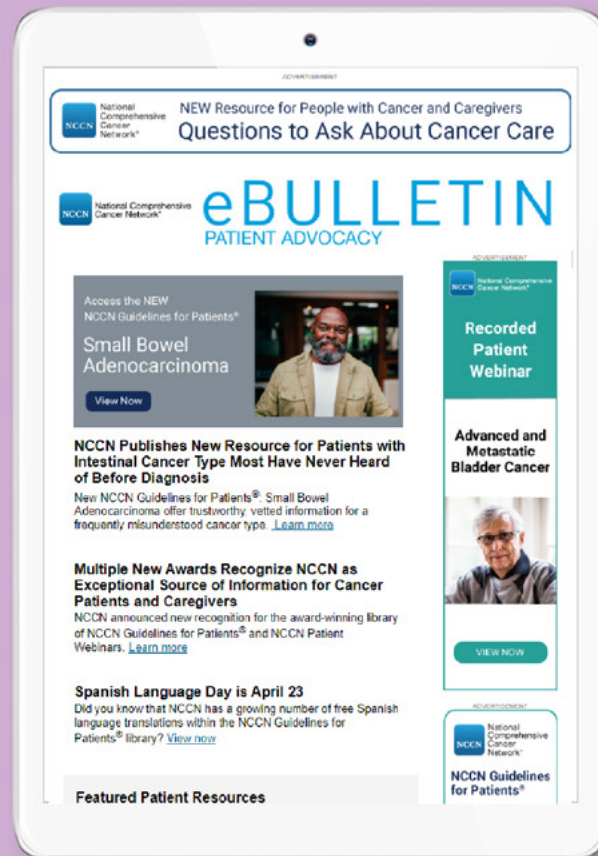


NCCN eBulletin RATE CARD

PATIENT ADVOCACY EDITION 2025



2025



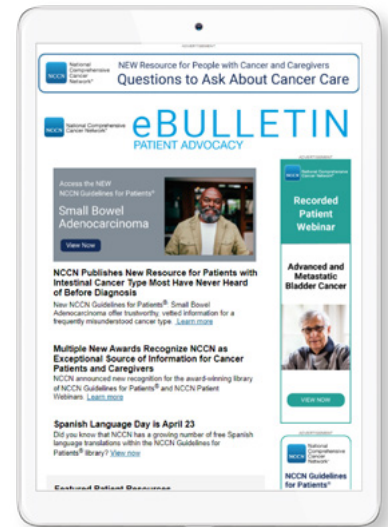
National Comprehensive
Cancer Network®

NCCN.org/advertising

Reserve your premier 2025 advertising space now!

OVERVIEW

NCCN eBulletin: Patient Advocacy Edition is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who are patients, caregivers, patient advocates, social workers, and health educators. This newsletter features articles on topics including patient and caregiver resources, oncology health policy and research, news and events, NCCN Foundation® announcements and recent updates to the NCCN Guidelines for Patients®. Select advertising placements offer opportunities for organizations to position their products and services in front of more than 20,000 NCCN.org registered users.



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 20,000 patients, caregivers, patient advocates, and health educators.**

Reach More Than 20,100 Readers

SCHEDULE - Volume 7

Issue #	Issue Date	Ad Material Due
1	1/23/2025	1/16/2025
2	2/20/2025	2/13/2025
3	3/20/2025	3/13/2025
4	4/17/2025	4/10/2025
5	5/15/2025	5/8/2025
6	6/26/2025	6/18/2025
7	7/17/2025	7/10/2025
8	8/21/2025	8/14/2025
9	9/18/2025	9/11/2025
10	10/16/2025	10/9/2025
11	11/20/2025	11/13/2025
12	12/18/2025	12/11/2025

READERS

	Count *
Caregiver or Family Member	1,688
Health Educator	12,192
Patient Advocacy Organization Employee	1,196
Patient or Cancer Survivor	2,564
Social Worker	2,484
Total	20,124

* As of July 2024

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 PNG or JPEG format in size specified
- Static ads only, no animations
- Maximum file size is 100 KB
- 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 = 2.94%

** 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

PATIENT ADVOCACY

Access the NEW
NCCN Guidelines for Patients®

Small Bowel Adenocarcinoma

View Now

NCCN Publishes New Resource for Patients with Intestinal Cancer Type Most Have Never Heard of Before Diagnosis

New NCCN Guidelines for Patients®. Small Bowel Adenocarcinoma offer trustworthy, vetted information for a frequently misunderstood cancer type. [Learn more](#)

Multiple New Awards Recognize NCCN as Exceptional Source of Information for Cancer Patients and Caregivers

NCCN announced new recognition for the award winning library of NCCN Guidelines for Patients® and NCCN Patient Webinars. [Learn more](#)

Spanish Language Day is April 23

Did you know that NCCN has a growing number of free Spanish language translations within the NCCN Guidelines for Patients® library? [View now](#)

