

Published by:
UBM Medica
The Oncology Group

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Media Kit & Production Specs
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Date Issued: October 2009 | Effective Date: January 2010

ONCOLOGY

reviews and news for cancer care clinicians

oncology
NEWS
INTERNATIONAL

RATES

1. Effective Date and Agency Discount

a) **Effective rate date:** January 2010. No conditions other than those set forth in this rate card shall be binding upon UBM Medica LLC ("UBM Medica") unless specifically agreed to by UBM Medica in writing.

b) **Agency commission:** Fifteen percent of gross billing on space, color, cover, and preferred position charges. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within ninety (90) days of the date of the invoice

c) At request of agency and advertiser, arrangements can be made to directly bill the advertiser.

2. Earned Rates

a) **Full run:** Earned rates according to the rate card in force, are given to advertisers based on the advertising frequency within a 12-month period starting in January and ending in December. Earned rates are based on total number of full and fractional pages, and all page sizes are counted in determining frequency discounts.

b) The 2010 earned rate will be determined by the total number of advertising pages placed in **The Oncology Group Publications** by a company and its subsidiaries within the 12-month period of January-December 2010. The earned rate may be applied to all publications of **The Oncology Group**.

c) **Demographic/Split-run rates:** Consult publisher

3. Discounts

a) **Discount order:** Corporate Discount, followed by Combination Discount followed by Agency Discount

b) **ONCOLOGY/Oncology NEWS International Combination Buy:** Advertise the same product in both **ONCOLOGY** and **Oncology NEWS International** in the same month and a \$400 per page discount will be applied to the insertions in BOTH **ONCOLOGY** and **Oncology NEWS International**. If the insertion sizes vary, the discount will be applied to matching pages only.

c) **ONCOLOGY Special Issues:** In April and November 2010, **ONCOLOGY** will publish two special issues. Run the same product in both the regular issue (the 15th) and second issue (the 30th) in April and November and receive a 20% discount on the insertion for the second issue.



Specialists
in cancer
communications
since 1981



UBM Medica

RATES continued

d) **Oncology NEWS International Double Run:** Advertise in six issues and receive a free 2nd ad of equal size in the sixth issue. Advertise in twelve issues and receive a free 2nd ad of equal size in the 12th issue.

e) **Oncology NEWS International Continuity Discount:** Run in 4 issues get one free print banner/strip ad twice in the calendar year in **Oncology NEWS International**. Advertise in 8 issues receive a free print banner/strip ad once a quarter in the print edition of **Oncology NEWS International**. Run a full schedule (12x) and receive six free print banner/strip ads.

f) **The Oncology Group Communications Program**
New Product Launch: Run a six month new product launch campaign in **ONCOLOGY** and **Oncology NEWS International** and receive 1 free PR Newswire Press Release.

The Oncology Group Adjuvant Program: Earn the 96x frequency with **The Oncology Group** titles, **ONCOLOGY**, **Oncology NEWS International** and the **ONCOLOGY Nurse Edition** and receive a free PR Newswire Press Release.

g) **Corporate Discount:** Based on the net spend in 2009 by a parent company and all subsidiaries with **The Oncology Group** of UBM Medica. The net spend total includes advertising in **ONCOLOGY**, **ONCOLOGY** special issues, and **Oncology NEWS International**. The program will be tiered as shown in the chart below:

CORPORATE DISCOUNTS BASED ON THE ONCOLOGY GROUP SPEND

\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%

4. 2010 Rates (black and white)

		ONCOLOGY								
		1X	6X	12X	24X	36X	48X	60X	72X	96X
Full Page		4,171	4,113	4,061	4,004	3,945	3,892	3,835	3,777	3,724
2/3 Page		3,425	3,378	3,330	3,288	3,241	3,199	3,147	3,099	3,052
1/2 Page		2,816	2,779	2,742	2,705	2,663	2,627	2,590	2,553	2,511
1/3 Page		2,364	2,343	2,332	2,306	2,272	2,243	2,206	2,175	2,143
		120X	144X	168X	192X	216X	264X	312X	360X	
Full Page		3,667	3,598	3,551	3,488	3,430	3,378	3,325	3,267	
2/3 Page		3,005	2,963	2,910	2,868	2,821	2,774	2,705	2,653	
1/2 Page		2,469	2,432	2,395	2,353	2,317	2,259	2,212	2,154	
1/3 Page		2,106	2,075	2,038	2,007	1,975	1,944	1,907	1,881	

