

# ASCO<sup>®</sup>

AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
KNOWLEDGE CONQUERS CANCER

## 2026 Media Kit

### Connect with Leaders in Oncology

ASCO's channels provide direct, year-round access to the multidisciplinary specialists who research, prescribe, and lead – the experts defining the future of cancer care.

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AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
 KNOWLEDGE CONQUERS CANCER

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## ASCO U.S. Primary Focus of Member Professional Activity

|  |       |   |       |
|--|-------|---|-------|
| Clinical Trials/Biostatistics/Epidemiology ..... | 3,913 | Tumor Biology .....                         | 1,771 |
| Breast Cancer .....                              | 3,855 | Cancer Education .....                      | 1,594 |
| Lung Cancer .....                                | 2,956 | Biologic Therapy .....                      | 1,164 |
| Drug Development .....                           | 2,665 | Head and Neck Cancer .....                  | 1,112 |
| Gastrointestinal Cancer .....                    | 2,505 | Liver Cancer .....                          | 1,074 |
| Genitourinary Cancer .....                       | 1,999 | Gynecologic Cancer .....                    | 819   |
| Developmental Therapeutics .....                 | 1,846 | BMT (Autologous/Allogeneic/Stem Cell) ..... | 793   |

Note: Members may choose more than one category and not all members give a response. Updated July 2025.

ASCO Connection ([connection.asco.org](http://connection.asco.org)) is the official member publication of the American Society of Clinical Oncology and Association for Clinical Oncology. It is the primary source of information about Society and Association programs and resources. ASCO Connection promotes opportunities for interaction between the organizations and their members, and members and their colleagues.



Each print issue is offered as a digital edition included with your placement.

Topics covered include news and information from ASCO, interviews with and commentary from ASCO leadership and thought leaders in the field. Topical issues are addressed, such as health equity, workforce diversity, global health, career guidance, health policy and advocacy, ethical issues, and more.

**Frequency:** Bimonthly

**Distribution:** Mails to domestic ASCO members with print Journal of Clinical Oncology (JCO); polybagged with JCO.

**Circulation:** 23,000, all domestic ASCO members including early career oncologists.

**CLOSING DATES\***

| ISSUE DATE  | SPACE        | MATERIAL     | MAILS        |
|---|--------------|--------------|--------------|
| <b>January (Bonus distribution at GI and GU)</b>  | <b>10/21</b> | <b>10/28</b> | <b>1/05</b>  |
| Cover tip: PDF submitted for approval by: 10/21<br>Product delivered to printer by: 10/28 |              |              |              |
| <b>March</b>  | <b>1/6</b>   | <b>1/13</b>  | <b>3/6</b>   |
| Cover tip: PDF submitted for approval by: 1/13<br>Product delivered to printer by: 1/20   |              |              |              |
| <b>May (Pre-Annual Meeting)</b>   | <b>2/25</b>  | <b>3/4</b>   | <b>4/24</b>  |
| Cover tip: PDF submitted for approval by: 3/4<br>Product delivered to printer by: 3/11    |              |              |              |
| <b>July (Post-Annual Meeting)</b>   | <b>5/13</b>  | <b>5/20</b>  | <b>7/16</b>  |
| Cover tip: PDF submitted for approval by: 5/20<br>Product delivered to printer by: 5/27   |              |              |              |
| <b>September</b>  | <b>7/9</b>   | <b>7/16</b>  | <b>9/7</b>   |
| Cover tip: PDF submitted for approval by: 7/16<br>Product delivered to printer by: 7/23   |              |              |              |
| <b>November</b>   | <b>8/28</b>  | <b>9/4</b>   | <b>10/27</b> |
| Cover tip: PDF submitted for approval by: 9/4<br>Product delivered to printer by: 9/11    |              |              |              |

\*Revisions cannot be accepted after space reservation date.



**Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page.**

**RUN OF BOOK (ROB) RATES**

| SIZE      | B/W (NET) | 4-COLOR (NET) |
|-----------|-----------|---------------|
| Full page | \$5,000   | \$6,000       |
| 1/2 page  | \$3,500   | \$4,500       |

**COVER/PREMIUM POSITION RATES**

|                                    |          |
|------------------------------------|----------|
| Cover 2*                           | \$7,250  |
| Cover 4*                           | \$7,750  |
| Table of contents                  | \$6,500  |
| Cover tip (supplied by advertiser) | \$15,000 |

\*Covers can be 4 color and/or black - no PMS colors

**† Special Edition - Best of ASCO Connection**

The **Best of ASCO Connection** is a Special Edition issue of ASCO Connection. The issue features the most popular blog posts on [connection.asco.org](http://connection.asco.org) from the past year. 13,000+ copies are distributed at the Annual Meeting. Copies are inserted in the Registration Edition of ASCO Daily News, and are available in locations throughout the meeting venue.

**SPACE:** 4/2

**MATERIAL:** 4/7

**DISTRIBUTED ONSITE TO ATTENDEES DURING THE ASCO ANNUAL MEETING:**  
5/29-6/2

Cover tip Only: PDF submitted for approval by: 4/7  
Product delivered to printer by: 4/14

**COVER/PREMIUM POSITION RATES (June Issue Only)**

|                                    |          |
|------------------------------------|----------|
| Cover 2 4-Color                    | \$8,000  |
| Cover 4 4-Color                    | \$8,500  |
| Cover Tip (supplied by advertiser) | \$15,000 |
| Full Page 4-Color                  | \$6,000  |
| Full Page B/W                      | \$5,500  |
| Half Page 4-Color                  | \$5,500  |
| Half Page B/W                      | \$4,500  |
| Table of Contents                  | \$7,000  |

## MECHANICAL SPECIFICATIONS

| SIZE              | DIMENSIONS (BLEED) | DIMENSIONS (NON-BLEED) |
|-------------------|--------------------|------------------------|
| Full page         | 8-3/8 x 11-1/8"    | 7 x 10"                |
| 1/2 page (horiz.) | —                  | 7 x 4-7/8"             |
| 1/2 page (vert.)  | —                  | 3-3/8 x 10"            |

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

## COVER TIPS

- Size: 5" tall x 7" wide
- Maximum thickness of no greater than .0625"
- Single page
- If specifications above are not met, extra costs may incur and a physical copy must be mailed for approval to addresses below.

Sample tips must be mailed/shipped to **both** addresses below for review and approval.

### Mail/Ship samples to:

Jennifer Giblin  
2318 Mill Rd, Suite 800  
Alexandria, VA 22314

Quad Graphics  
Attn: Tracy Zimmer  
Job number\*  
N61 W23044 Harry's Way  
Sussex, WI 53089

## ELECTRONIC AD SUBMISSION FOR APPROVAL

Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email or file sharing service to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

## COVER TIP DELIVERY ADDRESS\*

Ship 26,000 Cover Tips to:

**Quad Sussex**  
**Attn: ASCO Connection**  
**N61 W23044 Harry's Way**  
**Sussex, WI 53089-3995**

Packaging should be clearly marked **ASCO CONNECTION** and include the following information:

- issue date
- contents
- carton X of X
- job number
- Reference job # (contact John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com) for job number) on the cartons and paperwork.\*
- Side label each carton with content (ex. – AC Sept/Oct - Cover Tips)
- Side label each carton with number of cartons (ex. – 1 of 10, 2 of 10, etc.)
- Email the number of copies and number of pallets shipped and completed tracking information including the expected delivery date to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

If you have any questions, contact John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

ASCO Connection website ([connection.asco.org](http://connection.asco.org)) is the professional networking site for ASCO's oncology community and the companion website for ASCO's official member magazine. It features exclusive blogs from ASCO members and leaders, as well as ASCO news, career development resources, and online-exclusive articles.

Estimated total number of impressions per advertiser is 100,000 for a U.S.-targeted campaign using all ad positions (728x90, 160x600, and 320x50) over the course of a full year starting in January of that year. Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign. For internationally-targeted campaigns contact the sales representative.

## DOMESTIC (U.S.) WEBSITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-refundable.

| CONTRACT LENGTH | SOV | COST (NET) |
|-----------------|-----|------------|
| Annual          | 25% | \$12,500   |

## INTERNATIONAL (EX-U.S.) WEBSITE RATES

Contact sales representative if interested in an ex-U.S. campaign.

## MECHANICAL SPECIFICATIONS

|                |              |
|----------------|--------------|
| 728x90 pixels  | 200 KB limit |
| 160x600 pixels | 200 KB limit |
| 320x50 pixels  | 100 KB limit |

## REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

**Up to six ad changes are included during the campaign. No changes will be accepted between the blackout dates: 5/23-6/7.**

The ASCO Connection Bi-weekly eNewsletters are sent to all subscribers every other Tuesday. The eNewsletters deliver a concise digest sent exclusively to ASCO's proprietary database of members and non-members. Each email features information about ASCO's key initiatives, and covers important topics such as advocacy, grant opportunities, upcoming meetings, and related deadlines. Content is generated in real-time and relevant from the preceding two weeks.

## DOMESTIC (U.S.) EMAIL RATES

**Sent to:** 108,000 (17,900 members)

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$6,000             |
| First 300x250  | \$5,000             |
| Second 300x250 | \$5,000             |
| Third 300x250  | \$5,000             |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

**Sent to:** 104,000 (12,000 members)

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$6,000             |
| First 300x250  | \$5,000             |
| Second 300x250 | \$5,000             |
| Third 300x250  | \$5,000             |

\* **Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

The screenshot shows the ASCO Connection website interface. At the top, there's a navigation bar with 'ASCO Connection' and 'AD HERE' buttons. Below the navigation, there's a main content area with several featured articles and a sidebar on the right with another 'AD HERE' button. The featured articles include:
 

- 2025 President's Address: "Driving Knowledge to Action: Building a Better Future"** - A large article with a photo of a woman speaking.
- ASCO's New Health Policy Committee: A First-Year Update From the Inaugural Chair** - A smaller article with a photo of a man.
- Measles Outbreak and Guidelines on Vaccines for Adults With Cancer: Q&A With Guidelines Lead Author Dr. Alan Kamboj** - An article with a photo of a woman.
- From Burnout to Resilience: Tips for the Oncologist's Journey** - An article with a photo of a man.
- The Library of Babel: Artificial Intelligence in Cancer Care, Research, and Education From Benign to BM Watson and Beyond** - An article with a photo of a man.
- President's Corner: Dr. Luis E. Real: By Working to Provide the Highest-Quality Cancer Care Based on Every Patient's Life and Experiences** - An article with a photo of a man.
- ASCO's Importance of Advocacy to Quality Cancer Care** - An article with a photo of a man.

 There are also sections for 'OPINIONS', 'NEWS', and 'CAREERS' with smaller article thumbnails.

The screenshot shows an email layout for ASCO Connection. It features a header with 'AD HERE' and 'ASCO Connection'. The main body contains several sections:
 

- 2025 President's Address: "Driving Knowledge to Action: Building a Better Future"** - A large featured article with a photo of a woman.
- What You Need to Know This Week** - A section with several small article thumbnails.
- Recommended Reading From Our Publications** - A section with several small article thumbnails.
- Listen Now: New Episodes From ASCO Podcasts** - A section with several small article thumbnails.

 The layout includes multiple 'AD HERE' placeholders throughout, indicating where advertisements would be placed.

For illustration purposes only; 300x250 ad placement is subject to change.

The **ASCO Daily News website** ([asco.org/dailynews](https://asco.org/dailynews)) provides high-quality, unbiased research summaries and oncology news to ASCO members and meeting attendees. Editorial content is designed to further the education of oncology health care providers and increase the quality of patient care.

Estimated total number of impressions per advertiser is 175,000 for a U.S.-targeted campaign using all ad positions (a 728x90, three 300x250s, and 320x50) over the course of a full year starting in January of that year. Impressions are estimates based on historical data and may not be delivered equally during the course of the campaign. For internationally targeted campaigns, contact the sales representative.

### DOMESTIC (U.S.) WEBSITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 25% shares. Contracts are invoiced in full when the campaign begins. Contracts are non-refundable.

| CONTRACT LENGTH | SOV | COST (NET) |
|-----------------|-----|------------|
| Annual          | 25% | \$25,000   |

### INTERNATIONAL (EX-U.S.) WEBSITE RATES

Contact sales representative if interested in an ex-U.S. campaign.

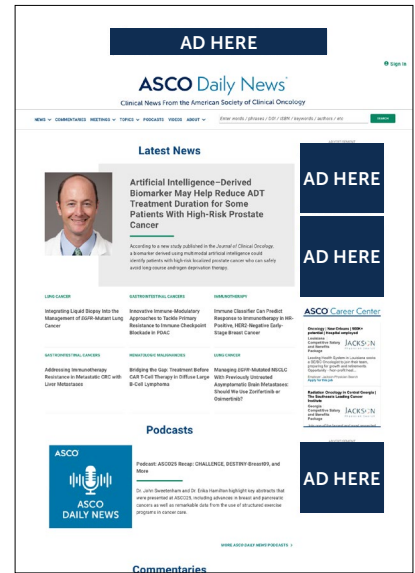
### MECHANICAL SPECIFICATIONS

|                |              |
|----------------|--------------|
| 728x90 pixels  | 200 KB limit |
| 300x250 pixels | 200 KB limit |
| 320x50 pixels  | 100 KB limit |

### REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

**Up to six ad changes are included during the campaign. No changes will be accepted between the blackout dates: 5/23-6/7.**



Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

The **ASCO Daily News Podcast**, hosted by Dr. Monty Pal, features discussions with key opinion leaders in oncology, covering controversial issues and the latest clinical data in all disease states. Episodes are promoted in ASCO Daily News eNewsletters and on ASCO social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode. Episodes will be published in the following months:

- January:** Breast Cancer, GI26 Wrap-Up
- February:** Topic TBD
- March:** Hematologic Malignancies, GU26 Wrap-Up
- April:** Lung Cancer, AI/Tech
- August:** GI Cancers
- September:** GU Cancers
- October:** Breast Cancer, QC26 Wrap-Up
- November:** Immuno-Oncology, Gynecology Cancers
- December:** Challenges in Oncology

Exact send and schedule are subject to change. The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. All contracts are sold on exclusive sponsorship model for 120 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

### REQUIRED AUDIO FILES

Advertisers must provide a MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps.

**COST:** \$10,000 Per Podcast

Please contact a sales representative for bundle opportunities and creative deadlines.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.



Click to access the ASCO Podcasts.

The ASCO Daily News Podcast is among the top 5% of over 4 million active podcasts worldwide in 2025, getting an average of 1,100 downloads in the first 7 days, according to Buzzsprout, a leading podcast hosting company.

The **ASCO Daily News Specialty eNewsletters** include a roundup of timely ASCO Daily News coverage by disease state, including physician commentaries on clinical issues, practice-changing coverage of ASCO Guidelines and journal publications, and more. The eNewsletters will be sent to ASCO members and non-member physicians in the specialty area.

