Cancer Today readers face daily challenges that cancer presents with optimism, hope and realism. Our mission is to support them by providing knowledge, advice and expert guidance.

Becoming part of our trusted community of advertisers isn’t just a wise media buying decision ... it’s an opportunity to share, to empower, to give hope.
According to the American Association for Cancer Research, nearly 15.5 million people living in the United States have been diagnosed with cancer. In recent years, these survivors have taken an increasingly active role in their care and recovery. They and their caregivers constitute more than a market. They are a community of fighters who rely on scientifically based therapies to move forward with their lives and dreams.

**MARKETING YOUR PRODUCT OR SERVICE** to this community requires a delicate and balanced approach. The award-winning *Cancer Today* provides a unique and trusted environment. Since 2006 (when it was launched as *CR Magazine*), *Cancer Today* has been providing patients with valuable information for living life and beating the odds. Whether a recently diagnosed patient, a long-term survivor or a family caregiver, *Cancer Today* readers are inspired and empowered by learning about the latest advancements in cancer therapy and research; sound advice for the physical, emotional and practical concerns that come with a cancer diagnosis; and uplifting stories about people who are surviving—and thriving—with cancer.

Published by the American Association for Cancer Research—an organization dedicated for more than 100 years to preventing and treating cancer—readers know they can trust *Cancer Today* to deliver reliable and authoritative information to help them navigate their cancer journey, from diagnosis through treatment and beyond.

“We at Imerman Angels were blown away by the OUTREACH of the *Cancer Today* article on our mission!! WOW!! Instantly, and over a few months’ time, we received hundreds and hundreds of calls from families fighting cancer from ALL OVER the U.S. looking for help! And hundreds from survivors and caregivers looking to give back. Imerman Angels was able to reach—and help—so many families because of *Cancer Today*’s STRONG exposure in so many hospitals and medical offices—RIGHT where we want to be!! We could not have been more pleased with the response!!”

Jonny Imerman
Founder
Imerman Angels
Cancer Today’s unique approach to providing trustworthy, unbiased information extends to every page of the magazine. By putting the latest research into perspective, Cancer Today provides practical advice that’s both educational and inspirational, empowering readers to become more active participants in their own treatment and care.

READERS ARE CAPTIVATED BY OUR REGULARLY APPEARING DEPARTMENTS AND SECTIONS, WHICH INCLUDE:

**Survivor Profiles**
Inspiring stories of everyday survivors accomplishing extraordinary things.

**Sound Advice**
Guidance from top clinicians, researchers and advocates who help readers navigate the physical, medical and emotional issues that come with a cancer diagnosis.

**Forward Look**
The latest cancer science and health news to help readers live fuller, healthier lives.

**Caregiving with Confidence**
Practical advice from caregivers who have been there.

**Yesterday and Today**
A look at advances in cancer treatment through the story of a celebrity who died of the disease.

**Healthy Habits**
Stories that go beyond the latest news on diet, exercise and lifestyle to help readers understand the research and how it can be applied to their lives as cancer patients, survivors or caregivers.

**Features**
In-depth explorations of the latest trends in cancer research, patient care and survivorship, including clinical trials, drug development, late and long-term effects, treatment advances and more.

TENTATIVE FEATURES GRID

<table>
<thead>
<tr>
<th>SPRING 2017</th>
<th>SUMMER 2017</th>
<th>FALL 2017</th>
<th>WINTER 2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survivor profile: AML survivor</td>
<td>Survivor profile: kidney cancer survivor</td>
<td>Survivor profile: metastatic breast cancer survivor</td>
<td>Survivor profile: pancreatic cancer survivor</td>
</tr>
<tr>
<td>Cancer prevention</td>
<td>Clinical trials, expanding access</td>
<td>Second cancer, recurrence or new</td>
<td>Vaccines/antibiotics as prevention/treatment</td>
</tr>
<tr>
<td>Stand Up To Cancer</td>
<td>Pediatric cancer</td>
<td>Patient navigators</td>
<td>Surgical oncology, advances</td>
</tr>
<tr>
<td>Yesterday &amp; Today: pancreatic cancer</td>
<td>Get a second opinion</td>
<td>Yesterday &amp; Today: liver cancer or leukemia</td>
<td>Cost of cancer care</td>
</tr>
</tbody>
</table>

