**2023 Rate Card:** Print

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 in 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 2023 will set a Corporate Discount to be taken off 2024 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 net cost**

**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:** Mails 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, highlighting potentially practice-changing research published in peer-reviewed journals or presented at major scientific meetings. Expert perspective puts results into context and offers readers insights into potential implications of the findings. Content focuses on research advances in solid tumors, hematologic malignancies and nonmalignant blood disorders, as well as important legislative and regulatory developments.

2. **Average Issue Projection:**
   a) Average Number of Articles per Issue: 30
   b) Editorial Sections:

3. **Origin of Editorial:**
   a) Staff Written: 85%
   b) Solicited: 10%
   c) Submitted: 5%
   d) Articles from meetings: 40%
   e) Peer review: No.

**CIRCULATION**

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

2. **Demographic Selection Criteria:**
   a) Oncology Practice:
   b) Specialties:
   c) Age:
   d) Gender:
   e) Race:
   f) Education:
   g) geographic:
   h) practice:
   i) professional:
   j) subspecialty:
   k) Thomson Reuters
   l) MD Anderson:
   m) Massachusetts General:
   n) Dana-Farber:
   o) Memorial Sloan:
   p) University of Southern:
   q) University of California:
   r) University of Texas:
   s) University of Minnesota:
   t) University of Michigan:
   u) University of Pennsylvania:
   v) University of Wisconsin:
   w) University of Chicago:
   x) University of Texas:

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

4. **Date and source of breakdown:** BPA Worldwide, January 2022

5. **Estimated total circulation for 2023:** 36,206

**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?: No
5. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
6. **Value-Added Services:**
   a) Bonus Convention Distribution
   b) Split-run advertising: Contact publisher for information.
7. **Online Advertising Opportunities:** Contact your sales representative for more information.
8. **Additional Advertising Opportunities:**
   a) BRC inserts: See 5b under Insert Information for specifications.
   b) Split-run advertising: Contact publisher for information.
9. **Reprints:** Yes, email sccreprints@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, claims or suits for 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. **Advertorials:** 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 publication and the word “Advertorial” or “Advertisement” 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>¾ Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
</tr>
<tr>
<td>¾ 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>¼ Page (Vertical Block)</td>
<td>4.68&quot; x 10&quot;</td>
<td>5.18&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td>7.63&quot; x 5.25&quot;</td>
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<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
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<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
</tr>
<tr>
<td>¼ 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>¼ Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td>5.18&quot; x 3.34&quot;</td>
</tr>
</tbody>
</table>

2. Type of Binding: Saddle-stitch or Perfect bound

3. Print Ad Requirements: For specifications, go to: healio.com/adspecs

- Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalin, High-end Epson Quality or Iris Digital proofs.

- If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Contact the sales administrator for file sharing options.

4. Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

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:

   - Full size inserts: supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher’s discretion.
   - A-size: Supply size: 8½” x 11” pre-trimmed on head and face. ⅛” foot trim and gutter grind (if perfect bound).
   - Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ¾” from gutter trim. Inserts are jogged to the foot. Book trims ⅛” at head, face and foot.
   - 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 ⅛” for foot trim. Cardstock minimum: 75# bulk or higher.
   - Quantity: Full run − 41,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.
   - 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.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topics</th>
<th>Meeting Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Lymphoma</td>
<td>San Antonio Breast Cancer Symposium (Dec. 6-10, 2022)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ASH Annual Meeting (Dec. 10-13, 2022)</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Breast cancer</td>
<td>San Antonio Breast Cancer Symposium (Dec. 6-10, 2022)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ASH Annual Meeting (Dec. 10-13, 2022)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gastrointestinal Cancers Symposium (Jan. 19-21, 2023)</td>
</tr>
<tr>
<td>MARCH</td>
<td>Prostate Cancer</td>
<td>Gastrointestinal Cancers Symposium (Jan. 19-21, 2023)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Genitourinary Cancers Symposium (Feb. 16-18, 2023)</td>
</tr>
<tr>
<td>APRIL 10</td>
<td>Colorectal cancer</td>
<td>Genitourinary Cancers Symposium (Feb. 16-18, 2023)</td>
</tr>
<tr>
<td>APRIL 25</td>
<td>Gynecologic Cancer</td>
<td>Society of Gynecologic Oncology Annual Meeting on Women's Cancer (March 25-28, 2023)</td>
</tr>
<tr>
<td>MAY 10</td>
<td>Melanoma</td>
<td>AACR Annual Meeting (April 14-19, 2023)</td>
</tr>
<tr>
<td>MAY 25</td>
<td>Lung cancer</td>
<td>AACR Annual Meeting (April 14-19, 2023)</td>
</tr>
<tr>
<td>JUNE 10</td>
<td>Myeloproliferative neoplasms</td>
<td></td>
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<tr>
<td>JUNE 25</td>
<td>Renal cell carcinoma</td>
<td>ASCO Annual Meeting (June 2-6, 2023)</td>
</tr>
<tr>
<td>JULY</td>
<td>Neuro-oncology</td>
<td>ASCO Annual Meeting (June 2-6, 2023)</td>
</tr>
<tr>
<td>AUGUST</td>
<td>CART-cell therapy</td>
<td>ASCO Annual Meeting (June 2-6, 2023)</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Sickle cell disease</td>
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<tr>
<td>OCTOBER 10</td>
<td>Head and neck cancer</td>
<td></td>
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<tr>
<td>OCTOBER 25</td>
<td>Bladder cancer</td>
<td>ASTRO Annual Meeting (Oct. 1-4, 2023)</td>
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<tr>
<td>NOVEMBER 10</td>
<td>Multiple myeloma</td>
<td>ESMO Congress (Oct. 20-24, 2023)</td>
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<tr>
<td>NOVEMBER 25</td>
<td>Hemophilia</td>
<td>ESMO Congress (Oct. 20-24, 2023)</td>
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<tr>
<td>DECEMBER 10</td>
<td>Sarcoma</td>
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<tr>
<td>DECEMBER 25</td>
<td>Leukemia</td>
<td>ASH Annual Meeting and Exposition (December 2023)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>San Antonio Breast Cancer Symposium (December 2023)</td>
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Note: Editorial content subject to change