

THE CANCER LETTER

2022 Media Kit

cancerletter.com | cancerhistoryproject.com | advertise@cancerletter.com

TABLE OF CONTENTS

ABOUT THE CANCER LETTER

A Real Impact	3
Circulation & Readership	4
Editorial Calendar	5

ADVERTISING IN THE CANCER LETTER

Advertising Types	6
01. Web Ads	7
02. PDF Ads	8
03. Email Ads	9
04. Recruiting Ads	10

THE CANCER HISTORY PROJECT

A Unique Sponsorship Opportunity	11
Metrics & Impact	12
05. Sponsorships	13

POLICIES

Ad Policies & FAQ	14
Ad Design Services	15
Contact	16



The leading source for information on the issues that shape oncology since 1973

The Cancer Letter, an independent weekly news publication, provides authoritative, award-winning coverage of the development of cancer therapies, drug regulation, legislation, cancer research funding, health care finance, and public health. Our coverage focuses on the National Cancer Institute, National Institutes of Health, Food & Drug Administration, U.S. Congress, cancer centers, and the pharmaceutical industry.

Since 1973, *The Cancer Letter* has been the leading source of information on cancer research, drug development, and health care policy and funding.

We have an audience like no other.

A REAL AUDIENCE

With over 250 institutional subscribers, access to The Cancer Letter has become a standard for all major oncology institutions.

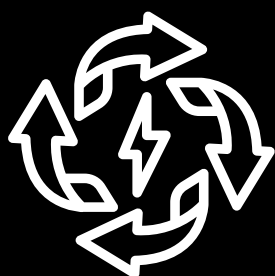
The Cancer Letter reaches the most important players in oncology: academia, private practice, research, administration, and industry.

Readers:

- Key Opinion Leaders & Policymakers
- Researchers & Clinicians
- Private & Community Practitioners
- Attorneys & Wall Street Professionals
- Industry & Health Tech professionals

Institutions:

- Cancer Centers
- Pharmaceutical Companies
- Professional Societies
- Research Organizations
- Voluntary & Advocacy Organizations



75,000
Estimated circulation

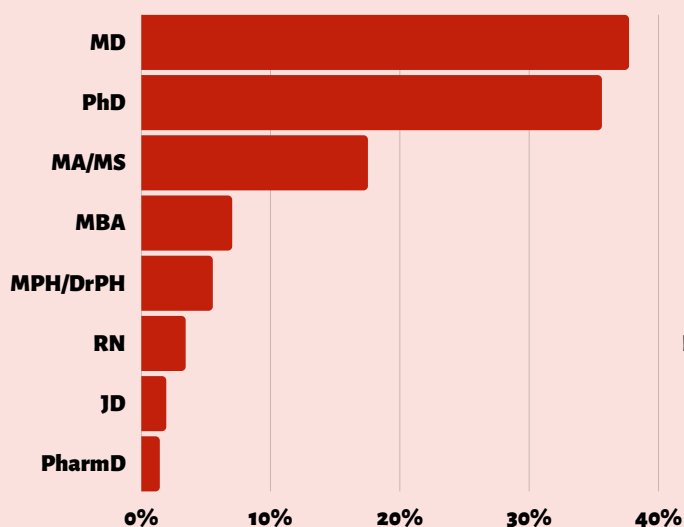


250
Institutional subscribers

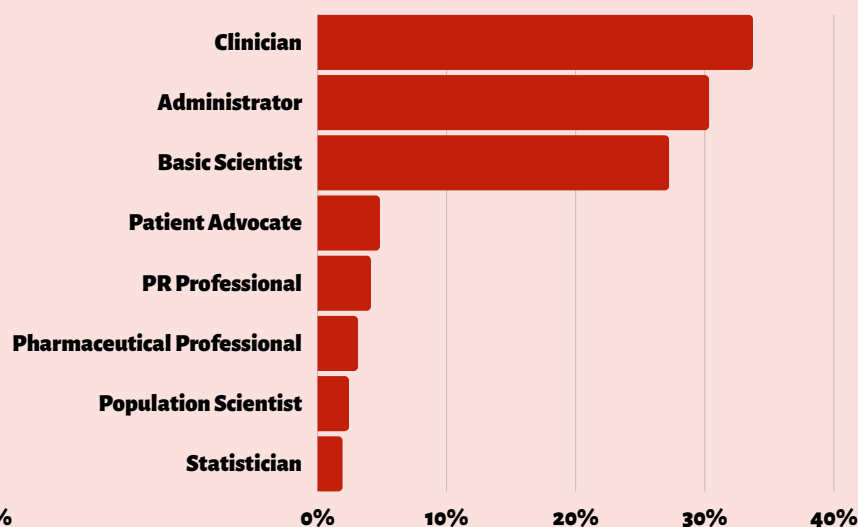


73%
Readers with an MD or PhD

Reader degrees



Professional fields



*Non-exclusive responses (a reader may have an MD in addition to a PhD, or serve as a clinician and administrator.)