*Story lineups are subject to change.*

“Whether you’ve been recently diagnosed, are still in treatment, are looking at cancer through your rear-view mirror, or are a caregiver or someone who simply wants to be educated about treatment options and care, Cancer Today is one of the best sources of objective information and practical, actionable advice. The magazine provides a great balance of real-world experiences from patients who have ‘been there’ with thoughtful guidance and commentary from some of the best and brightest medical professionals in oncology. As a survivor and research advocate, I rely on the helpful, insightful intelligence provided by Cancer Today. It is a must read—an easy-to-read information source for the latest advances in cancer research, care and survivorship.”

Jack Whelan
Research Advocate and Cancer Survivor
Cancer Today is a trusted source of information.

98.2% of Cancer Today readers say the articles are helpful.

85% share or save Cancer Today for future reference when they have finished reading it.

Our health-conscious readers and their caregivers actively seek information about dealing with and managing their disease. And because they are actively seeking ways to live more normal, longer lives, ads are viewed as an important part of the magazine’s content.

CANCER TODAY READERS ARE ACTIVE AND ENGAGED, AND THEY TAKE ACTION AS A RESULT OF READING EACH ISSUE:

- **30.2%** considered an advertised product or service for themselves or someone they know
- **25.7%** were encouraged to look into clinical trials
- **21.9%** discussed an ad with their doctor/member of their health care team
- **55.9%** referenced an article with their doctor/member of their health care team
- **37.9%** were encouraged to look into new treatment options
- **18.8%** have participated in clinical trial

### ABOUT CANCER TODAY READERS

- **31.6%** male
- **73.2%** female

### STAGE AT DIAGNOSIS

- **49.6%** early stage cancer
- **31.6%** late or metastatic stage
- **18.8%** neither early nor late stage

### GENDER

- **73.2%** female
- **26.8%** male

### AGE

- **20.8%** 61-70 years
- **36.2%** 51-60 years
- **28.3%** 71 and over
- **9.8%** 31-50 years
- **8.8%** 30 and under

**SOURCE:** Cancer Today Readership Study, AACC, Fall 2016
Print copies of *Cancer Today* are distributed to the following for cancer patients, survivors and caregivers:

- Hospitals/cancer centers
- Support/advocacy groups
- Events/conferences
- Individual subscribers
- Oncologists' offices
- Radiologists' offices
- Neurologists' offices
- Dermatologists' offices
- Gastroenterologists' offices
- Endocrinologists' offices
- Urologists' offices
- Pulmonologists' offices
- Hematologists' offices
- ENT offices
- Ob/Gyn offices

**CANCER TODAY STATS:**

**CIRCULATION:** 200,000

**TOTAL AUDIENCE:** 820,000

“*Cancer Today* really sets the standard for delivering reliable, actionable information in an engaging, reader-friendly way. It inspires patients to become more active in their own treatment and gives survivors and caregivers helpful tools to tackle the challenges they face. *Cancer Today*’s reach is incredible. After my story appeared, we heard from so many people from across the United States who wanted to know more about my story and Shannon Miller Lifestyle, and it really helped us further our mission of informing, educating and inspiring women to lead healthy and balanced lifestyles.”

Shannon Miller
Olympic Gold Medal Gymnast and Cancer Survivor
Founder, *Shannon Miller Lifestyle*
WHO ASKS FOR CANCER TODAY?

