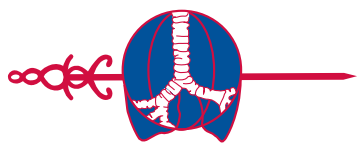


2018 Advertising Rate Card



LUNG CANCER IASLC NEWS

INTERNATIONAL ASSOCIATION FOR THE STUDY OF LUNG CANCER

The only Lung Cancer-focused tabloid

ADVERTISING AND SALES OFFICE

Cunningham Associates
Medical Advertising Representative
180 Old Tappan Road
Old Tappan, NJ 07675
201-767-4170
(Fax) 201-767-8065

Account Manager:

Kevin Dunn
201-767-4170
kdunn@cunnasso.com

ISSUANCE AND CLOSING DATES:

Frequency: 6x in 2018

Mailing Class: Tabloid

Issue	Closing Date	Materials Due
February	January 10	January 18
April	March 1	March 9
June	April 25	May 2
August	July 13	July 20
October	September 14	September 24
December	November 12	November 20

Bonus Distribution Issues:

17th Annual Targeted Therapies of the Treatment of Lung Cancer

February 21-24, 2018 | Santa Monica, CA (Feb issue)

IASLC/ESMO European Lung Cancer Conference 2017

April 11-14, 2018 | Geneva, Switzerland (April issue)

ASCO Annual Meeting

June 1-5, 2018 | Chicago, IL (June issue)

19th World Conference on Lung Cancer

September 23-26, 2018 | Toronto, Canada (Aug issue)

CIRCULATION

Total Circulation: 17,086

Circulation Verification: Sworn Statement

Circulation List Breakdown:

U.S. Lung Cancer Specialists.....	10,282
Additional U.S. Medical Oncologists focused on solid tumors.....	3,545
International Lung Cancer Specialists	3,303

GENERAL INFORMATION

Editor: Corey J. Langer, MD

Associate Editor: Fabrice Barlesi, MD

Associate Editor: Caicun Zhou, MD

IASLC Lung Cancer News is a professional tabloid publication that will feature news about lung cancer research, patient care, tobacco control, and expert commentary from lung cancer leaders. The target audience for this publication is physicians and other specialists involved in the research and treatment of patients with lung cancer and other thoracic oncologic disorders. *IASLC Lung Cancer News* content will be overseen by Corey Langer, MD, Editor, and issues will be structured to present the most recent noteworthy lung cancer-related information worldwide; in addition, themed issues may be planned around particular topics or meetings.

Content for the publication includes: conference summaries, news about lung cancer research, patient care, tobacco control, expert commentary, industry best practices, and updates on job (human interest) and cancer center changes. Conference summaries will include, among others, the annual IASLC Targeted Therapies meeting in Santa Monica in February, the ELCC, ESMO, ASCO and WCLC conferences.

RATES

Earned Rates: Rates are based on the total units run in a calendar year (i.e., 4 full pages and 4 half pages earn 8x rate). Space is combined that is purchased by a parent company and its subsidiaries. Advertising frequency includes only paid advertising.

Agency Commission: 15%

B/W Run of Book Rates (Gross rates)

Frequency	King Page	¾ Page	Island Page	½ Page	¼ Page
1x	\$4,165	\$3,780	\$3,120	\$3,015	\$1,825
3x	4,110	3,730	3,080	2,975	1,785
6x	4,055	3,675	3,040	2,935	1,745
12x	4,000	3,620	3,000	2,895	1,705
18x	3,945	3,565	2,960	2,855	1,665
24x	3,900	3,520	2,900	2,795	1,605

Color Rates

Four color	\$2,100
Standard color	\$850
Matched color	\$1,200
Five Color	\$2,500

Premium Positions

(In addition to earned B/W Rate)

4th Cover	50%
2nd Cover	35%
Center Spread	25%

Inserts

Billed at earned B/W frequency rate

CONTRACTS, INSERTION ORDERS, AND ADVERTISING MATERIALS TO:

IASLC Lung Cancer News
Katie Tuzzolino
180 Old Tappan Road
Old Tappan, NJ 07675
Tel: 201-767-4170
Fax: 201-767-8065
email: ktuzzolino@cunnasso.com

ACCEPTANCE OF ADVERTISING

All advertisements are subject to review and approval by the *IASLC Lung Cancer News* Editors and the IASLC.

ADVERTISING PLACEMENT POLICY

Interspersed within articles.