Oncology NEWS International

	1X	6X	12X	24X	36X	48X	60X	72X	96X
Tab Page	5,015	4,940	4,890	4,835	4,735	4,630	4,525	4,420	4,315
3/4 Tab Pg	4,410	4,345	4,300	4,255	4,165	4,070	3,980	3,890	3,800
1/2 Island	3,635	3,585	3,545	3,505	3,435	3,355	3,285	3,205	3,135
1/4 Tab	2,520	2,470	2,445	2,420	2,370	2,315	2,265	2,215	2,165

	120X	144X	168X	192X	216X	264X	312X	360X
Tab Page	4,215	4,110	4,010	3,905	3,795	3,715	3,695	3,560
3/4 Tab Pg	3,710	3,615	3,525	3,435	3,345	3,305	3,280	3,255
1/2 Island	3,055	2,985	2,905	2,835	2,755	2,725	2,705	2,655
1/4 Tab	2,110	2,060	2,030	1,955	1,905	1,890	1,865	1,840

Color: (In addition to earned black-and-white rates)

ONCOLOGY and Oncology NEWS International :

Standard SWOP color	\$575
Matched color	850
Three and four color	1,900
Five color	2,475
Metallic or Day-Glo colors	1,200

To calculate a five-color metallic charge, add the metallic charge to the four-color charge.

BRC: 2x Earned B/W Page plus \$600.00 non-commissionable production fee. 1x Earned B/W page plus \$600.00 non-commissionable production fee if run in conjunction with an ad unit. Please contact production manager for size specifications.

Classified Rates: (non-commissionable)

Display Ads

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

Line Ads

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

Color Rates—Display Classified Ads Only

Standard SWOP color	295
Matched color	430
Three and four color	875

5. Bleed: No charge

6. Covers and Special Positions

ONCOLOGY:

- Cover 4: earned B/W rate plus 50%
- Cover 2: earned B/W rate plus 25%
- Table of Contents: earned B/W rate plus 10%
- Second Table of Contents: earned B/W rate plus 10%
- Third Table of Contents: earned B/W rate plus 5%
- Opposite Lead Article: earned B/W rate plus 5%
- Three Consecutive Right Hand Pages: 5% on total B/W cost

Oncology NEWS International :

- Cover 4: earned B/W rate plus 50%
- Center Spread: earned B/W rate plus 25%
- 1st Ad: earned B/W rate plus 25%
- Focus On Series: earned B/W rate plus 5%

INSERTS

7. Availability and Acceptance

a) Availability: 2-8 page inserts are available full run. For split-run information refer to Section 13. Shortcut inserts are not accepted.

b) Acceptance: Send sample to publisher for approval prior to ad closing date. Final furnished inserts must be the same size as the approved sample.

8. Charges

ONCOLOGY

	1X	6X	12X	24X	36X	48X	60X	72X
2 Page	8,342	8,226	8,121	8,008	7,890	7,785	7,669	7,554
4 Page	16,684	16,452	16,242	16,015	15,780	15,570	15,339	15,108
6 Page	25,025	24,679	24,363	24,023	23,670	23,355	23,008	22,661
8 Page	33,367	32,905	32,485	32,031	31,560	31,140	30,678	30,215

96X 120X 144X 168X 192X 216X 264X 312X 360X

2 Page	7,449	7,333	7,197	7,102	6,976	6,860	6,755	6,650	6,535
4 Page	14,898	14,666	14,393	14,204	13,952	13,721	13,511	13,301	13,069
6 Page	22,346	22,000	21,590	21,306	20,928	20,581	20,266	19,951	19,604
8 Page	29,795	29,333	28,786	28,408	27,904	27,442	27,021	26,601	26,139

Oncology NEWS International—A-size

	1X	6X	12X	24X	36X	48X	60X	72X
2 Page	7,270	7,170	7,090	7,010	6,870	6,710	6,570	6,410
4 Page	14,540	14,340	14,180	14,020	13,740	13,420	13,140	12,820
6 Page	21,810	21,510	21,270	21,030	20,610	20,130	19,710	19,230
8 Page	29,080	28,680	28,360	28,040	27,480	26,840	26,280	25,640