LEADING CANCER CENTERS AND HOSPITALS IN THE UNITED STATES

Magazines are requested for distribution to patients, survivors and caregivers in waiting rooms, exam rooms, classes, support groups, health programs, resource centers and more. Among the cancer centers and hospitals that request Cancer Today are:

- Abramson Cancer Center of the University of Pennsylvania
- City of Hope
- Cleveland Clinic
- Dana-Farber/ Harvard Cancer Center
- Duke Cancer Institute
- Fox Chase Cancer Center
- Herbert Irving Comprehensive Cancer Center
- Mayo Clinic
- Memorial Sloan Kettering Cancer Center
- Moffitt Cancer Center
- Seattle Cancer Care Alliance
- Sidney Kimmel Cancer Center at Thomas Jefferson University
- Stanford Cancer Center
- The Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins
- The University of Texas MD Anderson Cancer Center
- UCSF Helen Diller Family Comprehensive Cancer Center
- UF Health Cancer Center
- University of Maryland Medical Center
- University of Michigan Comprehensive Cancer Center
- UPMC Shadyside
- USC Norris Comprehensive Cancer Center
- Winship Cancer Institute of Emory University

SUPPORT AND ADVOCACY GROUPS

Magazines are distributed to cancer patients and survivors, caregivers, staff and volunteers. They are also available in care packages and at meetings and events. Among the organizations that request Cancer Today are:

- American Cancer Society Hope Lodge
- Arkansas Cancer Coalition
- CancerCare
- Cancer Support Community
- Colon Cancer Alliance
- FORCE: Facing Our Risk of Cancer Empowered
- Hope for Heather
- Imerman Angels
- Kids Konnected
- Lustgarten Foundation
- Malecare
- Mommy and Me Cancer Foundation
- MyLifeLine.org Cancer Foundation
- Ovarcome
- Pancreatic Cancer Action Network
- Patient Advocate Foundation
- PMP Pals’ Network
- SHARE Cancer Support
- Sisters Network
- South Carolina Cancer Alliance
- Stand Up To Cancer
- Susan G. Komen
- Tennessee Cancer Consortium
- Triage Cancer
- Triple Step Toward the Cure
- Us TOO International Prostate Cancer Education and Support Network
- Young Survival Coalition

PARTIAL EVENT DISTRIBUTION LIST

These are some of the events at which Cancer Today is being/has been distributed. Cancer Today is usually distributed at booths (Cancer Today and/or AACR), on resource tables, in survivors tents and/or in attendee bags. For updates and specifics, please send an email to eric.anderson@bock-assoc.com.

- AIM for the CURE Melanoma Walks & Fun Runs
- American Brain Tumor Association BT5K Breakthrough for Brain Tumors Runs & Walks
- American Brain Tumor Association National Patient & Family Conference
- American Brain Tumor Association Partners in Treatment and Care Meetings
- Colon Cancer Alliance Symposium
- Colon Cancer Alliance Undy Runs/Walks
- Disneyland and Walt Disney World runs
- Living Beyond Breast Cancer’s Annual Conference on Metastatic Breast Cancer
- Living Beyond Breast Cancer’s National Conference
- Living Beyond Breast Cancer’s Annual Fall Conference
- Living Beyond Breast Cancer’s Breast Cancer 360 Programs
- Living Beyond Breast Cancer’s Reach & Raise: Denver, Philadelphia
- Lymphoma Research Foundation Ask the Doctor About Lymphoma Programs
- Lymphoma Research Foundation Lymphoma Workshops
- Lymphoma Research Foundation North American Educational Forum on Lymphoma
- Melanoma Research Foundation Patient Symposium
- My 2nd Act: Giving Survivorship a Voice
- National Ovarian Cancer Coalition National Conference
- National Ovarian Cancer Coalition Patient Power Town Meetings on many types of cancer (specifics upon request)
- Prostate Cancer Research Institute Prostate Cancer Conference
- Rock ‘n’ Roll Half Marathons
- Southern California Women’s Health Conference & Expo
- Stowe Weekend of Hope
- SURVIVORville
- Triage Cancer Conferences

While Cancer Today is written for and distributed to patients, survivors and caregivers, it can also be found at the AACR booth at science-focused events, including the:

- AACR Annual Meeting and many other AACR conferences
- ASCO Annual Meeting
- ASH Annual Meeting
- BIO International Convention
- ONS Annual Congress
- San Antonio Breast Cancer Symposium
CANCERTODAYMAG.ORG

Cancer Today’s website, CancerTodayMag.org, engages thousands of cancer patients, survivors and caregivers, bringing together content from the current and past issues of the magazine plus web-only features. It continues the print magazine’s mission of serving cancer patients, survivors and caregivers who are seeking information and inspiration as they or their loved ones face diagnosis, treatment and life after cancer. New features are being added on a regular basis.

