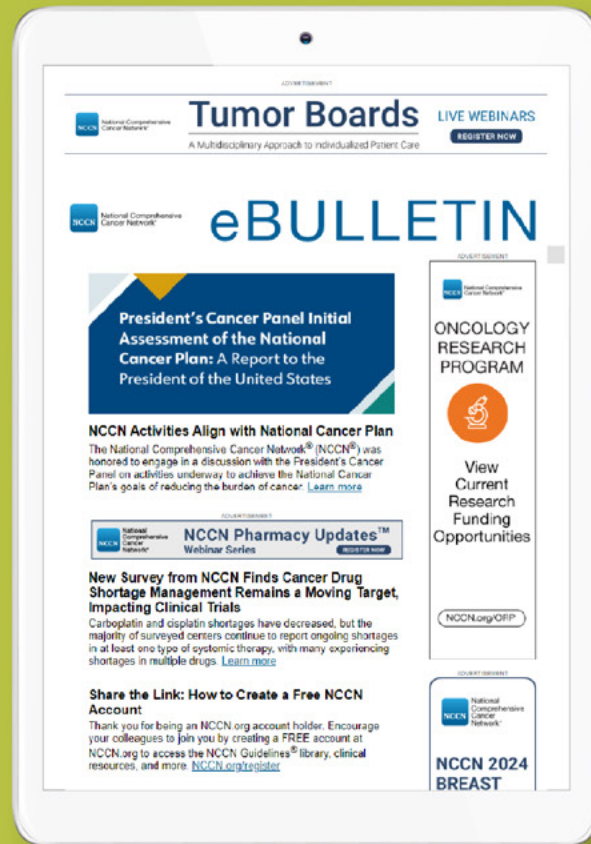


eBulletin RATE CARD

U.S. EDITION 2025



2025



National Comprehensive
Cancer Network®

NCCN.org/advertising

Reserve your premier 2025 advertising space now!

OVERVIEW

NCCN eBulletin is an electronic newsletter delivered weekly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who live in the United States.

NCCN eBulletin features articles on topics spanning the global oncology environment and bridging clinical, policy, and operational perspectives. **NCCN eBulletin** also provides purview into NCCN initiatives, publications, and meetings, as well as updates to the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) and other NCCN Content.

Select advertising placements offer opportunities for organizations to position their products and services in front of more than 171,000 U.S.-based NCCN.org registered users, including a primary audience of more than 40,000 physicians. The total audience includes oncologists and other physicians, pharmacists, advanced practitioners, oncology nurses, hospital and practice administrators, and representatives from health plans.

NCCN has a robust and highly engaged readership. NCCN does not rent or purchase email lists; all newsletter lists are unique to NCCN. Visitors to NCCN.org can become a registered user during a free registration process. Readers can subscribe to NCCN eBulletin newsletters when they identify their user type and opt-in to receive emails. Users receive notifications to review their profile and subscriptions annually, ensuring that our email list remains current.

SCHEDULE - Volume 17

Issue #	Issue Date	Ad Material Due	Issue #	Issue Date	Ad Material Due
1	1/6/2025	12/23/2024	26	6/30/2025	6/23/2025
2	1/13/2025	1/6/2025	27	7/7/2025	7/30/2025
3	1/21/2025	1/13/2025	28	7/14/2025	7/7/2025
4	1/27/2025	1/21/2025	29	7/21/2025	7/14/2025
5	2/3/2025	1/27/2025	30	7/28/2025	7/21/2025
6	2/10/2025	2/3/2025	31	8/4/2025	7/28/2025
7	2/18/2025	2/10/2025	32	8/11/2025	8/4/2025
8	2/24/2025	2/18/2025	33	8/18/2025	8/11/2025
9	3/3/2025	2/24/2025	34	8/25/2025	8/18/2025
10	3/10/2025	3/3/2025	35	9/2/2025	8/25/2025
11	3/17/2025	3/10/2025	36	9/8/2025	9/2/2025
12	3/24/2025	3/17/2025	37	9/15/2025	9/8/2025
13	3/31/2025	3/24/2025	38	9/22/2025	9/15/2025
14	4/7/2025	3/31/2025	39	9/29/2025	9/22/2025
15	4/14/2025	4/7/2025	40	10/6/2025	9/29/2025
16	4/21/2025	4/14/2025	41	10/13/2025	10/6/2025
17	4/28/2025	4/21/2025	42	10/20/2025	10/13/2025
18	5/5/2025	4/28/2025	43	10/27/2025	10/20/2025
19	5/12/2025	5/5/2025	44	11/3/2025	10/27/2025
20	5/19/2025	5/12/2025	45	11/10/2025	11/3/2025
21	5/27/2025	5/19/2025	46	11/17/2025	11/10/2025
22	6/2/2025	5/27/2025	47	11/24/2025	11/17/2025
23	6/9/2025	6/2/2025	48	12/1/2025	11/24/2025
24	6/16/2025	6/9/2025	49	12/8/2025	12/1/2025
25	6/23/2025	6/16/2025	50	12/15/2025	12/8/2025