## EMAIL RATES

| POSITION                           | DOM. (U.S.) EMAIL RATES (NET) | INTL. (EX-U.S.) EMAIL RATES (NET) |
|------------------------------------|-------------------------------|-----------------------------------|
| Exclusive (728x90 and two 300x250) | \$25,000 net/email            | \$15,000 net/email                |

## EMAIL DISTRIBUTION

| EDITION                  | DOMESTIC SENDS (APPROX.) | INT'L SENDS (APPROX.) | SEND DATE (APPROX.) |
|--------------------------|--------------------------|-----------------------|---------------------|
| Breast Cancer            | 6,500                    | 8,500                 | 2/5                 |
| Hematologic Malignancies | 9,000                    | 5,000                 | 3/12                |
| Lung Cancer              | 7,000                    | 7,000                 | 4/9                 |
| GI Cancers               | 6,000                    | 8,000                 | 8/6                 |
| GU Cancers               | 5,000                    | 6,500                 | 9/3                 |
| Melanoma                 | 2,000                    | 2,000                 | 9/10                |
| Breast Cancer            | 6,500                    | 8,500                 | 10/8                |
| Immuno-Oncology          | 7,500                    | 6,000                 | 11/5                |
| Gynecologic Cancers      | 2,500                    | 4,000                 | 11/19               |
| Hematologic Malignancies | 9,000                    | 5,000                 | 12/3                |

## CLOSING DATES

Contracts due three weeks prior to email send date.  
Materials due two weeks prior to email send date.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit  
300x250 pixels 50 KB limit

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

The **ASCO Daily News: Monthly News Round-Up eNewsletters** feature the latest oncology news from ASCO, including coverage of guidelines and journals. The eNewsletters will be sent to ASCO members and non-member physicians.

**Total Approximate Sends For Each Newsletter:** 25,000 domestic

## EMAIL RATES

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$10,000            |
| First 300x250  | \$7,500             |
| Second 300x250 | \$5,000             |

## INTERNATIONAL (33,500 SENDS EX-U.S.) EMAIL RATES

**COST (NET PER SEND) : \$10,000**  
Exclusive sponsorship:  
728x90 and 2 - 300x250s

## EMAIL DISTRIBUTION

| EDITION   | SEND DATE |
|-----------|-----------|
| January   | 1/22      |
| February  | 2/19      |
| March     | 3/19      |
| April     | 4/16      |
| July      | 7/16      |
| August    | 8/13      |
| September | 9/17      |
| October   | 10/22     |
| November  | 11/12     |
| December  | 12/10     |

## CLOSING DATES

Contracts due three weeks prior to email send date. Materials due two weeks prior to email send date.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit  
300x250 pixels 50 KB limit

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

**\* Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

**AD HERE**

ASCO Daily News

- ▶ **Appendix Cancer Is Not the Same as CRC: Implications for Systemic Chemotherapy**  
Historically, medical oncologists have treated appendiceal adenocarcinoma with the same chemotherapy that would be used for CRC, despite these diseases exhibiting strongly different tumor chemistries. Growing recognition that appendix cancer is a unique disease entity and an urgent oncologic need is increasing research investment in its optimal disease.  
[Expert Commentary | Read Now](#)
- ▶ **Guiding Treatment for Patients With Prostate Cancer With Biochemical Recurrence After Prostatectomy**  
One half of men who have undergone prostatectomy for their prostate cancer will have a rising prostate-specific antigen level, and it is going to be a puzzle. To their treatment advantage, physicians must decipher the busy origin of the recurrence.  
[Expert Commentary | Read Now](#)

**AD HERE**

- ▶ **Treatment Down the Line: Exploring Third-Line Options for ER- / P/CDCA-Mutated Breast Cancer**  
The PIK3CA gene mutation and the PI3K/AKT/mTOR pathway play key roles in the development of ER+/HER2-negative breast cancer. Fortunately, promising third-line therapy options are emerging to hit these mechanisms—and, thus, disease progression.  
[Expert Commentary | Read Now](#)
- ▶ **Integrating Pragmatic Trials Into Global Research Mandates**  
Pragmatic trials are designed to evaluate a health intervention in the same population and setting that the intervention will be implemented. There are substantial challenges in conducting these trials, yet many organizations are successfully turning them to address drug optimization, toxicity management, quality of life, and resource utilization.  
[Expert Commentary | Read Now](#)

**AD HERE**

- ▶ **Optimizing Oncology Clinical Pathways at the Point of Care**  
Dr. John Rosenblatt, Dr. Larry Shattuck, and Dr. Rebecca Kimmig discuss the integration of clinical pathways and decision support tools into the cancer center workflow, challenges to implementation at the point of care, and the promise of AI to further unlock those tools for clinicians.  
[Podcast | Listen Now](#)

**More From ASCO Daily News**

- [Multidisciplinary Management of Resectable and Borderline Resectable Pancreatic Cancer: How We Work Together](#)
- [Joint Clinical Practice Guideline Addresses Ovarian Cancer for Patients With Cancer](#)
- [Etoposide Treatment Combinations in Metastatic Intermittent-Sensitive Prostate Cancer: All Who Would Benefit](#)

**AD HERE**

ASCO Daily News

- ▶ **Emerging Therapies in Acute Myeloid Leukemia**  
Dr. John Rosenblatt and Dr. Andrew Franke discuss the emerging treatment landscape in acute myeloid leukemia, including new targeted therapies, advances in immunotherapy, and the current role for allogeneic transplantation.  
[Podcast | Listen Now](#)
- ▶ **Infections With Bisppecific Antibodies for Myeloma: Where Do We Stand Now?**  
Bispecifics remain a major concern with bisppecific antibody therapy for MM. Although infection-related mortality has improved over time, the risk of all-grade and grade 3 or higher infectious events, with no clear plateau in the incidence during ongoing therapy.  
[Expert Commentary | Read Now](#)

**AD HERE**

- ▶ **Upfront Treatment of Classic Hodgkin Lymphoma: How Do We Integrate Immunotherapy?**  
Patients with classic Hodgkin lymphoma treated with immunotherapy agents have achieved outstanding PFS rates along with reduction in therapy-associated mortality. Future efforts will further refine patients' individualized therapy options to improve the therapeutic index and optimize clinical outcomes.  
[Expert Commentary | Read Now](#)
- ▶ **Screening Anti-BCMA Therapies in MM: What Is Their Optimal Use With Other Available Treatment Options?**  
Anti-BCMA targeting therapies have provided new options for patients with MM after first response. However, different anti-BCMA therapies can meet the needs of different patient subgroups.  
[Expert Commentary | Read Now](#)

**AD HERE**

- ▶ **Indatamulin + FMO Improves MRD Negativity, PFS in Patients With Transplant-Eligible, Newly Diagnosed MM**  
Indatamulin is approved to treat disease in patients who are transplant ineligible with newly diagnosed MM, but results from a new study show that, when added to another chemotherapy combination, there are also benefits for patients with transplant eligible, newly diagnosed MM, regardless of subsequent maintenance therapy.  
[In the Journals | Read Now](#)

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

DAILY NEWS

The ASCO Gastrointestinal Cancers Symposium Daily News is the official meeting news source and the onsite print issue offers direct access to attendees of the Symposium. It is available on the first day of the Symposium at Registration.

Issues are subject to closing early due to limited advertising space availability.

**DATES:** January 8-10, 2026

**LOCATION:** Moscone West Building, San Francisco, CA

## DISPLAY RATES

| SIZE                               | B/W (NET) | 4-COLOR (NET) |
|------------------------------------|-----------|---------------|
| Full page                          | \$9,500   | \$11,000      |
| Junior page                        | \$8,500   | \$10,000      |
| 1/2 page                           | \$8,500   | \$10,000      |
| 1/4 page                           | \$7,500   | \$9,000       |
| Cover tip (supplied by advertiser) | \$20,000  |               |

## PREMIUM POSITION RATES\*

|         |         |
|---------|---------|
| Cover 2 | \$3,750 |
| Cover 3 | \$2,750 |
| Cover 4 | \$5,750 |

\*In addition to display rates, there is a one-time premium charge for these opportunities.

**Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page.**

## CLOSING DATES

| SPACE | MATERIAL |
|-------|----------|
| 11/13 | 11/21    |

Cover tip:  
PDF submitted for approval by: 11/14  
Product delivered to printer\*\*\* by: 11/21

See page 9 for delivery information.

ASCO Gastrointestinal Cancers Symposium

JANUARY 23-25  
 MOSCONE WEST  
 SAN FRANCISCO

2025 DAILY NEWS

### GI25 'Intersections' Sessions to Focus on Emerging Therapies, Integrative Oncology, and Personalized Risk Assessment

The new combined content of the GI25 'Intersections' sessions will be a highlight of the Symposium. The sessions will focus on emerging therapies, integrative oncology, and personalized risk assessment. The sessions will be held on Monday, January 23, from 8:00 AM to 12:00 PM. The sessions will be held in the Moscone West Building, Room 2025.

**Emerging Therapies in GI Cancers**

The new combined content of the GI25 'Intersections' sessions will be a highlight of the Symposium. The sessions will focus on emerging therapies, integrative oncology, and personalized risk assessment. The sessions will be held on Monday, January 23, from 8:00 AM to 12:00 PM. The sessions will be held in the Moscone West Building, Room 2025.

### Planning Your #GI25 Experience

With the 2025 ASCO Gastrointestinal Cancers Symposium just around the corner, it's time to start planning your experience. The Symposium is a premier event for oncologists, researchers, and healthcare professionals. The Symposium is a premier event for oncologists, researchers, and healthcare professionals. The Symposium is a premier event for oncologists, researchers, and healthcare professionals.

### Keynote Lecture by Dr. Pamela Kunz to Highlight Need for Inclusive Science in GI Cancers

Dr. Pamela Kunz will deliver a keynote lecture on the need for inclusive science in GI cancers. The lecture will focus on the importance of diverse perspectives in research and clinical practice. The lecture will be held on Monday, January 23, from 8:00 AM to 12:00 PM. The lecture will be held in the Moscone West Building, Room 2025.

### HIGHLIGHTS

- Emerging Therapies in GI Cancers**
- Integrative Oncology**
- Personalized Risk Assessment**
- GI25 'Intersections' Sessions**
- Keynote Lecture by Dr. Pamela Kunz**
- Registration**
- Travel and Accommodation**
- Networking Opportunities**
- Exhibitor Information**
- Media and Press**
- FAQ**

### Make time to attend this year's Premium Ancillary Educational Events!

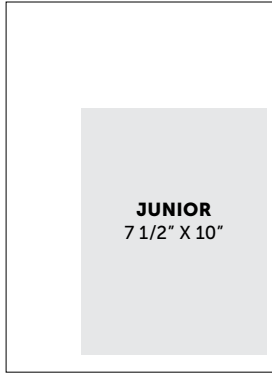
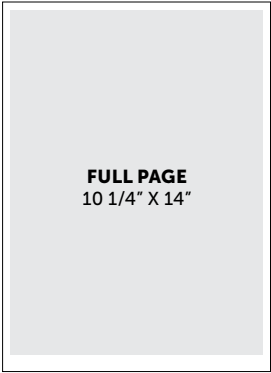
Don't miss the opportunity to attend the Premium Ancillary Educational Events. These events provide a valuable opportunity for attendees to learn about the latest in GI cancer research and treatment. The events will be held on Monday, January 23, from 8:00 AM to 12:00 PM. The events will be held in the Moscone West Building, Room 2025.

### Key Points

- GI25 'Intersections' Sessions**
- Emerging Therapies in GI Cancers**
- Integrative Oncology**
- Personalized Risk Assessment**
- Keynote Lecture by Dr. Pamela Kunz**
- Registration**
- Travel and Accommodation**
- Networking Opportunities**
- Exhibitor Information**
- Media and Press**
- FAQ**

**Daily News Print Mechanical Specifications**

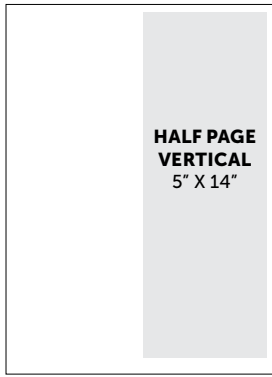
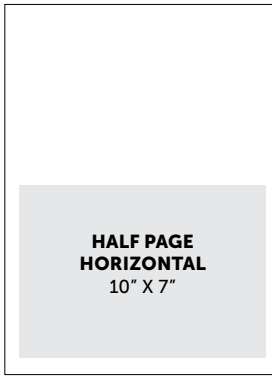
Gray areas indicate ad dimensions and how it will sit within the publications trim of 10 7/8" x 15".



**MECHANICAL SPECIFICATIONS**

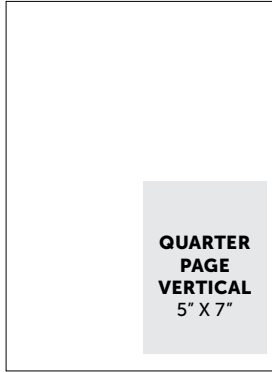
| SIZE                               | DIMENSIONS       |
|------------------------------------|------------------|
| Full page                          | 10-1/4" x 14"    |
| Junior page                        | 7-1/2" x 10"     |
| 1/2 page (horizontal)              | 10" x 7"         |
| 1/2 page (vertical)                | 5" x 14"         |
| 1/4 page (vertical)                | 5" x 7"          |
| Cover tip (supplied by advertiser) | 10-1/4" x 4-3/4" |

Publication trims at 10-7/8" x 15". Keep live matter 1/2" from trim. No standard bleed ads will be accepted. Only gutter bleed spread ads will be accepted. Incorrectly sized tips and/or outserts may incur additional costs.



**ELECTRONIC AD SUBMISSION**

Publication is produced off set and printed direct to plate (DTP). Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename. Send a high-resolution PDF via email or file sharing service to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).



**COVER TIPS**

- Size: Minimum 5" x 5"; maximum 10 1/4 wide x 4 3/4 high
- Must be flat in nature with little to no variance in thickness across the tip-on
- Must be no heavier than 5pt.
- Single page
- If specifications above are not met, extra costs may incur and a physical copy must be mailed for approval to the addresses below.

Sample tips must be mailed/shipped to **both** addresses below for review and approval.