E-NEWSLETTER

The Cancer Today e-newsletter is sent each month to thousands of opt-in subscribers. Each e-newsletter focuses on a cancer-related topic and includes:
- A short introduction describing the topic of the month
- Articles from the print magazine
- Timely news articles
- Links to patient support services
- Information about upcoming events
- The opportunity for readers to submit their own stories for editorial consideration

DIGITAL EDITION

The digital edition is the online version of Cancer Today. As an online entity, it offers several unique features, including:
- Clickable URLs, allowing readers to visit advertisers’ websites and other websites highlighted in the magazine
- A clickable table of contents, making it easy to navigate from article to article
- A back issues tab, making past magazines readily available
- The ability to download a PDF copy of the magazine
- A search function, allowing readers to seek information about specific topics in current and past issues

Your print advertisement in Cancer Today is included in our digital edition free of charge. Sponsorship of the e-mail blast featuring the digital edition is available.

AWARDS

Cancer Today has been honored with the following prestigious editorial awards:

- Association Media & Publishing EXCEL Award 2016
  Silver, Feature Article Design
- Association Media & Publishing EXCEL Award 2014
  Gold, Feature Story Design
- Society of Publication Designers 2014
  Merit
- Association Media & Publishing EXCEL Award 2012
  Gold, Redesign
- Folio Ozzie Award 2012
  Second Place, Best Redesign
- National Medical Awards of the American Society of Colon and Rectal Surgeons 2011
  First Place, Outstanding Achievement
- Greater Philadelphia Professional Chapter of the Society of Professional Journalists Awards 2011
  Second Place, Non-Deadline Writing
- Greater Philadelphia Professional Chapter of the Society of Professional Journalists Awards 2011
  Second Place, Health and Science
- Green Eyeshade Excellence in Journalism Award 2011
  Second Place, Public Service in Magazine Journalism
- Clarion Award 2011
  First Place, Magazine Feature Article
Discover the benefits of advertising with the nation’s most reputable cancer publication

<table>
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<tr>
<th>CANCER TODAY MAGAZINE PRINT AD RATES</th>
</tr>
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<tr>
<td><strong>AD UNIT</strong></td>
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<tr>
<td>1X RUN OF BOOK</td>
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Required Prescribing Information (P.I.) pages are billed at the following rates: 1x - $11,500; 4x - $8,625

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<td><strong>ISSUE</strong></td>
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<td>SPRING 2017</td>
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<td>SUMMER 2017</td>
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<td>FALL 2017</td>
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<td>WINTER 2017-18</td>
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<tr>
<th>CANCERTODAYMAG.ORG RATES</th>
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<tr>
<td><strong>AD UNIT</strong></td>
</tr>
<tr>
<td>TOP MEDIUM RECTANGLE</td>
</tr>
<tr>
<td>SECOND MEDIUM RECTANGLE</td>
</tr>
<tr>
<td>WIDE SKYSCRAPER</td>
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<th>E-NEWSLETTER RATES</th>
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<tr>
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<td>LEADERBOARD</td>
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<tr>
<td>MEDIUM RECTANGLE</td>
</tr>
<tr>
<td>WIDE SKYSCRAPER</td>
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<th>DIGITAL EDITION RATES</th>
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<tr>
<td>LEADERBOARD</td>
</tr>
<tr>
<td>BUTTON</td>
</tr>
<tr>
<td>BELLY BAND</td>
</tr>
<tr>
<td>BLOW-IN CARD</td>
</tr>
</tbody>
</table>

