

2023

MEDIA KIT

cancertoday[®]

Practical Knowledge. *Real Hope.*

From the American Association for Cancer Research[®]

Cancer Today's audience faces 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.

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Published by the American Association for Cancer Research® (AACR), *Cancer Today* is the authoritative resource for cancer patients, survivors and caregivers who seek information and inspiration as they or their loved ones face diagnosis, treatment and life after cancer.

Cancer Today empowers readers with reliable reporting on the latest advances in cancer research, practical advice on how to live life as a cancer patient or survivor, and candid stories about patients, survivors and caregivers dealing with the disease.

Cancer Today readers tell us they rely on the magazine for accurate and unbiased reporting. They say the magazine helps them put into context the often confusing and conflicting news reports on cancer research,

new treatments, dietary advice, smoking and other issues.

Every quarter, we distribute 50,000+ requested print copies and blast out the digital edition via email to around 40,000 readers. Our website, CancerTodayMag.org, offers readers quick, easy access to content from the print edition and original content written for the website. A bi-monthly e-newsletter deployed to 35,000 recipients offers a round-up of cancer news from *Cancer Today* and other media outlets.



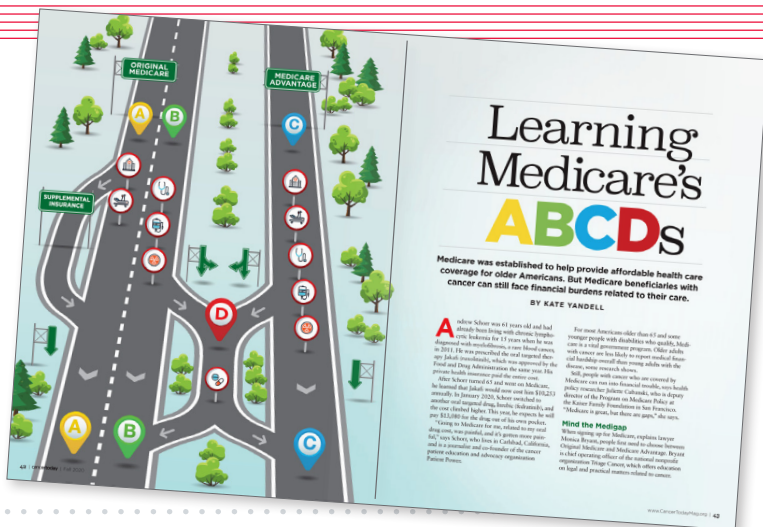
Cancer Today is a vital source of information for readers trying to find their way through a complex illness and a health care system that can be confusing, intimidating and frustrating. Our print magazine, digital edition, website and e-newsletter are valuable resources that help our readers make sense of their cancer experience.

TENTATIVE FEATURES GRID

SPRING 2023	SUMMER 2023	FALL 2023	WINTER 2023-2024
Lung cancer survivor	Kidney cancer survivor	Breast cancer survivor	Chronic lymphocytic leukemia survivor
Combination treatments: New immunotherapy indications	Antibody drug conjugates: Guiding drugs to cancer	Moving immunotherapies to the front line	Rare cancers: The search for better solutions
Colorectal cancer: Rising incidences among young adults	Ovarian cancer: Treatment advances and overcoming resistance	Managing chronic cancers, including blood-related cancers	Breast cancer: Advances in metastatic cancer treatment
Why are men more likely to get cancer? Exploring the biology of cancer development	Obesity and cancer: The stigma of obesity and cancer	Clinical trials: A how-to resource	Peripheral neuropathy: What do we know?

Story lineups are subject to change.

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.