**Mail/Ship samples to:**

Jennifer Giblin  
2318 Mill Rd, Suite 800  
Alexandria, VA 22314

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916

**\*\*COVER TIP DELIVERY ADDRESS**

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916

\*Email the number of copies and number of pallets shipped and complete tracking information including the expected delivery date to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

\*Quantities of cover tips to be supplied by the advertiser are based on registration numbers and will be provided by Formedics closer to the meeting date.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

EMAIL WEBSITE

The ASCO Gastrointestinal Cancers Symposium Daily News eNewsletters are sent prior to, during, and following the Symposium. A total of 7 eNewsletters will be sent. Content includes session previews, interviews with keynote speakers, and coverage of practice-changing research. The eNewsletters will be sent to attendees as well as ASCO members and nonmember physicians specializing in GI cancers.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 6,000

| POSITION              | COST (NET PER SEND) |
|-----------------------|---------------------|
| Top 728x90 pixels     | \$16,000            |
| First 300x250 pixels  | \$15,000            |
| Second 300x250 pixels | \$14,000            |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 8,000

| POSITION                              | COST (NET PER SEND) |
|---------------------------------------|---------------------|
| Exclusive 728x90 and 2-300x250 pixels | \$7,500             |

## CLOSING DATES

| EDITION   | SPACE | MATERIAL | SEND DATE |
|---|-------|----------|-----------|
| Preview   | 12/3  | 12/10    | 12/29     |
| Advance Coverage                                      | 12/8  | 12/15    | 1/5       |
| Daily (Day 1)   | 12/8  | 12/15    | 1/8       |
| Daily (Day 2)   | 12/8  | 12/15    | 1/9       |
| Daily (Day 3)   | 12/8  | 12/15    | 1/10      |
| Wrap-up   | 12/10 | 12/17    | 1/12      |
| Wrap-Up Specialty – Colorectal: 100% SOV for \$25,000 | 12/10 | 12/17    | 1/13      |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

## MECHANICAL SPECIFICATIONS\*

|                |             |
|----------------|-------------|
| 728x90 pixels  | 50 KB limit |
| 300x250 pixels | 50 KB limit |

\* **Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

The ASCO Gastrointestinal Cancers Symposium website ([asco.org/gi](https://asco.org/gi)) contains all information pertinent to the GI Cancers Symposium, including registration, program, general attendee information.

Limited to 4 advertisers, each campaign running for 12 months, beginning October 2025.

## RUN OF SITE (ROS) RATES

| POSITION       | SOV | COST (NET/YR) |
|----------------|-----|---------------|
| 728x90 pixels  |     |               |
| 320x50 pixels  | 25% | \$30,000      |
| 160x600 pixels |     |               |

## REQUIRED FILES

Advertisers must provide one of the following file formats:

JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM



MARKETING EMAILS

Our **Action Alert** email series offers an unparalleled opportunity to connect with prospective attendees. This premium series guides them through every critical pre-meeting milestone—from Registration and Housing deadlines (RAH) to high impact messages sent directly from the Meeting Chair.

Your brand is integrated with essential, must-read ASCO communications. You don't just reach a wide audience; you connect with them at their moment of highest engagement, building unparalleled trust and driving action before the symposium even begins.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 12,500

| POSITION                | COST (NET PER SEND) |
|-------------------------|---------------------|
| Exclusive 728x90 pixels | \$10,000            |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 12,000

| POSITION                | COST (NET PER SEND) |
|-------------------------|---------------------|
| Exclusive 728x90 pixels | \$7,500             |

## CLOSING DATES

| EMAIL                             | SPACE    | MATERIAL | SEND DATE |
|-----------------------------------|----------|----------|-----------|
| GI26 Meeting Chair Correspondence | 10/10/25 | 10/17/25 | 11/3/25   |
| GI26 RAH Deadline Approaching     | 10/30/25 | 11/6/25  | 11/21/25  |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit

\* **Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 pixels with 100KB limit) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

Be the first brand every attendee sees. Our **Know Before You Go Package (KBYG)** emails are your direct line to our most engaged audience—in-person attendees.

We deliver these emails containing essential, must-read logistics just days before and on the opening morning of the Symposium. This is prime real estate, reaching attendees at the exact moment they are planning their on-site experience.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 5,000

| POSITION                | COST (ALL 3 SENDS) |
|-------------------------|--------------------|
| Exclusive 728x90 pixels | \$30,000           |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 1,800

| POSITION                | COST (ALL 3 SENDS) |
|-------------------------|--------------------|
| Exclusive 728x90 pixels | \$20,000           |

## CLOSING DATES

| PACKAGE   | SPACE   | MATERIAL** | SEND DATE |
|---|---------|------------|-----------|
| KBYG In-Person Attendees (Registered Before 1/4/26) | 12/2/25 | 12/9/25    | 1/4/26    |
| KBYG In-Person Attendees (Registered After 1/4/26)  | 12/2/25 | 12/9/25    | 1/6/26    |
| Day 1 Logistics and Program Email                   | 12/2/25 | 12/9/25    | 1/8/26    |

## REQUIRED FILES

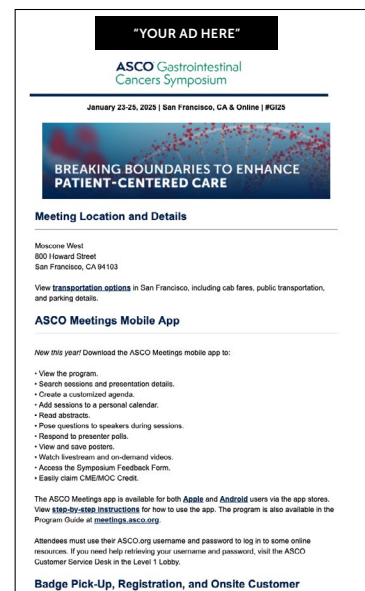
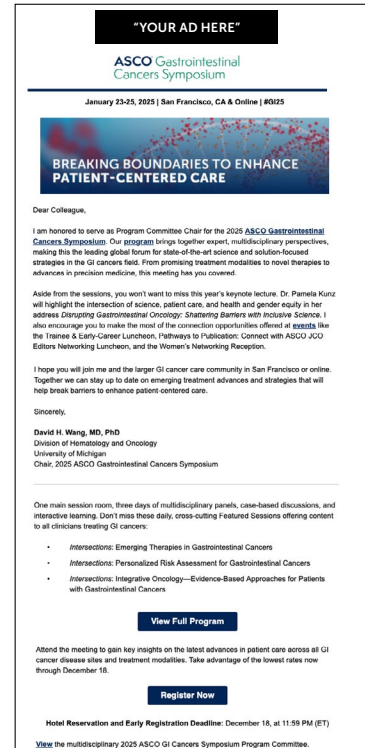
Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

\*\* One creative and URL to be used for all three send dates.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.



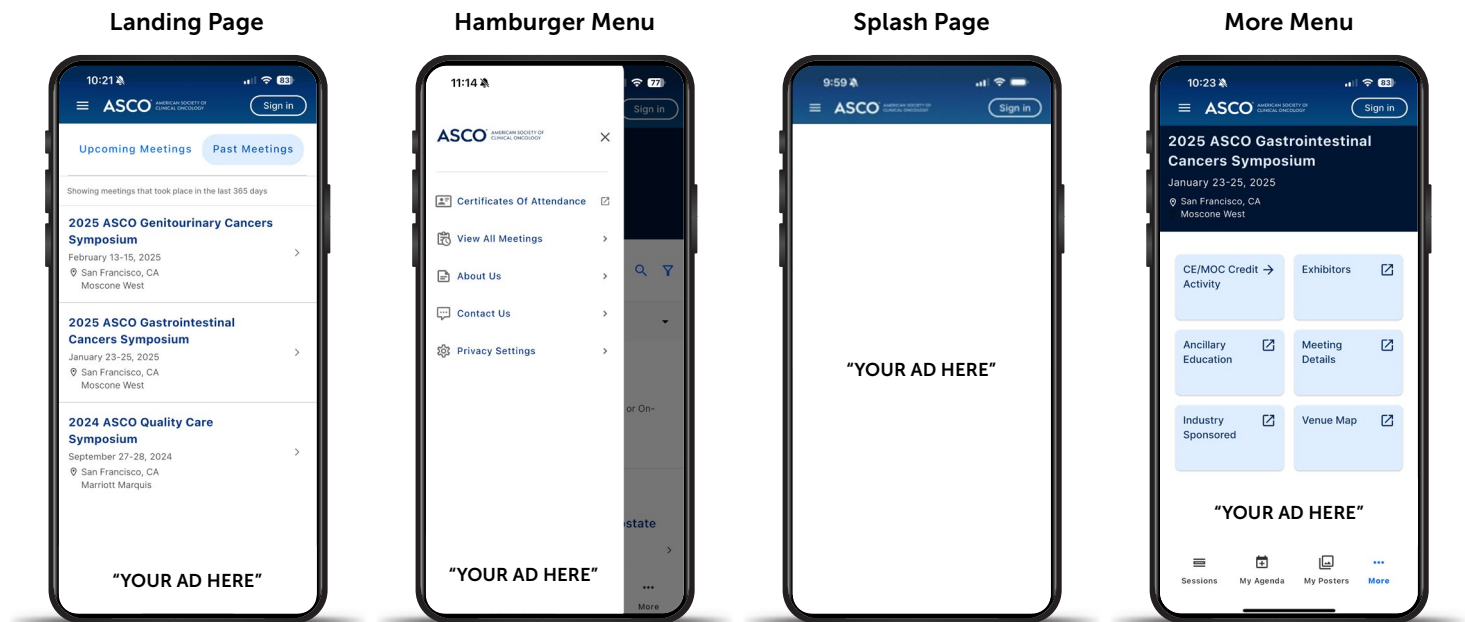
\* **Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 pixels with 100KB limit) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

The **ASCO Meetings Mobile App** is an essential tool for navigating ASCO’s meetings.

In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ&A, and contact other attendees. The app is available for both Apple and Android users via the app stores.

Don't miss this chance to have 100% SOV in this crucial onsite resource. Your **corporate-branded** advertisement will appear:

1. In a footer ad on the landing page when users open the app
2. In a footer ad on the hamburger menu
3. On an interstitial splash page after users select a meeting name in the app
4. In a footer ad on the "More" menu page where attendees can learn about onsite networking opportunities as well as access transportation details and other key attendee services



**RATES:**

**GASTROINTESTINAL CANCERS SYMPOSIUM:** \$45,000

**RUN OF SERVICE DATES:**

December 29 - January 16

**SIZES**

- 320x700 pixels
- 200x100 pixels
- 320x500 pixels
- 320x100 pixels
- 320x50 pixels

**Please note:** Ads are static only. No URL clickout.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

PRINT PROGRAM  
PODCAST

The print **ASCO Gastrointestinal Cancers Symposium Program** is a popular onsite reference for locating sessions and presentations. Organized by day and then chronologically by time, the Program offers information on sessions, posters, speakers, and locations and includes the exhibitor directory.

## DISPLAY RATES

| POSITION | 4-COLOR (NET) |
|----------|---------------|
| Cover 2  | \$15,000      |
| Cover 3  | \$10,000      |
| Cover 4  | \$25,000      |

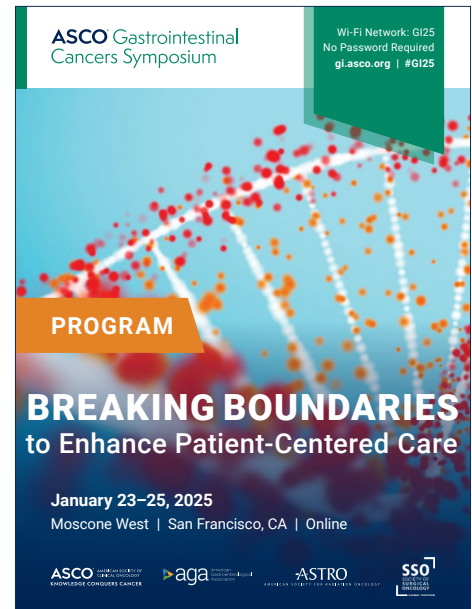
## MECHANICAL SPECIFICATIONS

| SIZE  | DIMENSIONS (BLEED) | DIMENSIONS (NON-BLEED) |
|-------|--------------------|------------------------|
| Cover | 8-3/8" x 11-1/8"   | 7" x 10"               |

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

## CLOSING DATES

| SPACE | MATERIAL |
|-------|----------|
| 11/19 | 11/26    |



The **ASCO Daily News Podcast** will produce one episode, published after the meeting, which will be promoted in ASCO Daily News e-newsletters as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode.

The advertiser will provide a 30-second audio file that will play prior to the episode.

Advertiser will be noted as the sponsor of this podcast in the written transcript.

All contracts are sold on exclusive sponsorship model for 120 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

## REQUIRED AUDIO FILES

Advertisers must provide a MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps.

**COST:** \$10,000 per podcast

## WRAP-UP PODCAST:

**SPACE:** 12/12

**AD MATERIALS DUE FOR REVIEW:** 12/19

**FINAL AD MATERIALS:** 1/6

**ESTIMATED PUBLICATION DATE:** 1/22



Click to access ASCO Daily News Podcast.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

ONSITE

The **Hotel Key Card Sleeves** are a 100% exclusive opportunity available for product branding or corporate advertising as a booth driver. Key cards and sleeves are distributed to approximately 1,500 attendees. Sleeves are double-sided. ASCO will manage key card sleeve production and distribution.

## DISPLAY RATES

**4-COLOR (NET)**  
\$38,000

## CLOSING DATES

| SPACE | MATERIAL |
|-------|----------|
| 10/20 | 10/27    |

## MECHANICAL SPECIFICATIONS

Template provided upon request. Contact sales representative.



**Coffee Cup Sleeves and Napkins** are a 100% exclusive opportunity that are distributed at the food and beverage stations in the Posters, Exhibits, and Food Room. One-side imprint on approximately 7,000 sleeves and 10,000 napkins. ASCO will manage all production.

## DISPLAY RATES

**DISTRIBUTION DAYS**  
1/8 - 1/10

**1-COLOR (NET)**  
\$27,500

## CLOSING DATES

**SPACE**  
10/20

**MATERIAL**  
10/27

## MECHANICAL SPECIFICATIONS

High-resolution or vector logo. Contact sales representative for template.



**Notebooks** will be placed outside the General Session room and in high traffic areas. Your color ad will be displayed on the back cover. Approximately 5,000 notebooks will be distributed. ASCO will manage all production.

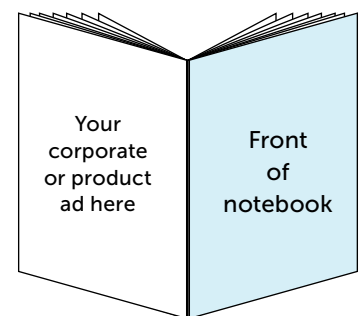
**DISTRIBUTION DAYS:** 1/8-1/10

**COST (NET):** \$35,000

**SPACE:** 11/5

**MATERIAL DUE:** 11/12

**MECHANICAL SPECS:** Please contact sales representative.



# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

## ASCO CONNECTION BONUS DISTRIBUTION

**ASCO Connection** is ASCO's official member magazine. The print and online editions highlight the membership experience through profiles of and interviews with the world's leading oncology experts. The magazine is the primary source of information about ASCO's programs, with a special focus on the combined contributions and accomplishments of ASCO and its individual members as they address the concerns of today's oncology community.