Featured Patient Resources

Access the UPDATED
NCCN Guidelines for Patients®

Cutaneous B-Cell Lymphomas

View Now

ADVERTISEMENT

Skyscraper
160 x 600

ADVERTISEMENT

Skyscraper
160 x 600

ADVERTISEMENT

Skyscraper
160 x 600

NCCN eBulletin: Patient Advocacy 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 _____
 Email (required) _____

NCCN eBulletin: Patient Advocacy 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"/> \$1,200 Skyscraper (160 x 600 px)	<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)
Issue Date: _____	SUBTOTAL: \$ _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	Apply 15% discount
<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)	(if reserving 3 or more 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

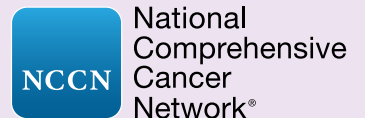
Insertion orders must be received 10 business days prior to issue date.

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

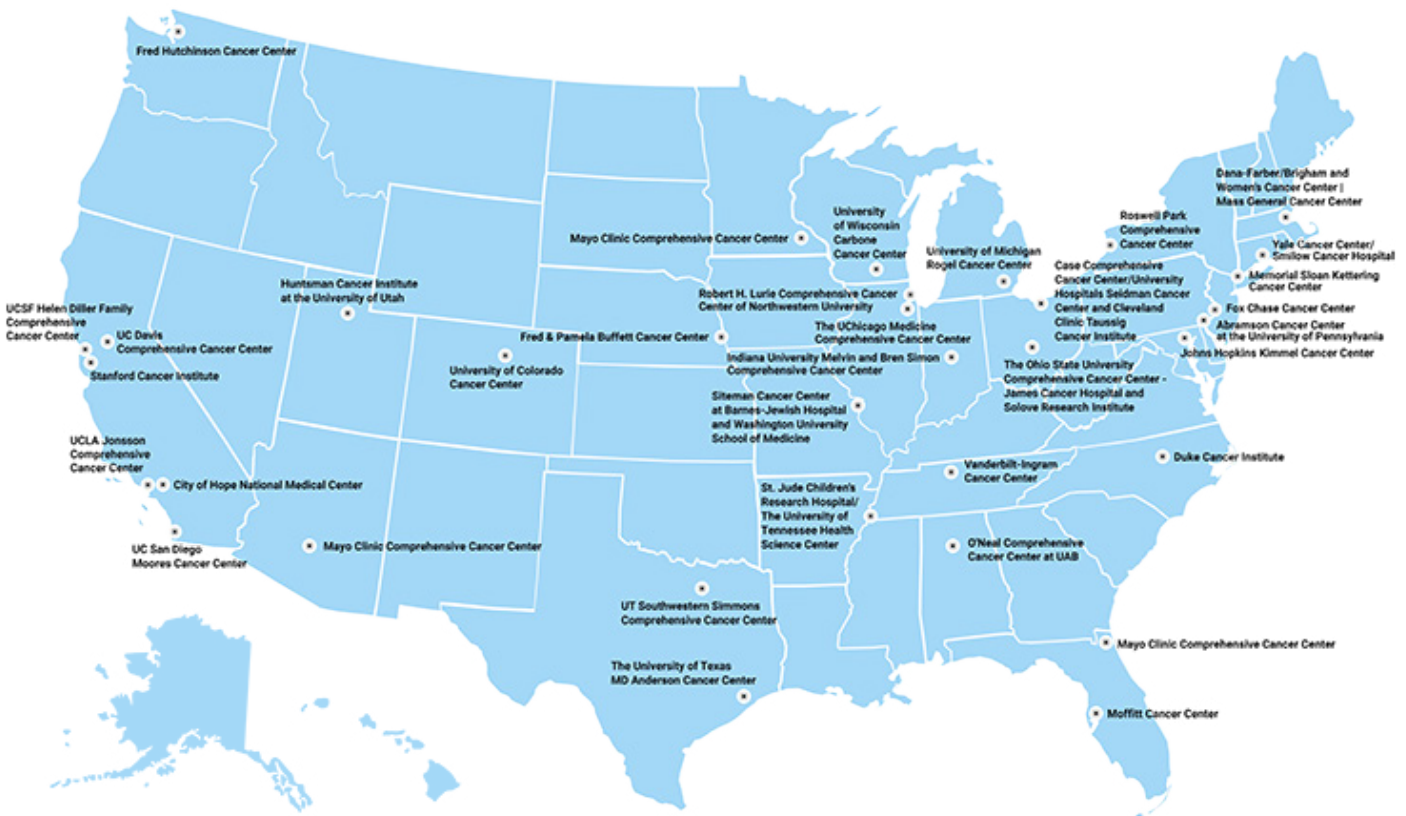
For Questions:
 Jennifer Tredwell, MBA,
 Senior Vice President,
 Marketing and Communications
tredwell@nccn.org



NCCN eBulletin RATE CARD

PATIENT ADVOCACY 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