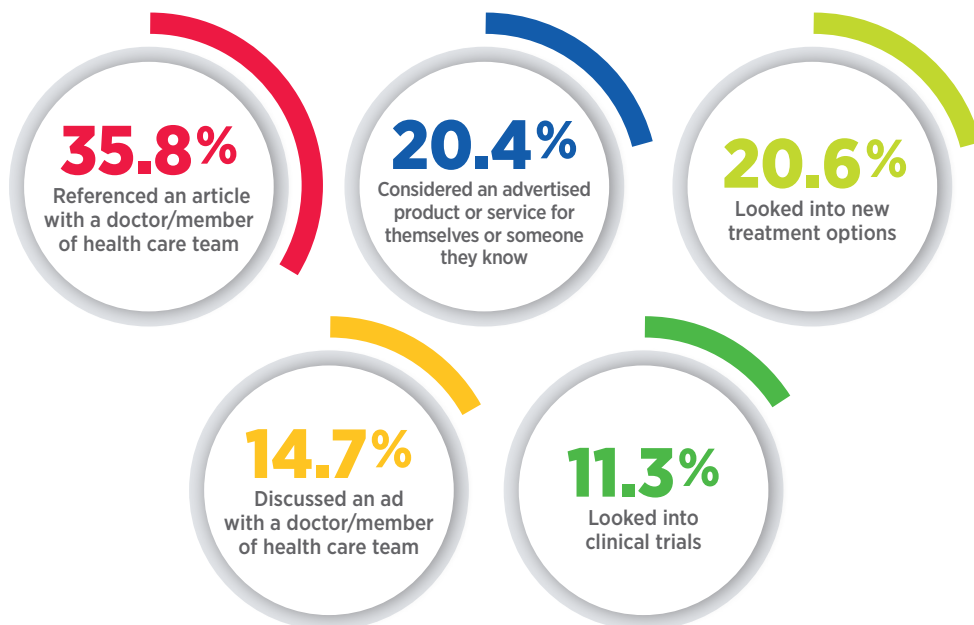


CANCER TODAY
IS A TRUSTED
SOURCE OF
INFORMATION

97.1%
OF **CANCER TODAY**
READERS SAY
THE ARTICLES
ARE HELPFUL

80.1%
SHARE OR SAVE
CANCER TODAY FOR
FUTURE REFERENCE
WHEN THEY HAVE
FINISHED READING IT

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



ABOUT CANCER TODAY READERS

STAGE AT DIAGNOSIS

Early-Stage Cancer: 52.3%
Late or Metastatic Stage: 34.6%
Neither Early nor Late Stage: 17%

NOTE: Some respondents reported having more than one type of cancer, so more than one stage at diagnosis was reported.

13.4% HAVE PARTICIPATED IN CLINICAL TRIAL

GENDER

Male: 18.2% Female: 80.9%
Another Way: 0.2%

AGE

30 and under: 0.1% 61-70 Years: 39.8%
31-50 Years: 6.5% 71 and over: 36.7%
51-60 Years: 16.1%

Readex
Research
readexresearch.com

SOURCE: Cancer Today Readership Study, Readex Research, Fall 2022



Cancer Today's audience consists mainly of cancer patients, survivors and caregivers.

PRINT MAGAZINE

Every quarter, we distribute 50,000+ requested print copies, mainly to cancer centers, hospitals, support and advocacy groups, and single-copy subscribers at their homes.



WEBSITE

Our website, *CancerTodayMag.org*, offers readers quick, easy access to content from the print edition and original content written for the website. Metrics include:

- Average Users per Month - 38,000
- Average Pageviews per Month - 59,000
- Average Sitewide Ad Impressions per Month - 120,000 (about 80% U.S.)
- Average Monthly Sitewide Ad CTR - .45%
- Average Monthly Sitewide Ad Viewability - 85%

Sources: Google Analytics and Google Ad Manager

DIGITAL EDITION

The digital replica version of the print magazine is blasted via email to 40,000 readers each quarter, mostly AACR members.



E-NEWSLETTER

Our bi-monthly e-newsletter is sent to 35,000 recipients and offers news from *Cancer Today* and other media outlets.



NEW! Channel/Topic Area Exclusive Sponsorships

ALL NEW IN 2023 is the opportunity to take over entire site channels/topic areas (100% SOV) that reinforce your branding.

THESE SPONSORED TAKEOVERS WOULD BE SUPPORTED BY:

- Channel/topic area exclusivity
- Presented By* (logo identification on all channel/topic area pages)
- 100% SOV for all sponsored channel/topic area banner units throughout the campaign
- ROS — a guaranteed % of total ROS inventory to support channel/topic area impressions
- Monthly e-newsletter ad placements, if desired
- Print component, if desired
- Minimum 3-month commitment