96X 120X 144X 168X 192X 216X 264X 312X 360X

2 Page	6,270	6,110	5,970	5,810	5,670	5,510	5,450	5,410	5,310
4 Page	12,540	12,220	11,940	11,620	11,340	11,020	10,900	10,820	10,620
6 Page	18,810	18,330	17,910	17,430	17,010	16,530	16,350	16,230	15,930
8 Page	25,080	24,440	23,880	23,240	22,680	22,040	21,800	21,640	21,240

Oncology NEWS International—Tabloid

	1X	6X	12X	24X	36X	48X	60X	72X
2 Page	10,030	9,880	9,780	9,670	9,470	9,260	9,050	8,840
4 Page	20,060	19,760	19,560	19,340	18,940	18,520	18,100	17,680
6 Page	30,090	29,640	29,340	29,010	28,410	27,780	27,150	26,520
8 Page	40,120	39,520	39,120	38,680	37,880	37,040	36,200	35,360

96X 120X 144X 168X 192X 216X 264X 312X 360X

2 Page	8,630	8,430	8,220	8,020	7,810	7,590	7,430	7,390	7,120
4 Page	17,260	16,860	16,440	16,040	15,620	15,180	14,860	14,780	14,240
6 Page	25,890	25,290	24,660	24,060	23,430	22,770	22,290	22,170	21,360
8 Page	34,520	33,720	32,880	32,080	31,240	30,360	29,720	29,560	28,480

MULTI-PAGE INSERT CONVERSION PROGRAM:

Advertisers with multi-page (A-size) inserts, 4 to 16 pages, can have their insert converted to king-sized run-of-book pages in **Oncology NEWS International**. The converted ad will be billed at the king-page B/W rate times the number of pages, plus a \$1,000 production fee. Production fee is non-commissionable. Digital file of the insert converted to king size is required.

9. Sizes and Specifications

Stock weights: All inserts for **ONCOLOGY** and **Oncology NEWS International** are allowed a maximum micrometer reading of 0.004". Maximum weight 80#, minimum weight 50#. Coated and uncoated stocks acceptable.

10. Trimming

For detailed insert specifications please visit

<http://mediakit.cmpmedica.com>

11. Quantity Required

ONCOLOGY: Full run: 37,000. Split run: quantity desired plus 8%. A minimum of 50% circulation is required.

Oncology NEWS International: Full run: 34,000. Split run: quantity desired plus 8%. A minimum of 50% circulation is required.

12. Shipping

Please refer to <http://mediakit.cmpmedica.com> for up-to-date shipping instructions.

13. Split-run Inserts

Billing is based on the earned B/W rate times the number of pages and the percentage of circulation, with a minimum of 50% of the total circulation, plus a production charge of \$1,500. Production charge is non-commissionable. Run-of-book ads are not accepted. Contact publisher for additional information.

ONLINE PRODUCTS

14. Banner Advertising on cancernetwork.com

Banners:

Position	Size (Pixels)	Price
Top	728 x 90	\$80 net CPM
Bottom	728 x 90	\$60 net CPM
Skyscraper	160 x 600	\$80 net CPM
Large Rectangle	336 x 280	\$90 net CPM

Home Page Roadblock: \$750 net per week: Skyscraper, Top, and Bottom

Topical Section Sponsorship:

Fixed positioning on targeted sections offer a high share of voice on key topic areas. Available for sponsorship on a monthly basis.

Position	Size (Pixels)	Price
Top/Bottom	728 X 90	\$3,000 per month

For additional online offerings and custom programs, consult publisher.

15. SearchMedica Oncology

For sponsorship information consult publisher

ISSUANCE AND CLOSING

16. First Issue

ONCOLOGY: 1987

Oncology NEWS International: 1992

17. Frequency

ONCOLOGY: 14x annually. Two special issues: April and November

ONCOLOGY Nurse Edition: 4x: February, April, July, October

Oncology NEWS International: 12x annually

18. Closing Dates

a) Space and materials deadlines

ONCOLOGY		
<u>Issue</u>	<u>Close</u>	<u>Materials</u>
January 15	December 10	December 17
February 15	January 15	January 22
March 15	February 11	February 18
April 15	March 10	March 17
April 30	March 17	March 24
May 15	April 14	April 21
June 15	May 12	May 19
July 15	June 16	June 23
August 15	July 7	July 14
September 15	August 11	August 18
October 15	September 15	September 22
November 15	October 13	October 20
November 30	October 27	November 3
December 15	November 10	November 17

