

The ONCOLOGY Group Classified Advertising 2010

The Oncology Group classified advertising is effective and affordable. Place your advertising with The Oncology Group and your message will reach medical oncologists, hematologists, surgical and radiology oncologists, oncology nurses in a comprehensive multimedia format. Maximize your exposure and savings by promoting job opportunities, meetings, seminars, symposiums, upcoming courses and products with The Oncology Group.

Benefits of Classified Advertising:

- Reach to **ONCOLOGY's** circulation of 29,876, **Oncology NEWS International** circulation of 26,211 PLUS online exposure via **cancernetwork.com**
- Proven Readership
- An integrated and multimedia platform for your marketing program
- From The Oncology Group's 20+ years of experience in the oncology community

CLASSIFIED RATES

Line Ads: \$26/line (~8-9 words), per month; no minimum fee

Display Ads

	1x	3x	6x	12x	Size
1/4 Page	\$720	\$690	\$660	\$635	3-1/8 x 4
1/2 Page vertical	\$1,325	\$1,270	\$1,215	\$1,160	3-1/8 x 8
1/2 Page horizontal	\$1,325	\$1,270	\$1,215	\$1,160	6-1/2 x 4
Full Page	\$1,985	\$1,875	\$1,765	\$1,655	6-1/2 x 8

Color Rates - Display Ads Only

Standard S.W.O.P. color	\$295
Matched color	\$430
Three and four color	\$875

GRAB THEIR ATTENTION WITH COLOR

Increase your impact with 4-color display advertising

Special Opportunities

Buy 1 Get 2 Exposures Free

Place an advertisement in **ONCOLOGY** and you'll receive a **FREE** ad in **Oncology NEWS International** and on **cancernetwork.com**

Fourth Insertion FREE Program

Run three consecutive months and receive the 4th month for **FREE**.

Fourth Insertion FREE Program				
Frequency	1X	3X	6X	12X
ONCOLOGY	X	X	X	X
Oncology NEWS International	X	X	X	X
cancernetwork.com	X	X	X	X
Number of Insertions	1	4	6	12
FREE Insertions		1	2	4

Provisions:

- Classified rates are non-commissionable.
- No additional fees for composition, design, or typesetting for line ads or for 1/4 and 1/2 page display ads.
- Advertisements will be typeset as submitted. Lines of space separating headlines and paragraphs are counted as chargeable lines.
- No pre-payment required. Invoices sent after press date.
- Cancellations must be received in writing.



Covering the World of Cancer Care

BONUS

GET A FREE AD!

Place a classified ad in **ONCOLOGY**, and get:

- a **FREE** ad in **Oncology NEWS International**
- a **FREE** online ad on **www.cancernetwork.com**



Call Chrissy Sheehan at **201.984.6269**
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 to reserve space

Email:

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UBM Medica