a) Product that has not advertised in HEMOnc TODAY in the past calendar year.
b) New indication for a currently advertising product in HEMOnc TODAY.

3. Continuity Discount: Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser Discount or Free Ad Program.
   a) 6 issues = 10% off
   b) 12 issues = 15% off
   c) 18 issues = 20% off

4. Free Ad Program: Buy 5 ads get 1 free. Purchase 5 ads and receive a 6th ad of equal or lesser size free. May not be combined with Continuity or New Advertiser Discounts.

5. Prescribing Information Discount: ALL Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% discount off the earned rate.

6. Clinical Trial Ad Buy One, Get One Free: Clinical trial advertisements may run a second insertion of the same ad unit within any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.

7. Multichannel Program: Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.

8. Corporate Discount: Total net spend achieved in the year 2022 will set a Corporate Discount to be taken off 2023 advertising.

9. When taking advantage of more than one discount program, discounts must be taken in the following order:
   a) Less Prescribing Information Discount
   b) Less New Advertiser/Product or Continuity Incentive
   c) Less Healio Strategic Solutions Corporate Discount
   d) Less 15% Agency Discount

Equals cost net

ISSUANCE AND CLOSING

1. Established: March 2000
2. Frequency: 18 times per year
3. Issue Dates: 10th and 25th of the month of issue
4. Mailing Dates & Class: Mail within the issue month; Periodical Class.
5. Extensions and Cancellations:
   a) Extensions: If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
   b) Cancellations: If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

1. General Editorial Direction: HEMOnc TODAY delivers the most up-to-date news in oncology and hematology, and perspective including topics in non-malignant blood disorders, anemia and hemostasis, as well as the latest information on breast cancer, lung cancer and other solid tumors. Although the emphasis in HEMOnc TODAY is on treatment and pharmacology, the practice management section presents information on malpractice, legislative and socioeconomic topics of interest to hematologists and oncologists.

2. Average Issue Projection:
   a) Average Number of Articles per Issue: 30
   b) Editorial Sections:
      - News Articles
      - Commentary and Perspective
      - Prescribing
      - Drugs in the Pipeline
      - Pharmacology Consult
      - Interviews
      - Special Focus
      - Practice Management
      - Products and Services
      - in the Journals
      - Meeting Highlights
      - Imaging Analysis
      - Regulatory and Legislative Issues
      - Case Challenges
      - In Practice
      - Supportive & Palliative Care

3. Origin of Editorial:
   a) Articles or abstracts from meetings and interviews with oncology and hematology experts.
   b) Staff Written: 85%
   c) Solicited: 10%
   d) Submitted: 5%
   e) Peer review: No. Meetings to be covered selected in advance.

CIRCULATION

1. Description of Circulation Parameters:
   a) Oncologists
   b) Hematologists
   c) Gynecologic Oncologists
   d) Pediatric Hem/Oncs
   e) Radiation Oncologists
   f) Oncology Pharmacists
   g) Urologists
   h) Nurse Practitioners
   i) Surgical Oncologists
   j) Pulmonologists
   k) Colon & Rectal Surgeons
   l) Clinical Nurse Specialists
   m) Physician Assistants

2. Demographic Selection Criteria:
   a) Prescribing: Yes
   b) Circulation distribution:
      - Controlled: 99.97%
      - Paid: 0.03%
   c) Paid Information:
      - Association members: NA
      - Is publication received as part of dues? No
   d) Subscription rates: U.S. $598/yr. individual
      - Outside the U.S.: add $167/yr.

3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mailing House: LSC Communications

4. Date and source of breakthrough: BPA Worldwide, July 2021
5. Estimated total circulation for 2022: 36,319

GENERAL INFORMATION

1. Requirements for Advertising Acceptance:
   Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

2. New Product Releases: Yes
3. Editorial Research: Yes
4. Ad Format and Placement Policy:
   a) Format: Within articles
   b) Are ads rotated?: Yes
5. Ad/Edit Information:
   a) 50/50 Ad/Edit Ratio
6. Value-Added Services:
   a) Bonus Convention Distribution
   b) Other: Advertisers Index
7. Online Advertising Opportunities:
   Contact your sales representative for more information.
8. Additional Advertising Opportunities:
   a) BRC inserts: See $5 under Insert Information for specifications.
   b) Split-run advertising: Contact publisher for information.
9. Reprints: Yes, email scsreprints@sheridan.com.
10. Publisher's Liability: The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher's control.
11. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, indemnify, sue, or cause to a libel, violation of right of privacy, copyright infringements or plagiarism.
12. Competitor Information: HEMOnc TODAY does not accept advertisements that contain competitor's names, publication covers, logos or other content.
13. Advertisers: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving advertisement and the word "Advertise- ment" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.
14. Billing Policy: Billing to an advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.
## AD SPECIFICATIONS