Oncology NEWS International

<u>Issue:</u>	<u>Close</u>	<u>Materials</u>
January	December 4	December 11
February	January 15	January 22
March	February 5	February 12
April	March 4	March 11
May	April 8	April 15
June	May 6	May 13
July	June 3	June 10
August	July 8	July 15
September	August 5	August 12
October	September 3	September 10
November	October 7	October 14
December	November 4	November 11

b) Cancellations and changes: Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed to by both parties in writing. UBM Medica is under no obligation to revise advertising materials unless changes are received by the UBM Medica production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.

19. Mailing Class: Periodicals. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

20. Mail Date

ONCOLOGY: 15th of issue month

EDITORIAL

Oncology NEWS International: 15th of issue month

21. Peer Review: **ONCOLOGY:** Yes

22. General Editorial Direction

ONCOLOGY: A monthly journal featuring clinical and practical review articles in medical, hematological, surgical, and radiation oncology by leading authorities supplemented by two to three commentaries. Articles in **ONCOLOGY** are solicited. Regular departments include Areas of Confusion in Oncology, Your Older Patient, Clinical Quandaries Case

Reports, Research Reports, and Integrative Oncology. **ONCOLOGY** is indexed in MEDLINE and seven other databases.

Oncology NEWS International: Timely and concise reports of advances in oncology and hematology based on research, interviews, and presentations at domestic and international meetings. Point-counterpoint presentations explore challenges in clinical care. A policy and practice section reviews controversies in practice, reimbursement, and regulation. Monthly profiles present the views and experiences that shaped leaders in oncology and hematology.

CIRCULATION

23. Description of Circulation Parameters

ONCOLOGY

ONCOLOGY serves office-based and hospital-based medical physicians, residents and oncology nurses in the United States. Qualified recipients include the following professional classifications: medical oncology, hematology, hematology/oncology, secondary specialists hem/onc, surgical oncology, gynecological oncology, radiation oncology, colon/rectal surgery, head and neck surgery, pediatric hematology/oncology, oncology nurses, others allied to the field and classifications unspecified.

Oncology NEWS International

Oncology NEWS International serves office-based and hospital-based medical physicians, residents, oncology pharmacy directors and oncology nurses in the United States. Qualified recipients include the following professional classifications: medical oncology, hematology,

hematology/oncology, radiation oncology, head and neck surgery, colon/rectal surgery, pediatric hematology/oncology, oncology nurses, oncology pharmacy directors, others allied to the field and classifications unspecified.

Circulation distribution: 100% controlled for both **ONCOLOGY** and **Oncology NEWS International**

24. Circulation Verification

a) Audit: BPA Worldwide

b) Mailing house: Direct Medical Data, LLC

25. Bonus Distribution

Oncology Nursing Society (ONS), American Society of Clinical Oncology (ASCO), Radiological Society of North America (RSNA), and San Antonio Breast Cancer Symposium (SABCS).

CIRCULATION continued

26. Estimated Total Circulation for 2010

ONCOLOGY: 29,876

Oncology NEWS International: 26,211

27. Coverage

ONCOLOGY	
Specialty	TOTAL
Medical Oncology	4,566
Hematology	1,683
Hematology/Oncology	5,225
Pediatric Hem/Onc	1,824
IMs sec. spec Oncology/HEM/HO	870
Gynecological Oncology	412
Surgical Oncology	332
Radiation Oncology	4,098
Colon and Rectal Surgery	1,275
Head/Neck Surgery	177
Urologists by Request	540
Miscellaneous Physicians	1,466
Society of Surgical Oncology	1,131
Oncology Nurses	4,925
American Psychosocial Oncology Society	307
Misc. Other.	1,045
TOTAL CIRCULATION	29,876

Publisher's projected 2010 circulation based on current (07/16/09) Direct Medical Data Inc physician counts. Total qualified BPA July 2009 circulation is 29,912.