### CLOSING DATES

| ISSUE DATE | SPACE | MATERIAL | MAILS |
|------------|-------|----------|-------|
| January    | 10/21 | 10/28    | 1/5   |

Cover tip: PDF submitted for approval by: 10/21. Product delivered to printer by: 10/28

### RUN OF BOOK (ROB) RATES

| SIZE      | B/W (NET) | 4-COLOR (NET) |
|-----------|-----------|---------------|
| Full page | \$5,000   | \$6,000       |
| 1/2 page  | \$3,500   | \$4,500       |

### COVER/PREMIUM POSITION RATES

|                                    |          |
|------------------------------------|----------|
| Cover 2*                           | \$7,250  |
| Cover 4*                           | \$7,750  |
| Table of contents                  | \$6,500  |
| Cover tip (supplied by advertiser) | \$15,000 |

\*Covers can be 4 color and/or black - no PMS colors

## ASCO CONNECTION eNEWSLETTERS AVAILABLE DECEMBER 9 AND JANUARY 20

The eNewsletters deliver a concise digest sent exclusively to ASCO's proprietary database of members and non-members. Each email features information about ASCO's key initiatives, and covers important topics such as advocacy, grant opportunities, upcoming meetings, and related deadlines. Content is generated in real-time and relevant from the preceding two weeks. Please email Sales Rep for details.

### DOMESTIC (U.S.) EMAIL RATES

Sent to: 108,000 (17,900 members)

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$6,000             |
| First 300x250  | \$5,000             |
| Second 300x250 | \$5,000             |
| Third 300x250  | \$5,000             |

### INTERNATIONAL (ex-U.S.) EMAIL RATES

Sent to: 104,000 (12,000 members)

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$6,000             |
| First 300x250  | \$5,000             |
| Second 300x250 | \$5,000             |
| Third 300x250  | \$5,000             |

**\*Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

### CLOSING DATES

Contracts due three weeks prior to email send date. Materials due two weeks prior to email send date.

### MECHANICAL SPECIFICATIONS\*

|                |             |
|----------------|-------------|
| 728x90 pixels  | 50 KB limit |
| 300x250 pixels | 50 KB limit |

### REQUIRED EMAIL FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

## ASCO CONNECTION OPPORTUNITIES

Issues available at GI!

**AD HERE**

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ASCO Connection

2025 President's Address: "Divine Knowledge In Action: Building A Better Future"  
2025 ASCO President Dr. Robin Zon delivered the President's Address at the 2025 ASCO Annual Meeting on Saturday, June 1. She reflected on the three pillars of her presidential theme and outlined how ASCO will be meeting various healthcare, academic, and community challenges to practice every day. The theme and pillars in the way they represent a complex journey that demands meeting in science and technology, advancing to address barriers to care, and creating equitable communities. Dr. Zon said: Read and watch the full address on ASCO Connection.

**What You Need to Know This Week**

Watch ASCO Daily News First Look Series In Exact Order From ASCO25  
Read ASCO Minutes in Advance Here: Join Us July 15-16 for a Current Round of ASCO's Biggest Breakthroughs  
Don't Delay: Submit Your Research Cancer Care Research to the ASCO Quality Care Symposium Today: Join Us to Secure Your Place in Research's Future of Oncology  
FDA Breaks Bad: FDA Delays Safety Plan to Encourage and Accelerate Traditional  
Subst Research Would Start U.S. Cancer Research and RIA Policy Advances In Care  
ASCO Unites Appointments to Support FDA in 2026 Budget  
Congress Cancer Awards More Than \$11.5 Billion to Support Promising Cancer Research: View This Year's Recipients

**AD HERE**

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**Recommended Reading From Our Publications**

ASCO Daily News: [Join Us at ASCO25 Conferences](#)  
ASCO Connection: [ASCO's Health Policy Committee: A First-Hand Update From the Inaugural Chair](#)  
ASCO Connection: [The Legacy of Robert Artificial Intelligence in Cancer Care Research and Education From Robert to IBM Watson and Beyond](#)

**AD HERE**

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**Listen Now: New Episodes From ASCO Podcasts**

ASCO Daily News Podcast: [All ASCO25 Daily Episodes Available Now](#)

**AD HERE**

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**In Case You Missed It**

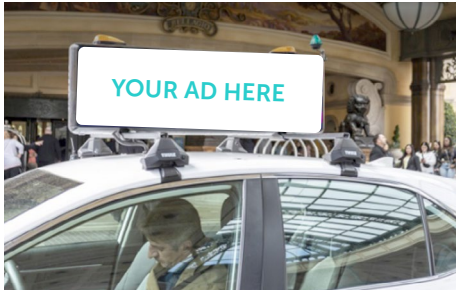
Watch "Seeking to Power With Power: Advocating for Your Profession" Session Recording from the 2025 ASCO Annual Meeting  
Minutes: [Review of Clinical Oncology Research for Advertisers at the 2025 ASCO Annual Meeting](#)

For illustration purposes only; 300x250 ad placement is subject to change.

# ASCO GASTROINTESTINAL CANCERS SYMPOSIUM

OUT-OF-HOME

Formedics is the official out-of-home advertising provider for the 2026 ASCO Gastrointestinal Cancers Symposium. A variety of placements are available at various budget levels so that multiple sponsors have the opportunity to support ASCO with OOH media. Opportunities are available for the individual meetings as well as combined offerings that cover both GI and GU. Please contact your sales rep for additional information including availability and costs. Prices and availability are subject to change due to demand.



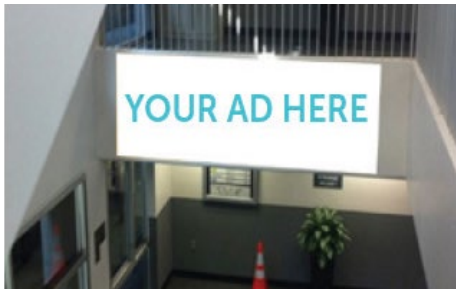
Taxi Topper



Pedicabs



Bus Wraps



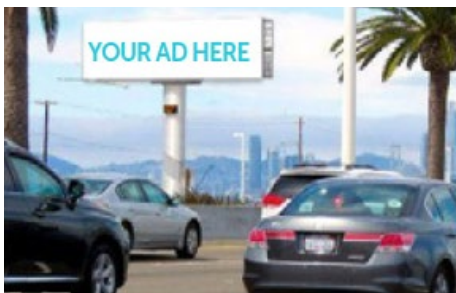
Tension Fabric Displays



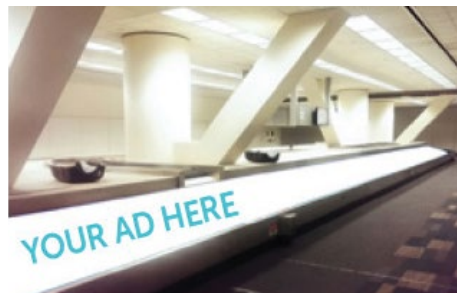
Transit Shelter



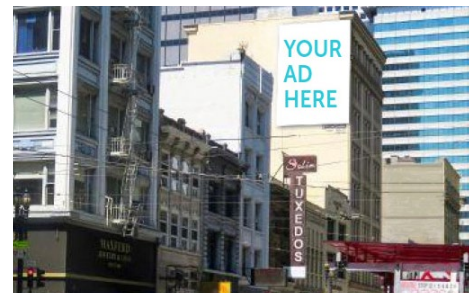
Information Kiosks



Billboards



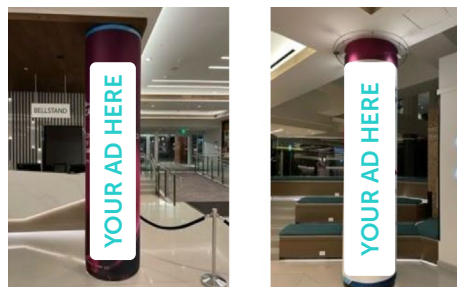
Dioramas



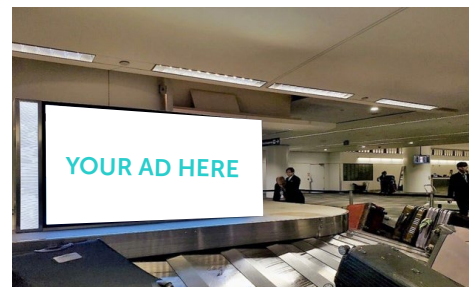
Wallscapes



Elevator Wraps



Pillar Wraps



Digital Screens

# ASCO GENITOURINARY CANCERS SYMPOSIUM

DAILY NEWS

The ASCO Genitourinary Cancers Symposium Daily News is the official meeting news source and offers direct access to attendees of the Symposium. The print onsite issue is available on the first day of the Symposium at Registration to every in-person attendee. A print wrap-up edition will be mailed following the Symposium to domestic attendees and domestic ASCO members with an interest in GU cancers.

Issues are subject to closing early due to limited advertising space availability.

**DATES:** February 26-28, 2026

**LOCATION:** Moscone West Building, San Francisco, CA

## ONSITE EDITION DISPLAY RATES

Contains session coverage and expert commentary. Available at Registration to every in-person attendee, starting on the first day of the meeting.

| SIZE                                    | B/W (NET) | 4-COLOR (NET) |
|---|-----------|---------------|
| Full page                               | \$9,500   | \$11,000      |
| Junior page                             | \$8,500   | \$10,000      |
| 1/2 page                                | \$8,500   | \$10,000      |
| 1/4 page                                | \$7,500   | \$9,000       |
| Cover tip (supplied by advertiser)      |           | \$20,000      |
| Max 5 Outserts (supplied by advertiser) |           | \$25,000 each |
| (Wrap-up only)                          |           |               |

## PREMIUM POSITION RATES\*

|         |         |
|---------|---------|
| Cover 2 | \$3,750 |
| Cover 3 | \$2,750 |
| Cover 4 | \$5,750 |

\*In addition to display rates, there is a one-time premium charge for these opportunities.

**Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page.**

## CLOSING DATES

| EDITION              | SPACE                               | MATERIAL                                | MAILS         |
|----------------------|-------------------------------------|---|---------------|
| Onsite issue         | 1/6                                 | 1/14                                    | DOES NOT MAIL |
| Cover tip:           | PDF submitted for approval by: 1/7  | Product delivered to printer** by: 1/14 |               |
| Wrap-up issue        | 2/18                                | 2/26                                    | 3/18          |
| Cover tip & Outsert: | PDF submitted for approval by: 2/19 | Product delivered to printer** by: 2/26 |               |

## WRAP-UP EDITION DISPLAY RATES

A single section with scientific coverage from Thursday, Friday, and Saturday sessions. This issue will be mailed after the meeting is complete to domestic attendees and domestic ASCO member GU specialists, approximately 4,200 recipients.

| SIZE        | B/W (NET) | 4-COLOR (NET) |
|-------------|-----------|---------------|
| Full page   | \$9,000   | \$10,000      |
| Junior page | \$8,000   | \$9,000       |
| 1/2 page    | \$8,000   | \$9,000       |
| 1/4 page    | \$7,000   | \$8,000       |

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

ASCO Genitourinary  
Cancers Symposium

# 2025 DAILY NEWS

2025 ASCO GU Cancers Symposium to Shine  
Spotlight on New Innovations, Patient Care

As progress continues to be made in the field of genitourinary cancers, there is more to discuss than ever before.

FEBRUARY 13-15  
MOSCONE WEST  
SAN FRANCISCO

**Keynote Lecture by Dr. William L. Dahut to Explore Driving Science to Improve Patient-Centered Care**

**HIGHLIGHTS**

- Keynote Lecture by Dr. William L. Dahut to Explore Driving Science to Improve Patient-Centered Care**
- ASCO Genitourinary Cancers Symposium Daily News - February 13, 2025**
- What Do Recent Clinical Trials Reveal About Biomarkers for Adjuvant Treatment in Localized RCC, and What's Still Missing?**
- Challenges Remain in RCC Treatment Beyond Contemporary First-Line IO Therapy: Are Second-Line Non-IO Regimens the Answer?**

**Plan Your Symposium Experience**

**Prescribing, Applying Research**

**Keynote Lecture by Dr. William L. Dahut to Explore Driving Science to Improve Patient-Centered Care**

**ASCO Genitourinary Cancers Symposium Daily News - February 13, 2025**

**What Do Recent Clinical Trials Reveal About Biomarkers for Adjuvant Treatment in Localized RCC, and What's Still Missing?**

**Challenges Remain in RCC Treatment Beyond Contemporary First-Line IO Therapy: Are Second-Line Non-IO Regimens the Answer?**

**Bundle Pricing Available**

**ASCO Genitourinary Cancers Symposium**

Keynote Lecture by Dr. William L. Dahut to Explore Driving Science to Improve Patient-Centered Care

ASCO Genitourinary Cancers Symposium Daily News - February 13, 2025

What Do Recent Clinical Trials Reveal About Biomarkers for Adjuvant Treatment in Localized RCC, and What's Still Missing?

Challenges Remain in RCC Treatment Beyond Contemporary First-Line IO Therapy: Are Second-Line Non-IO Regimens the Answer?

**ASCO Genitourinary Cancers Symposium**

Keynote Lecture by Dr. William L. Dahut to Explore Driving Science to Improve Patient-Centered Care

ASCO Genitourinary Cancers Symposium Daily News - February 13, 2025

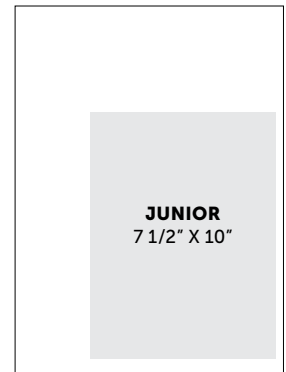
What Do Recent Clinical Trials Reveal About Biomarkers for Adjuvant Treatment in Localized RCC, and What's Still Missing?

Challenges Remain in RCC Treatment Beyond Contemporary First-Line IO Therapy: Are Second-Line Non-IO Regimens the Answer?

See page 18 for delivery information.

## Daily News Print Mechanical Specifications

Gray areas indicate ad dimensions and how it will sit within the publications trim of 10 7/8" x 15".



## MECHANICAL SPECIFICATIONS

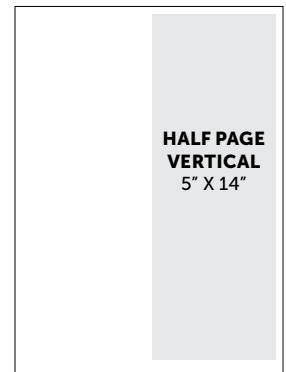
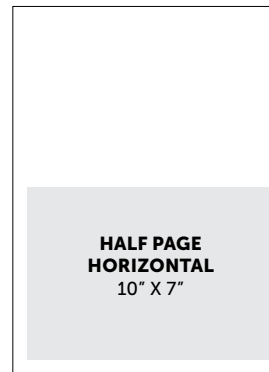
### SIZE

Full page  
Junior page  
1/2 page (horizontal)  
1/2 page (vertical)  
1/4 page (vertical)  
Cover tip (supplied by advertiser)

### DIMENSIONS

10-1/4" x 14"  
7-1/2" x 10"  
10" x 7"  
5" x 14"  
5" x 7"  
10-1/4" x 4-3/4"

Publication trims at 10-7/8" x 15". Keep live matter 1/2" from trim. No standard bleed ads will be accepted. Only gutter bleed spread ads will be accepted. Incorrectly sized tips and/or outserts may incur additional costs.



## ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename. Send a high-resolution PDF via email or file sharing service to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

### OUTSERTS

- Must not exceed 7" x 10"
- Single page
- If outsert is more than one page and/or includes a PI, the pages must be tabbed. Additional costs may apply and a physical copy must be mailed for approval to the addresses below.

### COVER TIPS

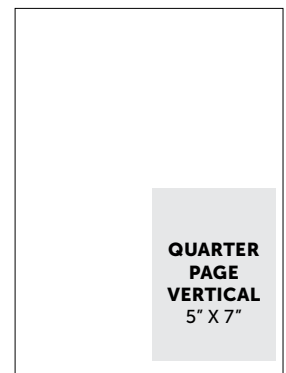
- Size: Minimum 5" x 5"; maximum 10 1/4 wide x 4 3/4 high
- Must be flat in nature with little to no variance in thickness across the tip-on
- Must be no heavier than 5pt.
- Single page
- If specifications above are not met, extra costs may incur and a physical copy must be mailed for approval to the addresses below.

Sample tips and outserts must be mailed/shipped to **both** addresses below for review and approval.

### Mail/Ship samples to:

Jennifer Giblin  
2318 Mill Rd, Suite 800  
Alexandria, VA 22314

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916



### \*\*COVER TIP/OUTSERT DELIVERY ADDRESS

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916

\*Email the number of copies and number of pallets shipped and complete tracking information including the expected delivery date to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

\*Quantities of cover tips and outserts to be supplied by the advertiser are based on registration numbers and will be provided by Formedics closer to the meeting date.

# ASCO GENITOURINARY CANCERS SYMPOSIUM

EMAIL WEBSITE

The ASCO Genitourinary Cancers Symposium Daily News eNewsletters are sent prior to, during, and following the Symposium. A total of 7 eNewsletters will be sent. Content includes session previews, interviews with keynote speakers, and coverage of practice-changing research. The eNewsletters will be sent to attendees as well as ASCO members and nonmember physicians specializing in GU cancers.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 5,000

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$16,000            |
| First 300x250  | \$15,000            |
| Second 300x250 | \$14,000            |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 6,500

| POSITION                              | COST (NET PER SEND) |
|---------------------------------------|---------------------|
| Exclusive 728x90 and 2-300x250 pixels | \$7,500             |

## CLOSING DATES

| EDITION   | SPACE | MATERIAL | SEND DATE |
|---|-------|----------|-----------|
| Preview   | 1/22  | 1/29     | 2/12      |
| Advance Coverage                                    | 2/2   | 2/9      | 2/23      |
| Daily (Day 1)                                       | 2/5   | 2/12     | 2/26      |
| Daily (Day 2)                                       | 2/5   | 2/12     | 2/27      |
| Daily (Day 3)                                       | 2/5   | 2/12     | 2/28      |
| Wrap-up   | 2/9   | 2/16     | 3/2       |
| Wrap-Up Specialty – Prostate: 100% SOV for \$25,000 | 2/10  | 2/17     | 3/3       |

## MECHANICAL SPECIFICATIONS\*

|                |            |
|----------------|------------|
| 728x90 pixels  | 50KB limit |
| 300x250 pixels | 50KB limit |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a click-through URL. No third-party tags can be accepted.

\* **Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

The ASCO Genitourinary Cancers Symposium website ([asco.org/gu](https://asco.org/gu)) contains all information pertinent to the GU Cancers Symposium, including registration, program, general attendee information.

Limited to 4 advertisers, each campaign running for 12 months, beginning October 2025.

## RUN OF SITE (ROS) RATES

| POSITION       | SOV | COST (NET/YR) |
|----------------|-----|---------------|
| 728x90 pixels  |     |               |
| 320x50 pixels  | 25% | \$30,000      |
| 160x600 pixels |     |               |

## REQUIRED FILES

Advertisers must provide one of the following file formats:

JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

# ASCO GENITOURINARY CANCERS SYMPOSIUM



MARKETING EMAILS

Our **Action Alert** email series offers an unparalleled opportunity to connect with prospective attendees. This premium series guides them through every critical pre-meeting milestone—from the Call for Abstracts (CFA) to Registration and Housing deadlines (RAH).

Best of all, it includes high-impact messages sent directly from the Meeting Chair.

Your brand is integrated with essential, must-read ASCO communications. You don't just reach a wide audience; you connect with them at their moment of highest engagement, building unparalleled trust and driving action before the symposium even begins.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 10,250

| POSITION                | COST (NET PER SEND) |
|-------------------------|---------------------|
| Exclusive 728x90 pixels | \$10,000            |

## CLOSING DATES

| EMAIL                             | SPACE    | MATERIAL | SEND DATE |
|-----------------------------------|----------|----------|-----------|
| GU26 CFA Deadline Tonight         | 9/29/25  | 10/6/25  | 10/21/25  |
| GU26 Meeting Chair Correspondence | 11/17/25 | 11/24/25 | 12/16/25  |
| GU26 RAH Deadline Approaching     | 12/8/25  | 12/15/25 | 1/15/26   |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit

Be the first brand every attendee sees. Our **Know Before You Go Package (KBYG)** emails are your direct line to our most engaged audience—in-person attendees.

We deliver these emails containing essential, must-read logistics just days before and on the opening morning of the Symposium. This is prime real estate, reaching attendees at the exact moment they are planning their on-site experience.

## DOMESTIC (U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 4,600

| POSITION                | COST (ALL 3 SENDS) |
|-------------------------|--------------------|
| Exclusive 728x90 pixels | \$30,000           |

## CLOSING DATES

| PACKAGE  | SPACE   | MATERIAL** | SEND DATE |
|--|---------|------------|-----------|
| KBYG In-Person Attendees (Registered Before 2/20/26) | 1/28/26 | 2/4/26     | 2/20/26   |
| KBYG In-Person Attendees (Registered After 2/20/26)  | 1/28/26 | 2/4/26     | 2/24/26   |
| Day 1 Logistics and Program Email                    | 1/28/26 | 2/4/26     | 2/26/26   |

## REQUIRED FILES

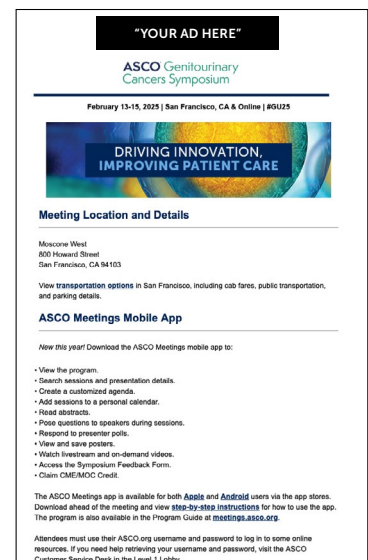
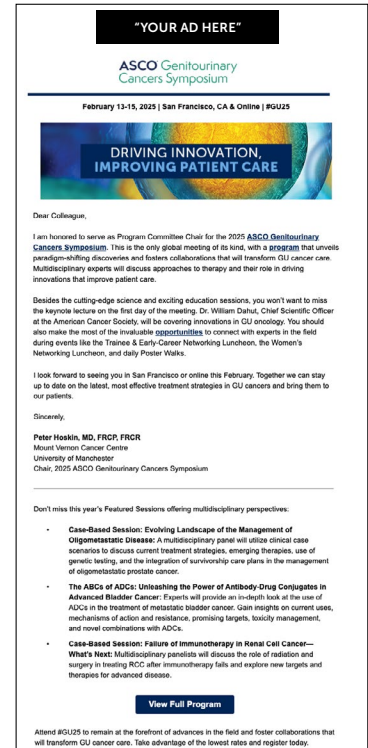
Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

\*\* One creative and URL to be used for all three send dates.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit

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\* Please note: For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 pixels with 100KB limit) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

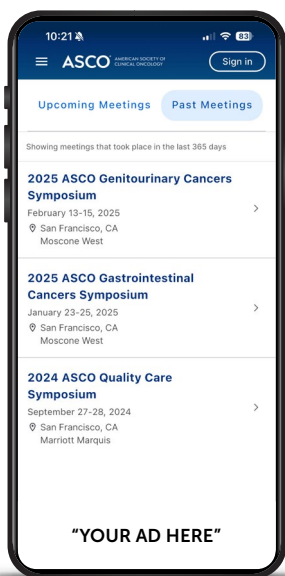
The **ASCO Meetings Mobile App** is an essential tool for navigating ASCO’s meetings.

In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ&A, and contact other attendees. The app is available for both Apple and Android users via the app stores.

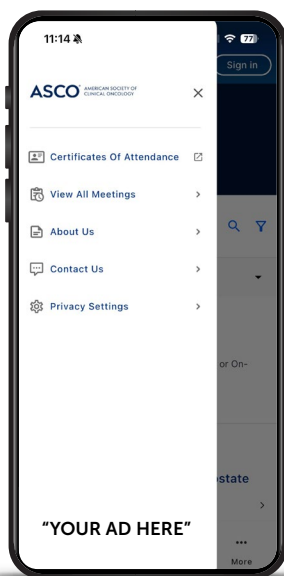
Don't miss this chance to have 100% SOV in this crucial onsite resource. Your **corporate-branded** advertisement will appear:

1. In a footer ad on the landing page when users open the app
2. In a footer ad on the hamburger menu
3. On an interstitial splash page after users select a meeting name in the app
4. In a footer ad on the "More" menu page where attendees can learn about onsite networking opportunities as well as access transportation details and other key attendee services

Landing Page



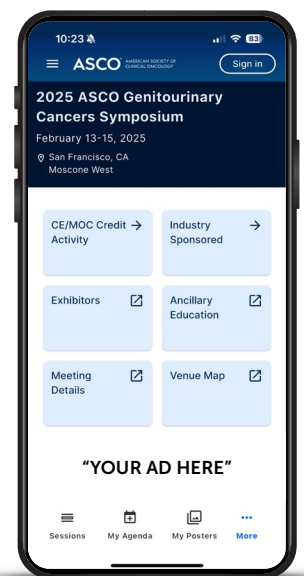
Hamburger Menu



Splash Page



More Menu



**RATES:**

**GENITOURINARY CANCERS SYMPOSIUM:** \$45,000

**RUN OF SERVICE DATES:**

February 16 - March 6

**SIZES**

- 320x700 pixels
- 200x100 pixels
- 320x500 pixels
- 320x100 pixels
- 320x50 pixels

**Please note:** Ads are static only. No URL clickout.

# ASCO GENITOURINARY CANCERS SYMPOSIUM

PRINT PROGRAM  
PODCAST

The print **ASCO Genitourinary Cancers Symposium Program** is a popular onsite reference for locating sessions and presentations. Organized by day and then chronologically by time, the Program offers information on sessions, posters, speakers, and locations and includes the exhibitor directory.

## DISPLAY RATES

| POSITION | 4-COLOR (NET) |
|----------|---------------|
| Cover 2  | \$15,000      |
| Cover 3  | \$10,000      |
| Cover 4  | \$25,000      |

## MECHANICAL SPECIFICATIONS

| SIZE  | DIMENSIONS (BLEED) | DIMENSIONS (NON-BLEED) |
|-------|--------------------|------------------------|
| Cover | 8-3/8" x 11-1/8"   | 7" x 10"               |

Publication trims at 8-1/8 x 10-7/8".  
Keep live matter 1/2" from trim.

## CLOSING DATES

| SPACE | MATERIAL |
|-------|----------|
| 1/13  | 1/20     |



The **ASCO Daily News Podcast** will produce one episode, published after the meeting, which will be promoted in ASCO Daily News e-newsletters as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode.

The advertiser will provide a 30-second audio file that will play prior to the episode.

Advertiser will be noted as the sponsor of this podcast in the written transcript.

All contracts are sold on exclusive sponsorship model for 120 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

## REQUIRED AUDIO FILES

Advertisers must provide a MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps.

**COST:** \$10,000 per podcast

## WRAP-UP PODCAST:

**SPACE:** 2/3

**AD MATERIALS DUE FOR REVIEW:** 2/10

**FINAL AD MATERIALS:** 2/24

**ESTIMATED PUBLISHED DATE:** 3/12



Click to access ASCO Daily News Podcast.

# ASCO GENITOURINARY CANCERS SYMPOSIUM

ONSITE

The **Hotel Key Card Sleeves** are a 100% exclusive opportunity available for product branding or corporate advertising as a booth driver. Key cards and sleeves are distributed to approximately 1,700 attendees. Sleeves are double-sided. ASCO will manage key card sleeve production and distribution.

## DISPLAY RATES

**4-COLOR (NET)**  
\$38,000

## CLOSING DATES

| SPACE | MATERIAL |
|-------|----------|
| 12/8  | 12/15    |

## MECHANICAL SPECIFICATIONS

Template provided upon request. Contact sales representative.



**Coffee Cup Sleeves and Napkins** are a 100% exclusive opportunity that are distributed at the food and beverage stations in the Posters, Exhibits and Food Room. One-side imprint on approximately 9,500 sleeves and 15,000 napkins. ASCO will manage all production.

## DISPLAY RATES

**DISTRIBUTION DAYS**  
2/26-2/28

**1-COLOR (NET)**  
\$27,500

## CLOSING DATES

**SPACE**  
12/8

**MATERIAL**  
12/15

## MECHANICAL SPECIFICATIONS

High-resolution or vector logo. Contact sales representative for template.



**Notebooks** will be placed outside the General Session room and in high traffic areas. Your color ad will be displayed on the back cover. Approximately 5,000 notebooks will be distributed. ASCO will manage all production.

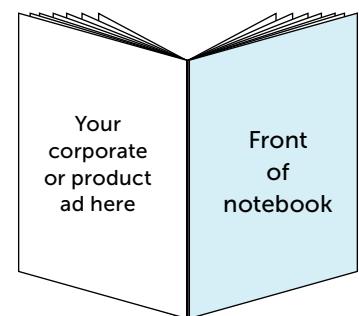
**DISTRIBUTION DAYS:** 2/26-2/28

**COST (NET):** \$35,000

**SPACE:** 1/7

**MATERIAL DUE:** 1/14

**MECHANICAL SPECS:** Please contact sales representative.



# ASCO GENITOURINARY CANCERS SYMPOSIUM

## ASCO CONNECTION BONUS DISTRIBUTION

ASCO Connection is ASCO's official member magazine. The print and online editions highlight the membership experience through profiles of and interviews with the world's leading oncology experts. The magazine is the primary source of information about ASCO's programs, with a special focus on the combined contributions and accomplishments of ASCO and its individual members as they address the concerns of today's oncology community.