MECHANICAL REQUIREMENTS

Trim Size: 10.875" x 13.875"

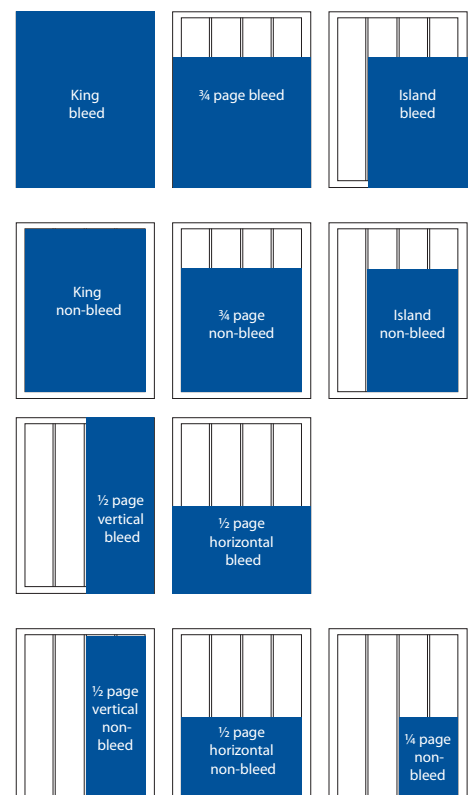
Bleed: 0.125"

Live matter: 0.5" from trim and gutter

Binding: saddle-stapled

Ad sizes	Non-bleed	Bleed (includes 0.125" on all 4 sides)
King Page	9.5" x 12.8"	11.125" x 14.125"
¾ Page	9.5" x 9.85"	11.125" x 10.65"
Island Page	7" x 9.85"	8" x 10.65"
½ Page (vertical)	4.65" x 12.8"	5.6" x 14.125"
½ Page (horizontal)	9.5" x 6.4"	11.125" x 7"
¼ Page	4.65" x 6.375"	NA

Supply as PDF/X-1a with all fonts embedded. All files must be CMYK color mode. Minimum image resolution is 300 dpi. Crop marks should be included and must be offset from bleed by at least 0.2".



2018 Advertising Rates /Specs

INSERT SPECIFICATIONS

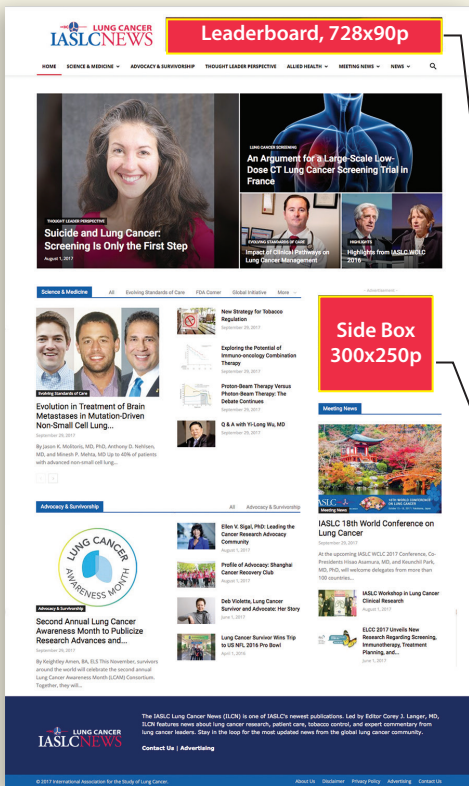
Publication Trim Size: 10.875" × 13.875"
Printing Process: Web offset
Binding: Saddle-stapled
Stock: 70 lb. minimum, 100 lb. text stock maximum
Minimum Quantity: 2,000

Inserts/Cover Tips: King- and Journal-size accepted. Allow 1/8-inch head trim for all inserts. On tabloid size inserts, any excess will trim from face and foot. Smaller inserts, such as island-size, should be delivered with clean trim except for the 1/8-inch head trim.

Preapproval: Prior to printing, two samples, or mockups made from the same paper stock as the final piece, must be submitted for preapproval and evaluation, along with a PDF of the file for IASLC approval.

Send samples to:
 Cenveo Publisher Services, Attn: John Ford
 2901 Byrdhill Road
 Insert Storage
 Richmond, VA 23228
 Tel: (804) 515-5119
 Send PDF file of the creative for preapproval by IASLC to Deb Whippen: deb@iaslclungcancernews.net

ONLINE ADVERTISING



The **IASLC Lung Cancer News website** (LungCancerNews.org) contains all the content featured in the print publication – all the news regarding research, patient care, and expert commentary—just a click away.

WEB SITE RATES

Share-of-Voice (SOV) per Position per Month
 Leaderboard 100% SOV = \$1,500 per month, 50% SOV = \$750 per month
 Side Box 100% SOV = \$1,000 per month, 50% SOV = \$500 per month
 50% minimums on both positions as space allows

MECHANICAL AND FILE SPECIFICATIONS

Leaderboard ad space 728x90 pixels
 Side Box ad space 300x250 pixels

Leaderboard ad and Side Box ad files must be in one of the following file formats: static image (JPG/ GIF) with click-through URL; Adobe Flash file (SWF) with click-through URL(s), third-party tag; rich media file, HTML5.

Additional specifications:

- A limit of three loops per 45 seconds is allowed for animated creative files.
- User-enabled media are allowed.

SUBMIT ONLINE AD FILES TO:

kdunn@cunnasso.com

QUESTIONS?

Contact Kevin Dunn, Vice President, Cunningham Associates, 201-767-4170 x18, cell 201-264-5345, kdunn@cunnasso.com

Please note:

Geo-Target placements by country are available. Tags must be received 3-5 days prior to the start of the campaign to be sure of the mechanics and to obtain IASLC approval.