2022 EDITORIAL CALENDAR

The Cancer Letter is published weekly on Fridays, 46 times a year

January

						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

February

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28						

March

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

April

						1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

May

1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

June

			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

July

						1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

August

			1	2	3	4	5
6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

September

			1	2	3		
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

October

							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

November

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

December

						1	2
3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

ADVERTISING PLACEMENTS

01

Web advertising

Leaderboard, skyscraper, and sidebar display ads available on cancerletter.com

02

PDF full-page ad

Full-color, full-page ads in *The Cancer Letter's* PDF edition

03

Email banner

Banner ads distributed in *The Cancer Letter's* news alerts email list

04

Recruiting

Ad packages and design services for recruiting advertisers

05

Sponsorship

Annual sponsorship of the Cancer History Project

Guidelines

Tobacco and alcohol ads, and ads advocating unproven therapies are ineligible. All ad placements are subject to availability.

The Cancer Letter reserves the right to refuse advertising.

➔ [Advertising FAQ](#)

01. WEB ADVERTISING

CANCERLETTER.COM

7



524,960

Impressions per month



61,600

Unique visitors per month

Code	Placement	Specs	1 mth	2 mths	3 mths	6 mths	12 mths
A	Leaderboard visible on all pages 2 available	desktop: 970 x 90 mobile: 300 x 100	1750	3150	4250	6800	9900
B	Secondary Banner visible on home, articles, search 3 available	desktop: 728 x 90 mobile: 300 x 100	1100	1980	2700	4800	6800
C	Skyscraper visible on home, articles, search 4 available	desktop: 300 x 600 mobile: 300 x 200	1000	1800	2450	3900	5800
D	Rectangle visible on issues, archives, event 4 available	desktop: 300 x 250 mobile: 300 x 200	950	1700	2300	3700	5500

Ad specs

- **Materials deadline: 3 business days prior**
- Ad spaces cycle between advertisers.
- Ad placement exclusivity is available at an additional cost.
- Accepted file formats: JPEG, PNG, GIF
- Color mode: RGB
- File sizes are given as Width x Height

Placements by page

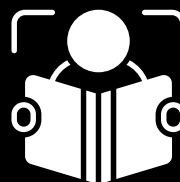
- [Home page](#)
- [Article page](#)
- [Search page](#)
- [Issue page](#)

Metrics are available on request and are limited to total views, unique views, total clicks, and unique clicks

02. PDF ADVERTISING



30,000
Estimated circulation



**Our most popular ad
placement among
subscribers**

Type	Specs	1 insertion	4+ insertions
Inside Cover Before the table of contents 2 available	8.5 x 11 " Standard US letter	\$700 / ea	\$600 / ea
Inside Cover - 2 page spread Before the table of contents 1 available	8.5 x 11 " Standard US letter (2 pgs)	\$1200 / ea	\$1000 / ea
Inside Pages Run of page 4 available	8.5 x 11 " Standard US letter	\$500 / ea	\$400 / ea
Inside Pages - 2 page spread Run of page 2 available	8.5 x 11 " Standard US letter (2 pgs)	\$900 / ea	\$750 / ea

Ad specs

- **Materials deadline:** close of business Wednesday prior publication
- Accepted file formats: JPEG, PDF
- Resolution: 150-300dpi
- Color mode: RGB
- Please ensure artwork is prepared to the exact size requirements
- Bleed and trim marks are not required
- Our PDF publication allows for clickable links. Embedded url links are accepted in PDF artwork
- Metrics for this ad placement are not available.

The PDF edition of The Cancer Letter is available for download via the website, or distributed internally by subscriber institutions. An estimated half of our readers access the PDF.