### CLOSING DATES

| ISSUE DATE | SPACE | MATERIAL | MAILS |
|------------|-------|----------|-------|
| January    | 10/21 | 10/28    | 1/5   |

Cover tip: PDF submitted for approval by: 10/21  
Product delivered to printer by: 10/28

### RUN OF BOOK (ROB) RATES

| SIZE      | B/W (NET) | 4-COLOR (NET) |
|-----------|-----------|---------------|
| Full page | \$5,000   | \$6,000       |
| 1/2 page  | \$3,500   | \$4,500       |

### COVER/PREMIUM POSITION RATES

|                                    |          |
|------------------------------------|----------|
| Cover 2*                           | \$7,250  |
| Cover 4*                           | \$7,750  |
| Table of contents                  | \$6,500  |
| Cover tip (supplied by advertiser) | \$15,000 |

\*Covers can be 4 color and/or black - no PMS colors

## ASCO CONNECTION eNEWSLETTERS AVAILABLE FEBRUARY 3, 17 AND MARCH 3

The eNewsletters deliver a concise digest sent exclusively to ASCO's proprietary database of members and non-members. Each email features information about ASCO's key initiatives, and covers important topics such as advocacy, grant opportunities, upcoming meetings, and related deadlines. Content is generated in real-time and relevant from the preceding two weeks. Please email Sales Rep for details.

### DOMESTIC (U.S.) EMAIL RATES

Sent to: 108,000 (17,900 members)

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$6,000             |
| First 300x250  | \$5,000             |
| Second 300x250 | \$5,000             |
| Third 300x250  | \$5,000             |

### INTERNATIONAL (ex-U.S.) EMAIL RATES

Sent to: 104,000 (12,000 members)

| POSITION       | COST (NET PER SEND) |
|----------------|---------------------|
| Top 728x90     | \$6,000             |
| First 300x250  | \$5,000             |
| Second 300x250 | \$5,000             |
| Third 300x250  | \$5,000             |

### CLOSING DATES

Contracts due three weeks prior to email send date. Materials due two weeks prior to email send date.

### REQUIRED EMAIL FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

### MECHANICAL SPECIFICATIONS\*

|                |             |
|----------------|-------------|
| 728x90 pixels  | 50 KB limit |
| 300x250 pixels | 50 KB limit |

\*Please note: For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

## ASCO CONNECTION OPPORTUNITIES

DR. ROBIN ZON AND DR. JACK HENSOLD ON RURAL CANCER CARE 12 | DR. NABIJST FLOREZ ON INTERSECTIONALITY AND BURNOUT 18 | DR. PATRICIA MAE G. SANTOS ON CANCER CARE FOR IMMIGRANT POPULATIONS 52 | 01 2025

# ASCO Connection

ASCOconnection.org

## COVER TIP

CORPORATE OR PRODUCT BRANDED

Issues available at GU!

**AD HERE**

Advertisement

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ASCO Connection

2025 President's Address: "Driving Knowledge to Action: Building a Better Future"  
2024-2025 ASCO President Dr. Robin Zon delivered the President's Address at the 2025 ASCO Annual Meeting on Saturday, June 1. One reflected on the three pillars of her presidential theme and inspired how ASCO and its members embrace technology, advocacy, and community in practice every day. "To serve our patients in the way they deserve is a constant journey that demands investing in science and technology, advocating to eliminate barriers to care, and creating supportive communities," Dr. Zon said. Read and watch the full address on ASCO Connection.

**What You Need to Know This Week**

Watch ASCO Daily News First Look Series for Expert Insights From ASCO25

Best of ASCO Moments in Almost Here: Join Us July 13-17 for a Curated Recap of ASCO25's Biggest Breakthroughs

Don't Delay: Submit Your Research Cancer Care Research to the ASCO Quality Care Symposium Today, June 10, to Secure Your Place in Shaping the Future of Oncology

FDA Seeks Input: DPP Deficiency Testing Prior to Enrollment and Care/Relapse Treatment

Hardest Moment: Would Short U.S. Cancer Research and Work Future Advances in Care

ASCO Votes: Appropriation to Support FDA in 2025 Budget

Cancer Care Awards More Than \$11.5 Million to Support Promising Cancer Research: View This Year's Recipients

**AD HERE**

Advertisement

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Recommended Reading From Our Publications

ASCO Daily News: Catch Up on ASCO25 Coverage

ASCO Connection: ASCO's Health Policy Committee: A First Year Update From the Inaugural Chair

ASCO Connection: The Library of Babe: Artificial Intelligence in Cancer Care, Research, and Education From Borges to BIM, Watson and Beyond

**AD HERE**

Advertisement

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Listen Now: New Episodes From ASCO Podcasts

ASCO Daily News Podcast: All ASCO25 Daily Episodes Available Now

**AD HERE**

Advertisement

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In Case You Missed It

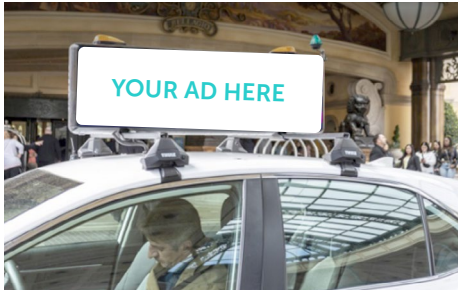
Watch "Seeking to Power With Power: Advocating for Your Profession" Session Recording From the 2025 ASCO Annual Meeting

Minimizing Society of Clinical Oncology Represents the Advocacy at the 2025 ASCO Annual Meeting

# ASCO GENITOURINARY CANCERS SYMPOSIUM

OUT-OF-HOME

Formedics is the official out-of-home advertising provider for the 2026 ASCO Genitourinary Cancers Symposium. A variety of placements are available at various budget levels so that multiple sponsors have the opportunity to support ASCO with OOH media. Opportunities are available for the individual meetings, as well as combined offerings that cover both GI and GU. Please contact your sales rep for additional information including availability and costs. Prices and availability are subject to change due to demand.



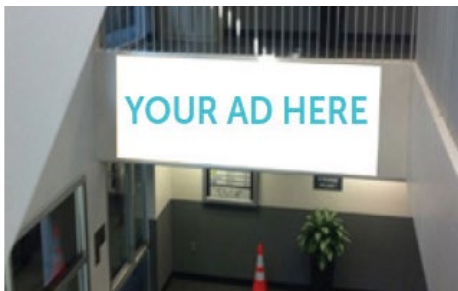
Taxi Topper



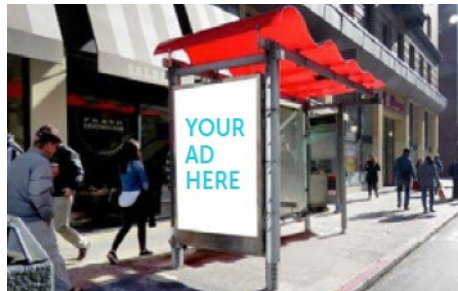
Pedicabs



Bus Wraps



Tension Fabric Displays



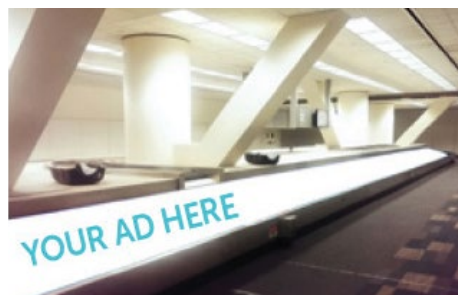
Transit Shelter



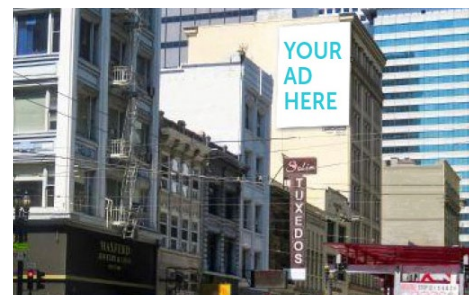
Information Kiosks



Billboards



Dioramas



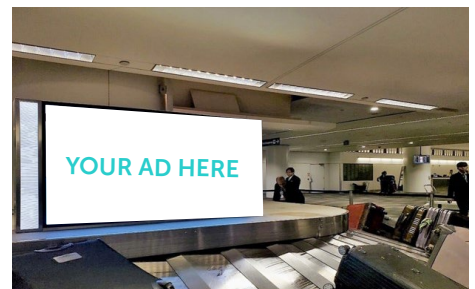
Wallscapes



Elevator Wraps



Pillar Wraps



Digital Screens

# ASCO ANNUAL MEETING

PRINT

Increase your share of voice at the world's premier oncology meeting. The following Daily News issues will be printed for the 2026 ASCO Annual Meeting:

1. Registration edition (distributed Friday)
2. Saturday-Sunday editions (bundled pricing)
3. **New Opportunity:** Monday Special Edition
4. Wrap-up edition (mailed to domestic attendees)

**DATES:** May 29 - June 2, 2026  
**LOCATION:** Chicago, IL

## REGISTRATION EDITION DISPLAY RATES

A single-section issue containing program highlights and session previews. The *Best of ASCO Connection* is inserted in this issue. Distributed at materials pick-up, in bins throughout the convention center, by hand, and to registered groups.

| SIZE                               | B/W (NET) | 4-COLOR (NET) |
|------------------------------------|-----------|---------------|
| Full page                          | \$10,000  | \$11,000      |
| Junior page                        | \$9,000   | \$10,000      |
| 1/2 page                           | \$9,000   | \$10,000      |
| 1/4 page                           | \$5,000   | \$6,000       |
| Cover tip (supplied by advertiser) | \$28,500  | \$28,500      |



## SATURDAY-SUNDAY DISPLAY RATES (2 ISSUES)

A multi-section issue featuring coverage of the abstract presentations. Content will also include expert commentary from key oncology opinion leaders and coverage of education sessions with clinical impact. Distributed by hand and in bins throughout the convention center. Rates are inclusive of one ad to appear in both issues. An additional charge of \$2500 will be applied to have a different ad in each issue.

| SIZE        | B/W (NET) | 4-COLOR (NET) |
|-------------|-----------|---------------|
| Full page   | \$21,000  | \$22,000      |
| Junior page | \$19,600  | \$21,000      |
| 1/2 page    | \$19,600  | \$21,000      |
| 1/4 page    | \$14,500  | \$15,500      |



## MONDAY SPECIAL EDITION

**New Opportunity!** A single section featuring coverage of high-impact sessions and abstracts, including the Plenary presentations.

| SIZE        | B/W (NET) | 4-COLOR (NET) |
|-------------|-----------|---------------|
| Full page   | \$7,000   | \$8,000       |
| Junior page | \$6,000   | \$7,000       |
| 1/2 page    | \$6,000   | \$7,000       |
| 1/4 page    | \$4,000   | \$5,000       |

## WRAP-UP EDITION DISPLAY RATES

A single-section issue featuring summaries of the top practice-informing science presented at the ASCO Meeting. Will be mailed approximately 3 weeks after the meeting is complete to all domestic meeting attendees.

| SIZE                               | B/W (NET) | 4-COLOR (NET) |
|------------------------------------|-----------|---------------|
| Full page                          | \$14,000  | \$15,000      |
| Junior page                        | \$13,000  | \$14,000      |
| 1/2 page                           | \$13,000  | \$14,000      |
| 1/4 page                           | \$10,000  | \$11,000      |
| Cover tip (supplied by advertiser) | \$26,500  | \$26,500      |
| Outsert (supplied by advertiser)   | \$26,500  | \$26,500      |

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

**ASCO Daily News**  
 FRIDAY, MAY 30, 2025  
**REGISTRATION**

**ASCO Voices: Inspiring Personal Narratives Will Highlight Critical Decisions Faced by Every Oncology Professional**

**Your Guide to Navigating ASCO25**

**Dr. Dawn L. Hershman Named the 2025 David A. Karnofsky Memorial Award Recipient**

**COVER TIP**  
 Corporate or Product Branded

## PREMIUM POSITION RATES\*

| POSITION      | PER EDITION (NET)** |
|---------------|---------------------|
| Cover 2       | \$3,750             |
| Cover 3       | \$2,750             |
| Cover 4       | \$5,750             |
| Center Spread | \$3,000             |

## CLOSING DATES

**EDITION:** Registration  
**DISTRIBUTION:** May 29  
**SPACE:** April 21 **MATERIAL:** April 27  
*Cover Tip:* PDF submitted for approval by: April 22  
 Product delivered to printer by: April 27

**EDITION:** Saturday and Sunday  
**DISTRIBUTION:** May 30 and May 31  
**SPACE:** April 23 **MATERIAL:** May 1  
*Cover Tip:* PDF submitted for approval by: April 24  
 Product delivered to printer by: May 1

**EDITION:** Monday  
**DISTRIBUTION:** June 1  
**SPACE:** 5/12 **MATERIAL:** 5/19

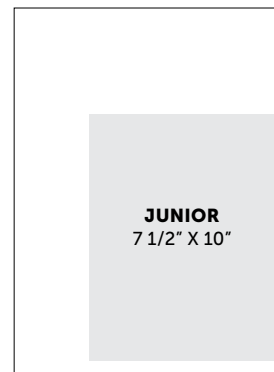
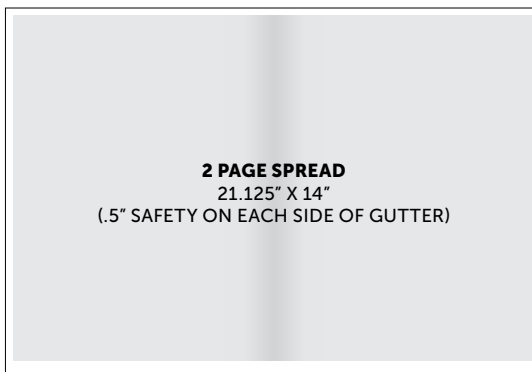
**EDITION:** Wrap Up  
**MAILS:** June 24  
**SPACE:** May 20 **MATERIAL:** May 27  
*Cover Tip & Outserts:* PDF submitted for approval by: May 21  
 Product delivered to printer by: May 27

\* In addition to display rates, there is a premium charge for these opportunities.  
 \*\* Saturday and Sunday copy as separate editions for premium positions

**Advertise three or more prescribing information (PI) pages for a single ad for a brand and receive a 50% discount on the B&W page rate beginning on the third PI page.**

## Daily News Print Mechanical Specifications

Gray areas indicate ad dimensions and how it will sit within the publications trim of 10 7/8" x 15".



### MECHANICAL SPECIFICATIONS

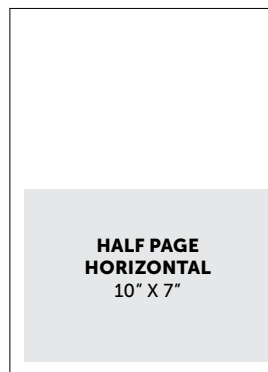
#### SIZE

Full page  
Junior page  
1/2 page (horizontal)  
1/2 page (vertical)  
1/4 page (vertical)  
Cover tip (supplied by advertiser)

#### DIMENSIONS

10-1/4" x 14"  
7-1/2" x 10"  
10" x 7"  
5" x 14"  
5" x 7"  
10-1/4" x 4-3/4"

Publication trims at 10-7/8" x 15". Keep live matter 1/2" from trim. No standard bleed ads will be accepted. Only gutter bleed spread ads will be accepted. Incorrectly sized tips and/or outserts may incur additional costs.