Reach More Than 170,000 Readers

Readers by User Type	Count *
Allied Health	3,888
Case Manager (Non-Nurse)	1,296
Case Manager (Nurse)	4,148
Clinical Nurse Specialist	1,337
Government Employee	908
Health Educator	3,474
Industry Employee	15,635
Managed Care Organization Employee	1,001
Nurse Practitioner	11,677
Nurse/Oncology Nurse	26,094
Other	22,724
Patient Advocacy Organization Employee	834
Pharmacist	19,028
Physician Assistant	3,742
Physician/Surgeon/Oncologist	40,332
Practice or Hospital Administrator/Manager	2,487
Researcher/Clinical Research Team Member	2,448
Resident	135
Tumor Registrar	580
Social Worker	540
Student/Trainee	577
Total	171,533

Readers Span Several Oncology Specialty Areas

If readers consider themselves health care providers they are required to share their areas. Readers have the option to provide multiple oncology areas.

Readers by Specialty	Count *
Medical Oncology	27,987
Surgery/Surgical Oncology	11,001
Hematology/Hematologic Oncology	7,340
Oncology Pharmacy	7,298
Radiation Oncology	4,695
Gynecology/Gynecologic Oncology	4,351
Nursing	4,271
Urology	3,024
Primary Care/Family Medicine	2,009
Pediatrics/Pediatric Oncology	1,455
Cancer Registry	1,594
Gastroenterology	1,175
Medical Genetics and Genomics	1,123
Physician Assistant	1,041
Hospice and Palliative Medicine	1,041
Transplantation	234

ADVERTISING CONTACT

exhibits@nccn.org

Reserve Your Space Today!

AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$3,300
Skyscraper	160 x 600 px	\$2,200
Banner	468 x 60 px	\$1,900

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 = 32%

Click-Through Rate = 2.26%

** 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

President's Cancer Panel Initial Assessment of the National Cancer Plan: A Report to the President of the United States

NCCN Activities Align with National Cancer Plan
The National Comprehensive Cancer Network® (NCCN®) was honored to engage in a discussion with the President's Cancer Panel on activities underway to achieve the National Cancer Plan's goals of reducing the burden of cancer. [Learn more](#)

Banner
468 x 60

New Survey from NCCN Finds Cancer Drug Shortage Management Remains a Moving Target, Impacting Clinical Trials
Carboplatin and cisplatin shortages have decreased, but the majority of surveyed centers continue to report ongoing shortages in at least one type of systemic therapy, with many experiencing shortages in multiple drugs. [Learn more](#)


Share the Link: How to Create a Free NCCN Account

Thank you for being an NCCN org account holder. Encourage your colleagues to join you by creating a FREE account at NCCN.org to access the NCCN Guidelines® library, clinical resources, and more. [NCCN.org/register](#)

MONTHLY ONCOLOGY

Tumor Boards

LIVE WEBINARS



Skyscraper
160 x 600

Skyscraper
160 x 600

NCCN eBulletin 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 5 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 Digital Reservations

Issue Date: _____

- \$3,300 Leaderboard (728 x 90 px)
 \$2,200 Skyscraper (160 x 600 px)
 \$1,900 Banner (468 x 60 px)

Issue Date: _____

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Issue Date: _____

- \$3,300 Leaderboard (728 x 90 px)
 \$2,200 Skyscraper (160 x 600 px)
 \$1,900 Banner (468 x 60 px)

SUBTOTAL: \$ _____

Apply 15% discount
 (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:

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Senior Vice President,

Marketing and Communications

tredwell@nccn.org



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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