Oncology NEWS International	
Specialty	TOTAL
Medical Oncology	4,529
Hematology	1,704
Hematology/Oncology	4,843
Pediatric Hem/Onc	1,872
IMs sec. spec ONC/HEM/HO	1,416
Gynecological Oncology	417
Surgical Oncology	339
Radiation Oncology	4,112
Colon and Rectal Surgery	1,284
Head/Neck Surgery	180
Miscellaneous Physicians	1,437
Society of Surgical Oncology	1,127
Oncology Nurses	1,448
Oncology Pharmacy	275
American Psychosocial Oncology Society	307
Misc. Other.	921
TOTAL CIRCULATION	26,211

Publisher's projected 2010 circulation based on current (07/16/09) Direct Medical Data Inc physician counts. Total qualified BPA July 2009 circulation is 26,234

GENERAL INFORMATION

28. Requirements for Advertising Acceptance

All orders are subject to publisher's approval and acceptance by UBM Medica at its headquarters.

29. New Product Releases: Acceptable if applicable

30. Editorial Research: Pre & Post Testing

31. Ad Format and Placement Policy: Placement between articles. Positioning of advertisements is at the sole discretion of UBM Medica except where a specific position has been agreed to by UBM Medica in writing. UBM Medica assumes no liability for any errors or omissions in key numbers appearing in advertisements.

32. Ad/Edit

ONCOLOGY: 45/55

Oncology NEWS International: 45/55

33. Services

Mailing List: Contact publisher

Editorial Reprints Available: Contact Wrights Reprints, (877) 652-5295, sales@wrightsreprints.com for pricing information.

Sponsorship opportunities: Contact publisher for details regarding sponsorship opportunities from **The Oncology Group**, including supplements, newsletters, bellybands, cover tips, online education and advertising opportunities, patient education materials and textbooks.

Website: cancernetwork.com

34. Databases: ONCOLOGY is listed in MEDLINE, Excerpta Medica, EMBASE, SciSearch, Research Alert, Current Contents/Clinical Medicine, and the CancerLit and Cancer Line databases at the National Cancer Institute.

35. Educational Activities Opt Out: We value our relationship with our readers. Recipients of ONCOLOGY and Oncology NEWS International occasionally receive additional educational activities as supplements or in other formats. All recipients of ONCOLOGY and Oncology NEWS International can opt out of receiving the journal and the accompanying educational activities at any time by contacting our Circulation Department.

MECHANICAL REQUIREMENTS

36. Ad Sizes and Bleed Sizes

a) Hold live matter: Minimum 1/4" from trim edges for both ONCOLOGY and Oncology NEWS International

b) Trim size of journal:

ONCOLOGY: 7³/₄" x 10³/₄" for trim, 8" x 11" for bleed (allow 1/8" for head, face, gutter and foot). HEADLINES DESIGNED ACROSS SPREAD UNITS: Allow 1/4" space for gutter allowance.

MECHANICAL REQUIREMENTS continued

Oncology NEWS International: Tabloid size trim: 10⁷/₈" x 14³/₄", bleed: 11¹/₈" x 15¹/₈" (allow 1¹/₈" for head and face and 1¹/₄" for foot). Island size trim: 7⁷/₈" x 10³/₄", bleed: 8" x 11" (allow 1¹/₈" for face bleed). Island ads do not bleed at foot. Island spread trim: 15³/₄" x 10³/₄", bleed: 16" x 11".

ADVERTISING UNIT SIZES – ONCOLOGY

Ad Unit	Non-Bleed Size Width x Depth	Bleed Size Width x Depth
1 Page.....	7 x 10.....	8 x 11
2/3 Page.....	4 ¹ / ₂ x 10.....	5 ¹ / ₈ x 11
1/2 Page (vertical).....	3 ³ / ₈ x 10.....	4 x 11
1/2 Page (horizontal).....	7 x 4 ³ / ₈	8 x 5 ¹ / ₈
1/3 Page.....	2 ¹ / ₈ x 10.....	2 ³ / ₄ x 11