Download PDF

03. EMAIL ADVERTISING

THE CANCER LETTER'S NEWS ALERTS

9



12,000
Impressions per week



Subscribers and non-subscribers may register to receive news alerts emails

Type	Specs	1 insertion	4+ insertions
Banner 1 available weekly	564 x 140 px < 1 MB	\$300 / ea	\$250 / ea

Ad specs

- **Materials deadline:** close of business Wednesday prior to publication
- Accepted file formats: JPEG, PNG, GIF
- Resolution: 72dpi
- Color mode: RGB
- File sizes are given as Width x Height

View this email in your browser

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THE CANCER LETTER

How FDA, Pfizer, and Flatiron Health did it
Approval of ibrance for men affords a glance at use of real world data

Real world data played a role in FDA's recent decision to expand the indications for Pfizer's drug ibrance (palbociclib) to include men.

→ Read article

READ THIS WEEK'S ISSUE

 **NATIONAL CANCER INSTITUTE**

How real world evidence was used to support approval of ibrance for male breast cancer

NCI advisors approve eight concepts, including three Cancer Moonshot concepts

IN BRIEF

William Cancer named interim director of University of Arizona Cancer Center as Andrew Kraft steps down

YOUR AD GOES HERE

THE CLINICAL CANCER LETTER

CLINICAL ROUNDUP

ACP screening guidance calls for two-year interval between mammograms for women at average breast cancer risk

DRUGS & TARGETS

FDA approves Belveris for urothelial carcinoma with FGFR genetic alterations

The Cancer Letter has 200 institutional subscribers. Is your institution one of them?

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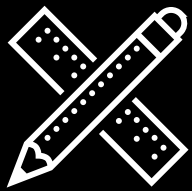
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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

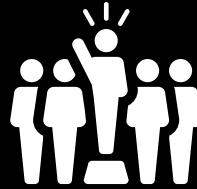
04. RECRUITING

POLICIES & DISCOUNTS

10



Free design
on all ad placements

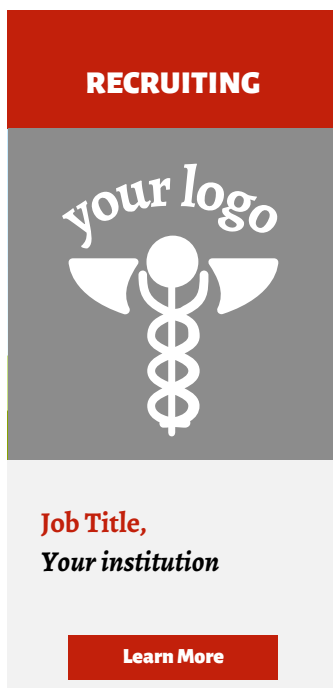


**Access an unparalleled
readership of engaged
thought-leaders in cancer**

Recruiting with The Cancer Letter is easy:

- 1. Select any ad placements and duration.** Recruiting ads are priced like any other advertising. We recommend a mix of PDF and web ads to maximize reach.
- 2. Send us your listing as a 1pg PDF.** This can be used as an ad in The Cancer Letter PDF edition. Web ads can link to the job description PDF or to your website.
- 3. Let us design your web or email ads, free of charge.** All recruiting ads are eligible to use a standardized ad template with your logo, institution, and job title.

Sample ads:





CancerHistoryProject.com is a free, online, collaborative resource and historical archive, preserving the history of cancer research, treatment, and control in the U.S.

A project by The Cancer Letter

AUDIENCE

49,000+
unique visitors in 2021

EDITORIAL BOARD

Guided by a board of
preeminent oncology leaders

INFLUENCE

Backed by 50+
contributors and sponsors



What is the Cancer History Project?

a platform

Approved contributors can publish directly to the site, preserving their history.

a dialogue

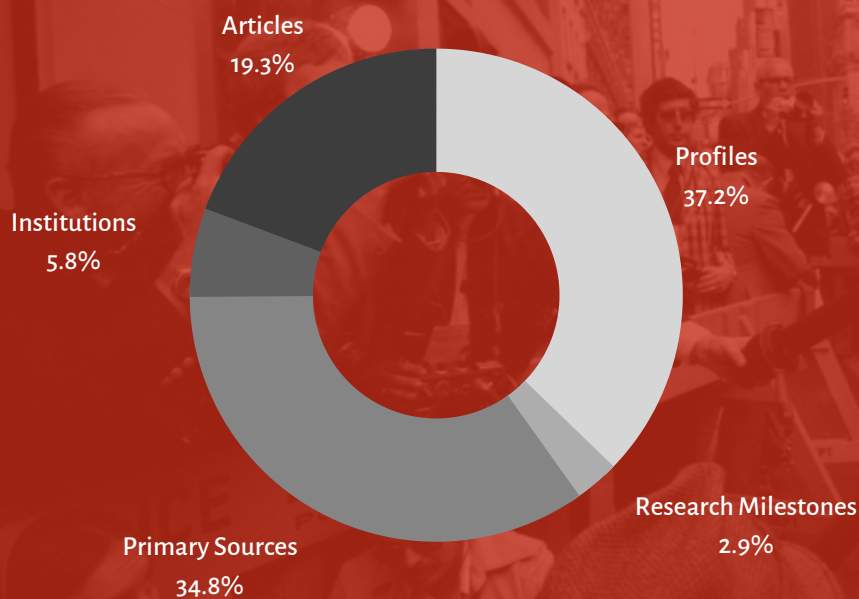
Hosting panels and events, documenting oral histories, and collecting stories that will otherwise be lost.