1. **Available Advertising Unit Sizes:**

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Trim sizes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot; x 13.5&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot; x 13.5&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td>10.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13&quot; x 10&quot;</td>
<td>7.63&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot; x 10&quot;</td>
<td>15.1&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68&quot; x 13.5&quot;</td>
<td>5.18&quot; x 14&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td>10.5&quot; x 7.0&quot;</td>
</tr>
<tr>
<td>½ Page</td>
<td>4.68&quot; x 10&quot;</td>
<td>5.18&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>¾ Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td>5.18&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>¾ Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td>7.63&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>¾ Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
</tr>
<tr>
<td>¾ Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td>2.73&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td>5.18&quot; x 3.44&quot;</td>
</tr>
</tbody>
</table>

### a) Trim size of journal: 10.5" x 14"
### b) To view thumbnails of ads specs, visit healio.com/adspecs

For spread ads, keep content (images/text) ¼" in on each side of the gutter.

For bleed ads, add ¼" on all sides of trim size.

## INSERT INFORMATION

1. **Availability and Acceptance:**
   
   a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.
   
   b) **Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.

2. **Insert Charges:** Furnished inserts billed at the earned black-and-white-space rate. Commissionable.

3. **Sizes and Specifications:**

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
</tr>
</tbody>
</table>

### a) Full size inserts: supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher’s discretion.

### b) A-size: Supply size: 8½" x 11" pre-trimmed on head and face. ¼" foot trim and gutter grind (if perfect bound).

4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ¼" from gutter trim. Inserts are jogged to the foot. Book trims ¼" at head, face and foot.

5. **BRCs:**
   
   a) **Pricing:** Contact your Sales Representative for prices.
      
      Non-commissionable.
   
   b) **BRC Specifications:** 3½" x 5" minimum to 4½" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ¼" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** Full run — 42,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.

7. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and Healio Strategic Solutions will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.
## 2022 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topics</th>
<th>Meeting Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Breast cancer</td>
<td>San Antonio Breast Cancer Symposium</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ASH Annual Meeting</td>
</tr>
<tr>
<td></td>
<td>Lymphoma</td>
<td>San Antonio Breast Cancer Symposium</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ASH Annual Meeting</td>
</tr>
<tr>
<td>MARCH</td>
<td>Colorectal cancer</td>
<td>Gastrointestinal Cancers Symposium</td>
</tr>
<tr>
<td>APRIL 10</td>
<td>Prostate Cancer</td>
<td>Genitourinary Cancers Symposium</td>
</tr>
<tr>
<td>APRIL 25</td>
<td>Hemophilia</td>
<td>Society of Gynecologic Oncology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Annual Meeting on Women's Cancer</td>
</tr>
<tr>
<td>MAY 10</td>
<td>Lung cancer</td>
<td>AACR Annual Meeting</td>
</tr>
<tr>
<td>MAY 25</td>
<td>Melanoma</td>
<td>AACR Annual Meeting</td>
</tr>
<tr>
<td>JUNE 10</td>
<td>Renal cell carcinoma</td>
<td></td>
</tr>
<tr>
<td>JUNE 25</td>
<td>Myeloproliferative neoplasms</td>
<td>ASCO Annual Meeting</td>
</tr>
<tr>
<td>JULY</td>
<td>Head and neck cancer</td>
<td>ASCO Annual Meeting</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Sickle cell disease</td>
<td>ASCO Annual Meeting</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>CAR T-cell therapy</td>
<td></td>
</tr>
<tr>
<td>OCTOBER 10</td>
<td>Neuro-oncology</td>
<td></td>
</tr>
<tr>
<td>OCTOBER 25</td>
<td>Multiple myeloma</td>
<td>ESMO Congress</td>
</tr>
<tr>
<td>NOVEMBER 10</td>
<td>Bladder cancer</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER 25</td>
<td>Gynecologic cancer</td>
<td></td>
</tr>
<tr>
<td>DECEMBER 10</td>
<td>Leukemia</td>
<td></td>
</tr>
<tr>
<td>DECEMBER 25</td>
<td>Sarcoma</td>
<td></td>
</tr>
</tbody>
</table>

Note: Editorial content subject to change