### ELECTRONIC AD SUBMISSION

Publication is produced off set and printed direct to plate (DTP). Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename. Send a high-resolution PDF via email or file sharing service to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

#### OUTSERTS

- Must not exceed 7" x 10"
- Single page
- If outsert is more than one page and/or include a PI, the pages must be tabbed. Additional costs may apply and a physical copy must be mailed for approval to the addresses below.

#### COVER TIPS

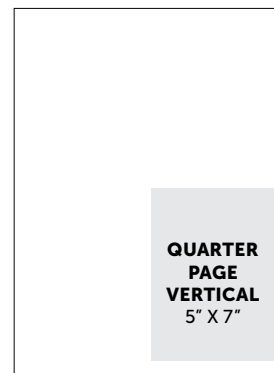
- Size: Minimum 5" x 5"; maximum 10 1/4 wide x 4 3/4 high
- Must be flat in nature with little to no variance in thickness across the tip-on
- Must be no heavier than 5pt.
- Single page
- If specifications above are not met, extra costs may incur and a physical copy must be mailed for approval to the addresses below.

Sample tips and outserts must be mailed/shipped to **both** addresses below for review and approval.

#### Mail/Ship samples to:

Jennifer Giblin  
2318 Mill Rd, Suite 800  
Alexandria, VA 22314

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916



#### \*\*COVER TIP/OUTSERT DELIVERY ADDRESS

Mittera Wisconsin  
Attn: Erin Krueger  
555 Beichl Avenue  
Beaver Dam, WI 53916

\*Email the number of copies and number of pallets shipped and complete tracking information including the expected delivery date to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).

\*Quantities of cover tips and outserts to be supplied by the advertiser are based on registration numbers and will be provided by Formedics closer to the meeting date.

**ASCO Daily News eNewsletters** deliver news coverage of the ASCO Annual Meeting. Each day of the meeting, ASCO editorial staff aggregate select content of important presentations and create twice-daily email communications, one sent in the morning, the other in the evening. Additional emails will be sent prior to and after the meeting.

Emails will be sent to ASCO members, non-member physicians, and Annual Meeting attendees. Advertisers will have exclusive opportunities to increase exposure.

## DOMESTIC (U.S.) EMAIL RATES

Approximate sends per newsletter: 25,000

| POSITION              | COST (NET PER SEND) |
|-----------------------|---------------------|
| Top 728x90 pixels     | \$16,500            |
| First 300x250 pixels  | \$15,500            |
| Second 300x250 pixels | \$14,500            |

## MECHANICAL SPECIFICATIONS\*

|                |             |
|----------------|-------------|
| 728x90 pixels  | 50 KB limit |
| 300x250 pixels | 50 KB limit |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 33,500

| POSITION                       | COST (NET PER SEND) |
|--------------------------------|---------------------|
| Exclusive 728x90 and 2-300x250 | \$7,500             |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

## CLOSING DATES

| EDITION                   | SPACE | MATERIAL | APPROX. SEND DATE |
|---------------------------|-------|----------|-------------------|
| Preview                   | 4/14  | 4/21     | 5/7               |
| Education Preview         | 4/21  | 4/28     | 5/14              |
| Advance Coverage          | 4/28  | 5/5      | 5/21              |
| Daily Morning (Fri.-Tue.) | 5/6   | 5/13     | 5/29 - 6/2        |
| Daily Evening (Fri.-Tue.) | 5/6   | 5/13     | 5/29 - 6/2        |
| Day 6                     | 5/6   | 5/13     | 6/3               |
| Podcast Recap             | 6/5   | 6/12     | 6/30              |

The **ASCO Daily News Specialty Advance Coverage eNewsletters** preview the content in select specialties. The eNewsletters will be sent to all ASCO members in the specialty area, non-member physicians in the specialty area and Annual Meeting attendees in the specialty area.

Both exclusive opportunities include a 728x90 and two 300x250 spots.

## EMAIL APPROX. DISTRIBUTION

| EDITION                                    | DOMESTIC SENDS | INTERNATIONAL SENDS |
|--|----------------|---------------------|
| Advance Coverage: Breast Cancer            | 6,500          | 8,500               |
| Advance Coverage: GI Cancers               | 6,000          | 8,000               |
| Advance Coverage: GU Cancers               | 5,000          | 6,500               |
| Advance Coverage: Gynecologic Cancers      | 2,500          | 4,000               |
| Advance Coverage: Hematologic Malignancies | 9,000          | 5,000               |
| Advance Coverage: Immuno-Oncology          | 7,500          | 6,000               |
| Advance Coverage: Lung Cancer              | 7,000          | 7,000               |

Note that these numbers may increase depending on the number of non-physician non-members registered for the meeting.

**\* Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.



## DOMESTIC (U.S.) EMAIL RATES

\$27,500 net/email

## INTERNATIONAL (EX-U.S.) EMAIL RATES

\$7,500 net/email

## CLOSING DATES

| SPACE    | MATERIAL | APPROX. SENDS |
|----------|----------|---------------|
| April 29 | May 6    | 5/22 - 5/28   |

## MECHANICAL SPECIFICATIONS\*

|                |             |
|----------------|-------------|
| 728x90 pixels  | 50 KB limit |
| 300x250 pixels | 50 KB limit |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

# ASCO ANNUAL MEETING

EMAIL  
VIDEO

The **ASCO Daily News Specialty Wrap-Up** emails are created by ASCO during the Annual Meeting. ASCO staff will aggregate information from the Annual Meeting pertaining to specialties and create emails for specialists in certain fields of oncology. Following the Annual Meeting each eNewsletter will be sent to ASCO members in the specialty area, non-member physicians in the specialty area, and Annual Meeting attendees in the specialty area. Each email will be exclusive to one advertiser.

Both exclusive opportunities include a 728x90 and two 300x250 spots.

## EMAIL APPROX. DISTRIBUTION

| EDITION                  | DOMESTIC SENDS | INTERNATIONAL SENDS |
|--------------------------|----------------|---------------------|
| Breast Cancer            | 6,500          | 8,500               |
| GI Cancers               | 6,000          | 8,000               |
| GU Cancers               | 5,000          | 6,500               |
| Gynecologic Cancers      | 2,500          | 4,000               |
| Hematologic Malignancies | 9,000          | 5,000               |
| Immuno-Oncology          | 7,500          | 6,000               |
| Lung Cancer              | 7,000          | 7,000               |
| Multiple Myeloma         | 9,000          | 5,000               |

## DOMESTIC (U.S.) EMAIL RATES

\$27,500 net/email

## INTERNATIONAL (EX-U.S.) EMAIL RATES

\$7,500 net/email

## CLOSING DATES

| SPACE  | MATERIAL | APPROX. SENDS |
|--------|----------|---------------|
| May 13 | May 20   | 6/8 - 6/15    |

## MECHANICAL SPECIFICATIONS\*

|                |             |
|----------------|-------------|
| 728x90 pixels  | 50 KB limit |
| 300x250 pixels | 50 KB limit |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL. No third-party tags can be accepted.

\* **Please note:** For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 or 600x500) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

## PLENARY SERIES VIDEO INTERVIEWS

As part of the First Look video series, ASCO Daily News will be producing exclusive video interviews on the 2026 ASCO Annual Meeting Plenary Session abstracts. Videos will be released on June 1, the day of the presentations. Videos will provide expert insight on the highly popular Plenary abstracts, including how the research might affect the future of cancer care.

These exclusive interviews will be promoted as a top item in one of the 2026 ASCO Annual Meeting daily newsletters (sent to 58,000+ recipients). They will also be featured in the ASCO Daily News Annual Meeting wrap up issues and prominently shared on ASCO's social media channels. The videos will live on YouTube and also as embedded videos with transcripts on the Daily News website. Sponsor will provide a 15-30 second audio/video clip that will be played at the beginning of each video.



Click to access videos

|                           |                               |
|---------------------------|-------------------------------|
| <b>SOV</b><br>100%        | <b>COST (NET)</b><br>\$32,500 |
| <b>CLOSING DATES</b>      |                               |
| <b>SPACE</b><br>4/3       | <b>SCRIPT REVIEW</b><br>4/10  |
| <b>FINAL FILE</b><br>4/28 | <b>PUBLISHED</b><br>5/31      |

**AD HERE**

ASCO Daily News

**ASCO CMO Shares Exclusive Insights on 2025 Plenary Abstracts**

**FIRST LOOK**  
with ASCO Daily News®

PLENARY COVERAGE

Below you'll find... views on the Plenary Session this afternoon, be sure to watch ASCO CMO Dr. Julie Drake discuss [S1b and S1d Plenary abstracts](#). Or, browse offers for exclusive commentary on each study and assess how the research might affect the future of cancer care.

- [LBA1: ATOMIC Results](#)
- [LBA2: NODOPSTOP Results](#)
- [LBA3: VERIFI Results](#)
- [LBA4: SUSTAIN Results](#)
- [LBA5: MATTERSON Results](#)

▶ **First-Line Saccharinib, Docetaxel + Pembrolizumab Significantly Improves PFS Over Chem + Pembrolizumab in PD-L1-Positive TNBC**  
According to results from the phase 3 ANCF104/PNTR-018 trial, saccharinib (pembrolizumab plus pembrolizumab) demonstrated a significant improvement in PFS compared with chemotherapy (docetaxel) or pembrolizumab monotherapy. PD-L1-positive, locally advanced unresectable or metastatic, triple-negative breast cancer (LBA03)

Meeting Coverage | Read Now

**AD HERE**

▶ **Tumor Treating Fields Extend OS for Patients With Locally Advanced Pancreatic Cancer**  
The addition of tumor treating fields to first-line chemotherapy can extend OS without increasing systemic toxicity among patients with locally advanced pancreatic cancer, according to new findings from the phase 3 PANOVA-3 trial (LBA050).

Meeting Coverage | Read Now

▶ **CASPARINIA Trial Supports the Potential Use of Preoperative PMG Over mFOLFOX4 in Resectable PDAC**  
Preoperative chemotherapy with oxaliplatin, nab-paclitaxel, capecitabine, and gemtuzumab may be superior to modified FOLFOX4 for resectable PDAC among patients with resectable or borderline resectable pancreatic ductal adenocarcinoma, according to results from the phase 3 OPTIMAL trial (LBA050).

Meeting Coverage | Read Now

**AD HERE**

▶ **Oral Fatimidin is Noninferior to IV Formulation in HER2-Negative Advanced Breast Cancer**  
Oral fatimidin displays comparable PFS, OS, and time to treatment failure as well as improved objective response and disease control rates compared with intravenous intravenous epirubicin in HER2-negative treatment-naïve breast cancer, according to results from the phase 3 OPTIMAL trial (LBA050).

Meeting Coverage | Read Now

## TOP SCIENCE OF THE DAY VIDEO INTERVIEWS

As part of the First Look video series, ASCO Daily News Videos will be covering other top science presented at the Annual Meeting. A minimum of 3 episodes will be released, each featuring an exclusive interview with the presenter of a practice-informing abstract, as selected by an oncology KOL. Each video will be promoted as a top item in one of the 2026 ASCO Annual Meeting daily newsletters (sent to 58,000+ recipients) and prominently shared on ASCO's social media channels. Sponsor will provide a 15-30 second audio/video clip that will be played at the beginning of each video.

|                           |                               |
|---------------------------|-------------------------------|
| <b>SOV</b><br>100%        | <b>COST (NET)</b><br>\$32,500 |
| <b>CLOSING DATES</b>      |                               |
| <b>SPACE</b><br>4/3       | <b>SCRIPT REVIEW</b><br>4/10  |
| <b>FINAL FILE</b><br>4/28 | <b>PUBLISHED</b><br>5/29-6/2  |

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

2026 ASCO MEDIA KIT 29

The **ASCO Daily News Podcast** will feature coverage of the top abstracts and practice-changing science from ASCO's Annual Meeting.

Podcasts will be promoted in ASCO Daily News e-newsletters as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode. The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. All contracts are sold on exclusive sponsorship model for 120 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

### REQUIRED AUDIO FILES

If audio file is longer than 30 seconds, please contact your sales rep for additional options.

### CLOSING DATES

For contract and material due dates, please contact a Formedics Sales Representative.



[Click to access ASCO Daily News Podcast.](#)

### Preview

The **Annual Meeting Preview Podcast** will feature coverage of the top abstracts and practice-changing science being presented at #ASCO26. The preview podcast will be released in late May, when abstracts are released.

**SOV**  
100%

**COST (NET)**  
\$10,000

**Published:** May 21

### Daily

The **Annual Meeting Top Takeaways** series, hosted by Dr. Monty Pal, and released at 5:30 PM ET daily during #ASCO26, provides conveniently timed, curated expert analyses of the day's key science. The daily podcasts for the 2025 ASCO Annual Meeting were the most popular podcasts in ASCO history, as measured by 1-week downloads. A minimum of 4 episodes will be released.

**SOV**  
100%

**COST (NET)**  
\$30,000

**Published:** May 29 - June 2

### Wrap-Up

The **Annual Meeting Wrap-Up Podcasts** will feature in-depth analysis with key opinion leaders on how #ASCO26 science will impact practice. Episodes will be released in June. The following topics will be covered:

- Breast Cancer
- GI Cancers
- GU Cancers
- Hematologic Malignancies
- Immuno-Oncology
- Lung Cancer

**SOV**  
100%

**COST OF EACH (NET)**  
\$10,000

**Published:** June TBD

# ASCO ANNUAL MEETING

NEW!

MARKETING EMAILS

Our **Action Alert** email series offers an unparalleled opportunity to connect with prospective attendees. This premium series guides them through every critical pre-meeting milestone—from the Call for Abstracts (CFA) to Registration and Housing deadlines (RAH).

Best of all, it includes high-impact messages sent directly from the Meeting Chair.

Your brand is integrated with essential, must-read ASCO communications. You don't just reach a wide audience; you connect with them at their moment of highest engagement, building unparalleled trust and driving action before the Meeting even begins.

## DOMESTIC (U.S.) EMAIL RATES

### APPROXIMATE SENDS PER NEWSLETTER:

98,000-107,000

| POSITION                | COST (NET PER SEND) |
|-------------------------|---------------------|
| Exclusive 728x90 pixels | \$20,000            |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

### APPROXIMATE SENDS PER NEWSLETTER:

88,000

| POSITION                | COST (NET PER SEND) |
|-------------------------|---------------------|
| Exclusive 728x90 pixels | \$7,500             |

## CLOSING DATES

| EMAIL                             | SPACE | MATERIAL | SEND DATE |
|-----------------------------------|-------|----------|-----------|
| AM26 CFA Launch                   | 10/14 | 10/21    | 11/5      |
| AM26 CFA Deadline Approaching     | 12/8  | 12/15    | 1/16      |
| AM26 CFA Deadline Tonight         | 1/2   | 1/9      | 1/27      |
| AM26 Meeting Chair Correspondence | 2/16  | 2/23     | 3/10      |
| AM26 RAH Deadline Approaching     | 3/25  | 4/1      | 4/16      |

## REQUIRED FILES

Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL.  
No third-party tags can be accepted.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit

Be the first brand every attendee sees. Our **Know Before You Go Package (KBYG)** emails are your direct line to our most engaged audience—in-person attendees.