SALES CONTACT - PRINT AND DIGITAL

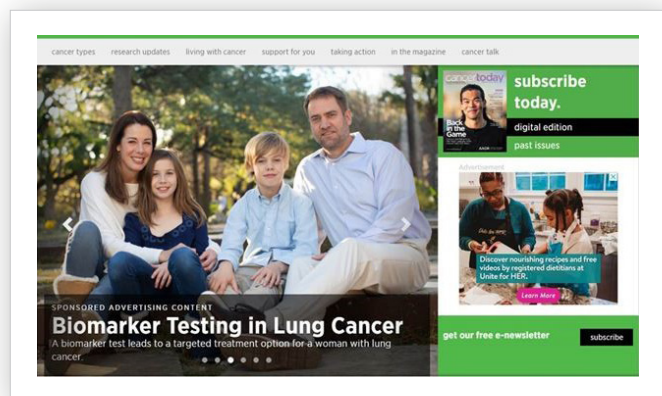
Chuck Carroll: cwcarrolljr@gmail.com

Advertiser-Supplied Digital Sponsored Content

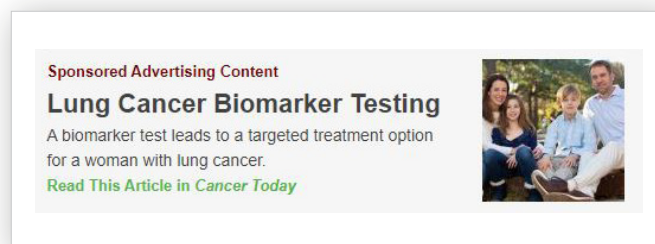
Cancer Today provides opportunities for sponsored content produced by advertisers on its website, CancerTodayMag.org, and in its e-newsletters.

EACH ADVERTISER RECEIVES:

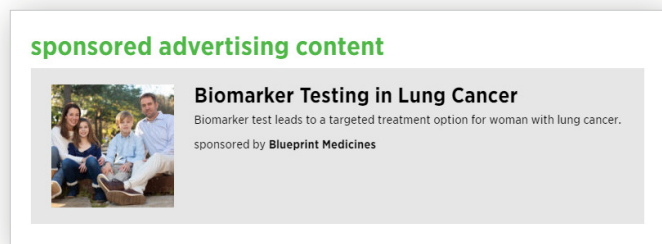
Two weeks in the third slide of the marquee at the top of the *Cancer Today* website home page.



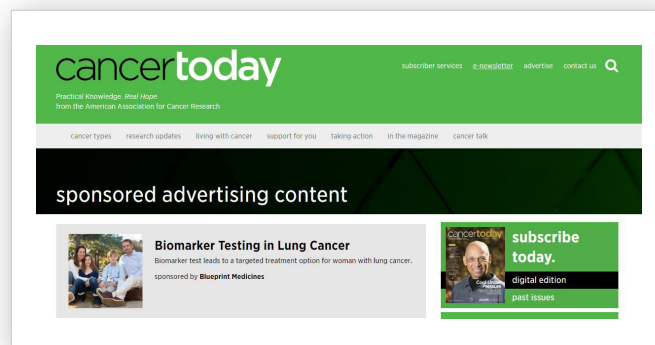
E-newsletter - Promotion in the Sponsored Advertising Content section of the *Cancer Today* e-newsletter. Standard banners may be offered as added value if available.



Featured in the Sponsored Advertising Content section of the home page of the *Cancer Today* website (to go live the 1st of the month).



The article will live in the Sponsored Advertising Content Table of Contents page on the *Cancer Today* website until the advertiser asks us to remove it.



SALES CONTACT - PRINT AND DIGITAL

Chuck Carroll: cwcarrolljr@gmail.com

All digital sponsored content appears worldwide.

COST: \$5,000 NET/MONTH

PRINT ONLY

GENERAL PRINT AD RATES (GROSS)

	1X RUN OF BOOK+
SP4CB	\$13,367
P4CB	\$7,500
1/2 Page 4C	\$4,499
1/3 Page 4C	\$3,375
Cover 2	\$9,748
Cover 3	\$8,248
Cover 4	\$11,247

Circulation: 50,000. Special non-profit rates are available.
Required Prescribing Information (P.I.) pages billed at \$3,570/page

PRINT + INCREMENTAL DIGITAL

4C print pages earn a 5% discount with an incremental digital buy of \$4,000 net (over 3 months).