Contact:
Bock & Associates, Inc.
7650 Executive Drive
Eden Prairie, MN 55344-3677
952-905-3236
eric.anderson@bock-assoc.com
AD SPECS & DIMENSIONS

**DIMENSIONS** (in inches)

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>2-PAGE SPREAD</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
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<td>7.875 x 10.25</td>
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<td>2.75 x 10.75</td>
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**Important information:** Publication trim size ................. 8.375” x 10.75” • Ads do not require a hard border • Keep text inset 0.375” from trim or gutter so it is not cut off • Full Bleed ads must include additional 0.125” bleed on each side

**PRINT AD SUBMISSION GUIDELINES:** *Only Print-Ready PDFs or flattened TIF files accepted.* All ad files must be sent as Print-Ready PDF/X-1A 2001 (1.3) files or Flattened TIF formats. All printer’s marks must be included (crop, bleed, registration, color bars). Printer marks should be offset by 0.25 in. Files must be sized appropriately and at least 300 dpi in resolution. Files must have all fonts embedded and be self-contained and ready to place with no extraneous pieces or parts. File types should be sent in either CMYK or Grayscale color format. **Please note that any ad sent that does not meet the above specifications will incur additional production charges, unless otherwise arranged with our advertising department.**

**CANCERTODAYMAG.ORG SPECS**

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>AD SIZE</th>
<th>FORMAT</th>
<th>IMAGE SIZE</th>
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<td>40 K</td>
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<tr>
<td>SECOND MEDIUM RECTANGLE</td>
<td>300 x 250</td>
<td>JPEG, GIF, ANIMATED GIF</td>
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<tr>
<td>WIDE SKYSCRAPER</td>
<td>160 x 600</td>
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**E-NEWSLETTER SPECS**

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<td>WIDE SKYSCRAPER</td>
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**DIGITAL EDITION SPECS**

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<td>BLOW-IN CARD</td>
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</table>

**Please upload materials to:** https://www.dropbox.com/request/ciwP2xOQKhZz8qe9pP4I

**Production Questions, Contact:**

Andresa Strahm  
andresa.strahm@bock-assoc.com  
952-905-3201

**Sales Contact - Print and Digital:**

Eric Anderson  
eric.anderson@bock-assoc.com  
Office: 952-905-3206; Cell: 612-270-1867

**Publisher’s Note**

All supplied ads must meet publisher’s quality standards. If the ad does not meet publisher’s standards, the ad will either need to be re-supplied or elements will need to be supplied to our art department to design at an additional cost.
The AACR reserves the right within its discretion to reject or remove from CancerTodayMag.org any ads for which the advertising materials or the website to which the ad is linked do not comply with its policies, or that in the AACR’s sole reasonable judgment, do not comply with any applicable law, regulation or other judicial or administrative order.

If advertising materials are not received five business days prior to the IO start date, the AACR will begin to charge the Advertiser on the IO start date on a prorate basis based on the full IO, excluding portions consisting of performance-based, non-guaranteed inventory, for each full day the advertising materials are not received.

The AACR shall not be subject to any liability whatsoever for any failure to publish because of acts of God, work stoppage, accidents, fire, or other natural or unnatural occurrences which are outside and beyond the AACR’s control.

Advertiser may cancel the entire IO, or any portion thereof, with 14 days’ prior written notice to the AACR, without penalty, for any guaranteed deliverable, including, but not limited to, CPM deliverables.

The AACR will track delivery through its ad server and, provided that the AACR has approved in writing a Third Party Ad Server to run on its properties, Advertiser will track delivery through such Third Party Ad Server. Advertiser may not substitute the specified Third Party Ad Server for measurement.

The initial invoice will be sent by Media Company upon completion of the first month’s delivery, or within 30 days of completion of the IO, whichever is earlier. Advertiser will make payment 30 days from its receipt of invoice, or as otherwise stated in a payment schedule set forth in the IO.

Advertising agencies agree to pay all charges for advertising placed at their request, in the event no payment is made by the Advertiser. The AACR has the authority to hold both the Advertiser and Agency liable for such monies due and payable to the AACR.