ADVERTISING UNIT SIZES – Oncology NEWS International

Ad Unit (Non-bleed).....	Width x Depth
Tabloid Page ("King").....	10 ¹ / ₁₆ x 13 ³ / ₄
3/4 Page (horizontal).....	10 ¹ / ₁₆ x 10 ³ / ₄
3/4 Page (vertical).....	7 ¹ / ₂ x 13 ³ / ₄
1/2 Page (horizontal).....	10 ¹ / ₆ x 6 ⁷ / ₈
1/2 Page (vertical).....	4 ¹⁵ / ₁₆ x 13 ³ / ₄
1/2 Page Island (standard "A" size).....	7 x 10
1/4 Page (horizontal).....	7 ¹ / ₂ x 4 ¹⁵ / ₁₆
1/4 Page (vertical).....	4 ¹⁵ / ₁₆ x 7 ¹ / ₂
1/4 Page (single column).....	2 ³ / ₈ x 13 ³ / ₄

Bellyband Specifications for Oncology NEWS International:

Flat Size = 23⁵/₈" x 6" (includes 1¹/₂" overlap)

Front Cover Area = 10⁷/₈" x 6" Left Flap = 6¹/₈" x 6" Right Flap = 6¹/₄" x 6"

Keep all live matter 1¹/₄" away from all folds and trims including 1¹/₂" overlap

Add 1¹/₈" bleed on all sides Paper Stock = 80# coated text stock

37. Type of Binding

ONCOLOGY: Perfect Bound

Oncology NEWS International: Saddle stitched

ADDITIONAL TERMS AND CONDITIONS

1. Positioning of advertisements is at the sole discretion of UBM Medica, except where a specific position has been agreed to by UBM Medica in writing.

2. UBM Medica assumes no liability for any errors or omissions in key numbers or facts appearing in advertisements. The advertiser is responsible for the content of the advertisement.

3. UBM MEDICA MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

4. UBM Medica is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM Medica's control.

5. The advertiser hereby represents and warrants to UBM Medica that the advertiser has the right to publish the advertising materials or other information provided hereunder ("Ad Materials") in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. The advertiser agrees, at its own expense, to indemnify, defend and hold harmless UBM Medica, its employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including attorneys' fees and costs) arising out of or related to (a) the printing, publication or distribution of any Ad Materials hereunder, (b) the Ad Materials or any matter or thing contained in any Ad Materials and/or (c) third parties' access to advertiser's website and/or use of advertiser's products and services (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices).

38. Reproduction Requirements

ONCOLOGY and **Oncology NEWS International** are printed Web Offset. Follow specifications for Web Offset Publications (SWOP) booklet, revised 2001.

a) Digital file requirements: Media: CD ROM

SWOP Proof Required (size must be 100%) <http://www.swop.org>

File Preparation: Max. Ink Density: 300%

Bleed: .125 Registration Offset: 12 pt

Page size: trim size plus 1 inch

Min. Contone Resolution: 300

Min. Lineart Resolution: 1200

PDF/X-1a Tools:

Distiller Option: DDAP Optimized

<http://pubs.cmpmedica.com/downloads/pdfx1.pdf>

Apago PDF/X Checkup

<http://www.apagoinc.com>

Enfocus PitStop or Instant PDF

<http://www.enfocus.com>

Service Bureau Resources

<http://www.enfocus.com>

b) Shipping: Production Department

UBM Medica

535 Connecticut Avenue

Suite 300

Norwalk, CT 06854

Phone: (203) 523-7050

Fax: (203) 842-3936

E-mail: production@cmpmedica.com

c) Disposition of Material: Digital ads will be stored for 13 months from the last time the ad ran and then automatically deleted. Supplied inserts/outserts will be stored for 13 months after running at a maximum quantity of 150 pieces and then automatically destroyed.

39. Digital Ad Specifications: For updates on digital ad specifications and contact information, go to <http://mediakit.cmpmedica.com>

6. UBM MEDICA SHALL NOT BE LIABLE TO ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT UBM MEDICA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL UBM MEDICA'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO UBM MEDICA FOR THE AD MATERIALS GIVING RISE TO SUCH LIABILITY.

7. UBM Medica reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM Medica.

8. Advertising in UBM Medica's online products and services is subject to the terms of the applicable online insertion order.

9. All payments are due within thirty (30) days of the invoice date. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within thirty (30) days of the date of such invoices. In case advertiser is in default with payment of one or more invoices, UBM Medica is entitled to hold back the publication of further orders until all amounts due are paid. If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by UBM Medica in collecting such amounts. UBM Medica reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees are exclusive of all. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on UBM Medica's net income.