Any combination of the following digital elements (stated open net rates) applies:

- **CancerTodayMag.org ROS:** \$50 CPM
- **E-newsletters:** \$100 CPM

DIGITAL ONLY

Digital-only buys require a \$2,000 net minimum spend/month. Volume discounts are available.

AVAILABLE BANNER UNITS BY ELEMENT

E-NEWSLETTER AD UNITS AND SPECS

AD UNIT	AD SIZE	FORMAT	IMAGE SIZE	ANIMATION
Leaderboard	600 x 90 & 300 x 100 (mobile)	JPEG/GIF	50 K	None/Static
Medium Rectangle	300 x 250	JPEG/GIF	50 K	None/Static

CANCERTODAYMAG.ORG AD UNITS

AD UNIT NAME	FIXED SIZE	DEVICE
Billboard	970 x 250	Desktop
Mobile Leaderboard	320 x 50	Smartphone
Leaderboard	728 x 90	Desktop/Tablet
Medium Rectangle	300 x 250	All
Large Rectangle	300 x 600	Desktop/Tablet
Slide-In	120 x 600	Desktop

CANCERTODAYMAG.ORG SPECS

Standard Ad File (jpg/gif)	1x, 1.5x and 2x accepted Animation (up to 3 loops) accepted Max file size: 100 K
3rd-Party Tags	Google Ad Manager-certified
HTML5 Packet	Google Ad Manager-compliant

We use Google Ad Manager to serve online ads.

KEY DATES FOR PRINT ADVERTISERS

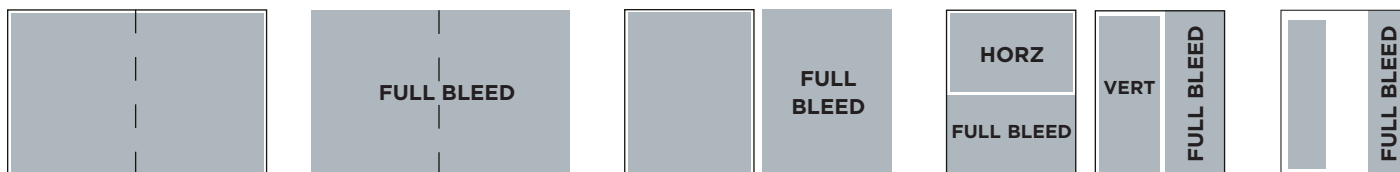
ISSUE	FINISH MAILING OF ISSUE	AD CLOSE	MATERIALS DUE
Spring 2023	March 21, 2023	February 6, 2023	February 23, 2023
Summer 2023	June 21, 2023	May 5, 2023	May 23, 2023
Fall 2023	September 20, 2023	August 7, 2023	August 23, 2023
Winter 2023-24	December 20, 2023	October 31, 2023	November 17, 2023

PRINT PRODUCTION QUESTIONS, CONTACT:

Larry Preslar: Larry@SPARKpublications.com

SALES CONTACT - PRINT AND DIGITAL

Chuck Carroll: cwcarrolljr@gmail.com



DIMENSIONS (IN INCHES)	2-PAGE SPREAD	FULL PAGE	1/2 PAGE (H)	1/2 PAGE (V)	1/3 PAGE (V)
LIVE AREA (WxH)	16.25 x 10.25	7.875 x 10.25	7.875 x 4.875	3.67 x 9.5	2.4 x 9.5
TRIM SIZE	16.75 x 10.75	8.375 x 10.75	8.375 x 5.375	4 x 10.75	2.75 x 10.75
BLEED SIZE*	17 x 11	8.625 x 11	8.625 x 5.625	4.25 x 11	3 x 11

*Bleed specs include an additional 0.125" bleed on each side.



Example of a 2-page spread.

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
- Keep all crop marks out of bleed areas

Publisher's Note

All supplied ads must meet publisher's quality standards. If the ad does not meet publisher's standards, the ad will need to be re-supplied.

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 all specifications will incur additional production charges, unless otherwise arranged with our advertising department.**

Please Upload Print Materials to:
<https://www.sparkpublications.com/digital/CTM/>

PRINT PRODUCTION QUESTIONS, CONTACT:

Larry Preslar: Larry@SPARKpublications.com

SALES CONTACT - PRINT AND DIGITAL

Chuck Carroll: cwcarrolljr@gmail.com

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 based on the IO start date, 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.