an archive

Publishing out of print and unpublished books, digitizing records, and making oncology's history available to all—for free.

11,883 articles published in 2021

415 articles directly authored by contributing institutions



Betty Ford, prior to her tour of the Guttman
Institute for Early Detection of Breast Cancer,
Nov. 7, 1975

05. ANNUAL SPONSORSHIP

CANCERHISTORYPROJECT.COM

13



90,000

Impressions per month



49,000+

Unique visitors per year

Sponsorship Tier	Ad specs	Industry ie: pharmaceutical and health IT companies	Institutions ie: academic centers, professional societies
*Platinum+ Top logo placement on sponsors page Header ad placement Event sponsorship	desktop: 728 x 90 mobile: 300 x 100	\$100,000 / yr	*Only 3 Platinum tier sponsorships will be sold
*Platinum Top logo placement on sponsors page Header ad placement	desktop: 728 x 90 mobile: 300 x 100	\$75,000 / yr	\$50,000 / yr
Gold Second tier logo placement Home page & Article page advertising	desktop: 300 x 250 mobile: 300 x 200	\$50,000 / yr	\$25,000 / yr
Silver Third tier logo placement Search page sidebar advertising	desktop: 300 x 600 mobile: 300 x 200		\$15,000 / yr
Bronze Fourth tier logo placement Article page bottom banner ads	desktop: 970 x 90 mobile: 300 x 100		\$5,000 / yr

Some of our sponsors:

[view the full list](#)



Guidelines

Tobacco and alcohol ads, and ads advocating unproven therapies are ineligible. All ad placements are subject to availability. *The Cancer Letter* reserves the right to refuse advertising.

Agency Discounts

An agency discount of 10% is available on ad orders greater than \$1,000.

Advertorial

The Cancer Letter does not publish advertorials. A PDF ad, if properly labeled as an advertisement, may be used in a similar manner. You may also [submit an article](#).

Exclusivity

Category exclusivity may only be obtained by prior negotiation (ie: a last minute ad where no competitor happens to be placed) or by an ad buyout. We are happy to advise on placement options if this is a concern.

Metrics

We are able to provide views and clicks for web and email ads. We are unable to provide metrics for PDF ads. Metrics available on request only.

Rates

All advertising is flat rate only.



If you need help creating an ad, we provide design services at affordable rates through our affiliated design team.

Type	Fee 7 day lead time	Fee + Rush <7 day lead time
Mailing list ad The Cancer Letter news alerts email banner	\$120	\$155
Banner ad Type A & B - The Cancer Letter Platinum or Bronze - Cancer History Project	\$300	\$390
Skyscraper ad Type C - The Cancer Letter Silver - Cancer History Project	\$240	\$312
Rectangle ad Type D - The Cancer Letter Gold - Cancer History Project	\$180	\$235
Full page ad - single page The Cancer Letter PDF Inside cover or inside pages	\$400	\$520
Full page ad - two page spread The Cancer Letter PDF Inside cover or inside pages	\$800	\$1040

Scope

- **Design services include (1) One design concept option and (1) One client revision**
- The client must provide a full brief, all content, logo, imagery, brand guidelines and feedback/approvals in the turnaround time requested
- Extensive image editing or custom illustrations are provided at an additional cost.
- Stock imagery/audio/sfx/video and custom programming will be quoted separately.
- If the scope of the project and required deliverables should change at a later date, timing and costs for the project will be adjusted accordingly.

Contact us to get started



Advertise

Ad placements are reserved
through invoicing.

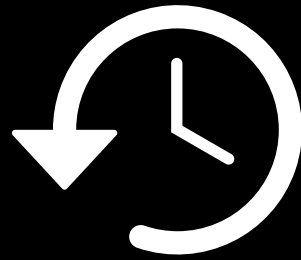
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Contribute

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