We deliver these emails containing essential, must-read logistics just days before and on the opening morning of the Meeting. This is prime real estate, reaching attendees at the exact moment they are planning their on-site experience.

## DOMESTIC (U.S.) EMAIL RATES

### APPROXIMATE SENDS PER NEWSLETTER: 44,000

| POSITION                | COST (ALL 4 SENDS) |
|-------------------------|--------------------|
| Exclusive 728x90 pixels | \$60,000           |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

### APPROXIMATE SENDS PER NEWSLETTER: 26,000

| POSITION                | COST (ALL 4 SENDS) |
|-------------------------|--------------------|
| Exclusive 728x90 pixels | \$30,000           |

## CLOSING DATES

| PACKAGE  | SPACE | MATERIAL** | SEND DATE |
|--|-------|------------|-----------|
| Plan Your Meeting                                    | 4/22  | 4/29       | 5/14      |
| KBYG In-Person Attendees (Registered Before 5/23/26) | 4/22  | 4/29       | 5/23      |
| KBYG In-Person Attendees (Registered After 5/23/26)  | 4/22  | 4/29       | 5/27      |
| Day 1 Logistics and Program Email                    | 4/22  | 4/29       | 5/29      |

## REQUIRED FILES

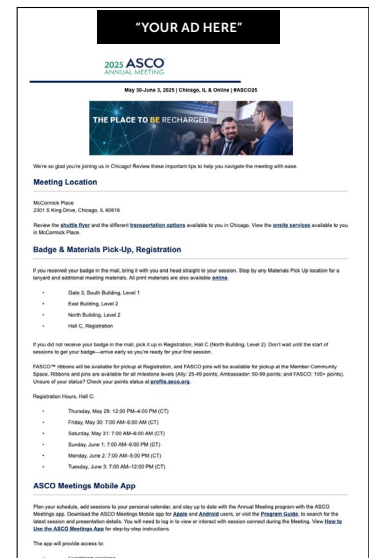
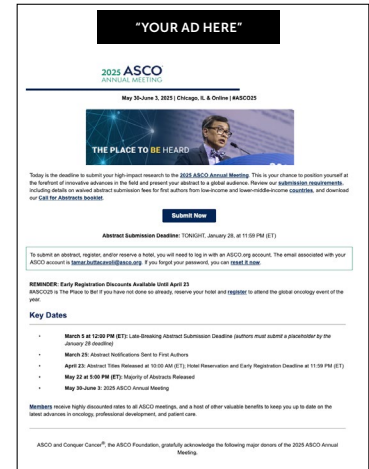
Advertisers must provide a JPG, PNG or GIF, and a clickthrough URL.  
No third-party tags can be accepted.

\*\* One creative and URL to be used for all four send dates.

## MECHANICAL SPECIFICATIONS\*

728x90 pixels 50 KB limit

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.



\* Please note: For text-heavy images or to ensure a higher-quality display, images at double the size (1456x180 pixels with 100KB limit) are also acceptable. No quality-centric updates to ad images are permitted after the material deadline.

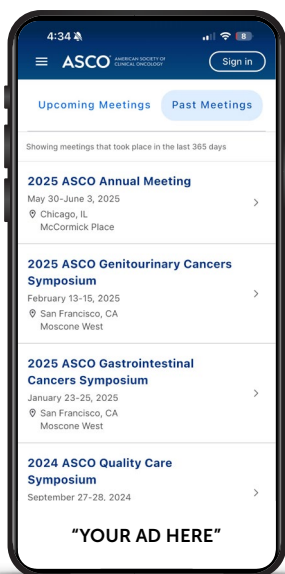
The **ASCO Meetings Mobile App** is an essential tool for navigating ASCO’s meetings, and was utilized by over 25,000 unique users during the 2025 Annual Meeting.

In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ&A, and contact other attendees. The app is available for both Apple and Android users via the app stores.

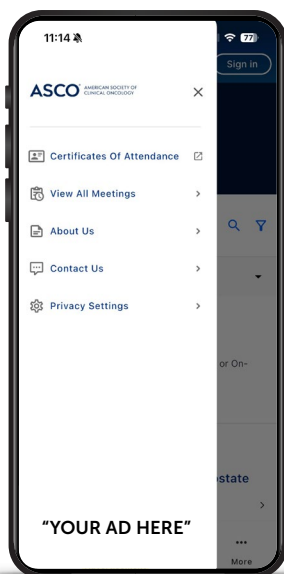
Don't miss this chance to have 100% SOV in this crucial onsite resource. Your **corporate-branded** advertisement will appear:

1. In a footer ad on the landing page when users open the app
2. In a footer ad on the hamburger menu
3. On an interstitial splash page after users select a meeting name in the app
4. In a footer ad on the "More" menu page where attendees can learn about onsite networking opportunities as well as access transportation details and other key attendee services

**Landing Page**



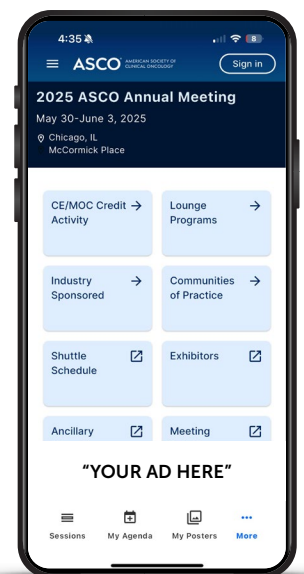
**Hamburger Menu**



**Splash Page**



**More Menu**



**RATES:**

**ANNUAL MEETING:** \$100,000

**SIZES**

- 320x700 pixels
- 200x100 pixels
- 320x500 pixels
- 320x100 pixels
- 320x50 pixels

**RUN OF SERVICE DATES:**

May 18-June 14

**Please note:** Ads are static only. No URL clickout.

The **Annual Meeting Program** is an onsite reference for locating sessions and presentations. It includes information on sessions, abstract presentations, speakers, and locations. Every in-person attendee will have the opportunity to receive the printed program.

## DISPLAY RATES

| POSITION                     | 4-COLOR (NET) |
|------------------------------|---------------|
| Dividing tabs (double-sided) | \$20,000      |
| Cover 2                      | \$25,000      |
| Cover 3                      | \$20,000      |
| Cover 4                      | \$30,000      |

## MECHANICAL SPECIFICATIONS

| SIZE   | BLEED            | NON-BLEED |
|--|------------------|-----------|
| Dividing tab   | 8-3/8" x 11-1/8" | 7" x 10"  |
| Cover  | 8-3/8" x 11-1/8" | 7" x 10"  |
| Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim. |                  |           |

## CLOSING DATES

| POSITION      | SPACE | MATERIAL |
|---------------|-------|----------|
| Dividing Tabs | 3/26  | 4/2      |
| Covers        | 4/6   | 4/13     |

**Please note:** The same ad will be printed on both sides of the dividing tab. A \$2,500 switchout fee will be applied if a different ad is used for the backside.



The **Exhibitor Directory** provides important need-to-know information about the exhibit hall. This publication will be provided at materials pick up and distributed at the entrances to the exhibit hall. Sections will include a detailed listing of companies at the Annual Meeting by name, by booth number, and by category. In addition, this essential resource will include Expanded Featured Listings and Expert Theater session information.

## DISPLAY RATES

| POSITION                           | 4-COLOR (NET) |
|------------------------------------|---------------|
| Cover 2                            | \$25,000      |
| Cover 3                            | \$15,000      |
| Cover 4                            | \$30,000      |
| Cover Tip (supplied by advertiser) | \$35,000      |

## CLOSING DATES

| POSITION | SPACE | MATERIAL |
|----------|-------|----------|
| Covers   | 3/26  | 4/2      |

| POSITION  | SPACE | MATERIAL SUBMITTED FOR APPROVAL | DELIVERED TO PRINTER |
|-----------|-------|---------------------------------|----------------------|
| Cover Tip | 4/2   | 4/9                             | 4/16                 |

## MECHANICAL SPECIFICATIONS

| SIZE  | BLEED            | NON-BLEED |
|-------|------------------|-----------|
| Cover | 8-3/8" x 11-1/8" | 7" x 10"  |

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

## COVER TIP (SUPPLIED BY ADVERTISER)

- **Size:** 7 1/2" x 5 1/2"
  - Must be flat in nature with little to no variance in thickness across the tip-on.
- **Single Page:**
  - Maximum thickness of no greater than .0625"
  - Paper Stock: Minimum - 70# text and Maximum-12pt
- **4-Page Double Gate Maximum 4-page Roll fold**
  - Paper Stock: Minimum - 60# text
  - Tip-on with inserts must be tabbed/wafer sealed closed at the face (right side when looking at cover)



## DELIVERY ADDRESS FOR COVER TIP:

Mittera WI  
555 Beichl Avenue  
Beaver Dam, WI 53916  
Attn: Erin Krueger

Label boxes with "ASCO Exhibitor Directory"

Email the number of copies and number of pallets shipped and completed tracking information including the expected delivery date to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com)

# ASCO ANNUAL MEETING

## SESSIONS AT A GLANCE WEBSITE

The Annual Meeting **Sessions at a Glance** is considered the onsite go-to reference for attendees to view what sessions are happening when. From scientific sessions to educational and networking events, attendees utilize this piece to plan their meeting schedule. Every in-person attendee will have the opportunity to receive the printed Sessions at a Glance. The piece also will be saved as a PDF and available online at [am.asco.org](http://am.asco.org).

### DISPLAY RATES

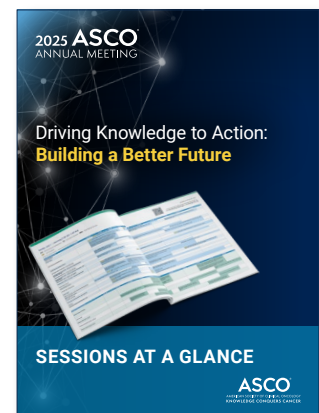
**DISTRIBUTION DAYS** **COST (NET)**  
5/29-6/2 \$45,000

### CLOSING DATES

**SPACE** **MATERIAL**  
3/11 3/18

### MECHANICAL SPECIFICATIONS

**SIZE:** 1/2 page (horiz.) on Cover 4  
**DIMENSIONS:** No Bleed 7" x 4-7/8"



The ASCO Annual Meeting website ([asco.org/annual-meeting](http://asco.org/annual-meeting)) hosts everything attendees need to participate in the meeting including information on registration, hotel reservations, and exhibits, as well as the meeting program and attendee services (food, transportation, onsite networking, etc.). Whether they are attending in person or online, the website will be where attendees begin the process of building a personalized agenda and planning for their meeting.

Advertisements will be displayed on meeting homepage, all meeting logistics pages, and program/session listing pages.

Estimated total number of impressions per advertiser with 10% share of voice for a U.S. targeted campaign is 150,000 using all ad positions over the course of a full year (from April 1, 2026 - March 31, 2027). Ad campaigns must include all ad sizes to reach estimated number of impressions. Impressions are estimates based on historical data and may not be delivered equally during the campaign. For internationally targeted campaigns, contact your sales representative. Contracts are invoiced in full when the campaign begins.

### RUN OF SITE (ROS) RATES

**SOV:** 10% **COST (NET):** \$65,000

**POSITIONS:** 728x90, 320x50, 160x600 pixels

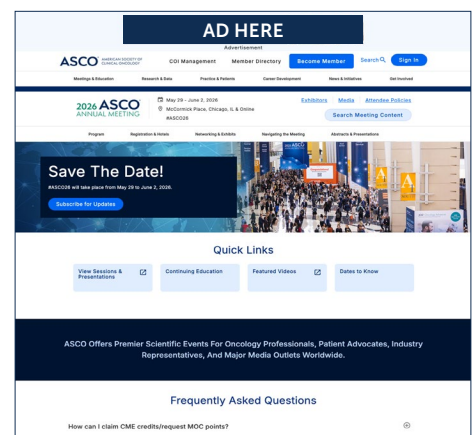
### REQUIRED FILES

Advertisers must provide one of the following file formats:  
JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information.

**Up to six ad changes are included during the campaign.**

**No changes will be accepted between the blackout dates: 5/23-6/7.**



\*Not exact image; for placement only

## BONUS OPPORTUNITY

Target your specific market by having your ad show on search results pages/ views when a user's search matches the queries included in your selected topic. Commonly searched categories include breast, gastrointestinal, genitourinary, hematologic malignancies, and lung. Ads will not appear on pages with sessions, presentations, or abstracts content.

**COST:** \$10,000 per category

Search results vary based on user input (search terms, filters, etc.). SOV is not guaranteed.

The **Hotel Key Card Sleeves** are a 100% exclusive opportunity available for product branding or corporate advertising as a booth driver. Key cards and sleeves are distributed to approximately 15,000 attendees at 20+ convention hotels. Sleeves are double-sided. ASCO will manage key card sleeve production and distribution.

### DISPLAY RATES

|                 |                      |
|-----------------|----------------------|
| <b>POSITION</b> | <b>4-COLOR (NET)</b> |
| 4-color         | \$185,000            |

### CLOSING DATES

|              |                 |
|--------------|-----------------|
| <b>SPACE</b> | <b>MATERIAL</b> |
| 3/24         | 3/31            |

### MECHANICAL SPECIFICATIONS

Template provided upon request. Contact sales representative.



Increase brand or corporate visibility affixing your corporate or product brand on the outside of the **Hotel Room Door Drop Bag**. ASCO will place a sticker with the advertiser's logo or custom message on the door drop bag, which will be delivered directly to the rooms of approximately 15,000 attendees early Saturday morning. The bag will be made from recycled paper. ASCO will handle production of the sticker.

### RATES

|                         |                   |
|-------------------------|-------------------|
| <b>DISTRIBUTION DAY</b> | <b>COST (NET)</b> |
| Saturday (5/30)         | \$70,000          |

### MECHANICAL SPECIFICATIONS

7" wide x 3.5" tall (landscape) custom artwork or logo must be supplied as 4-color.

### CLOSING DATES

|              |                       |                        |
|--------------|-----------------------|------------------------|
| <b>SPACE</b> | <b>MATERIAL PROOF</b> | <b>PRINT READY PDF</b> |
| 3/26         | 4/2                   | 4/9                    |



The **Hotel Room Door Drop** takes place on Saturday. ASCO will deliver your brochure, invite, and/or visual aid within an Annual Meeting branded door drop bag to approximately 15,000 registered attendees of the Annual Meeting at 20+ different hotels. This useful bag, made from recycled paper, has proven valuable to physicians who use them to collect information while in the exhibit hall. There is a limit of 15 advertisers.

### RATES

|                         |                   |
|-------------------------|-------------------|
| <b>DISTRIBUTION DAY</b> | <b>COST (NET)</b> |
| Saturday (5/30)         | \$35,000          |

### QUANTITY:

16,000

### CLOSING DATES

|              |                       |                    |
|--------------|-----------------------|--------------------|
| <b>SPACE</b> | <b>MATERIAL PROOF</b> | <b>INSERTS DUE</b> |
| 4/13         | 4/20                  | 4/27               |

### INSERT DELIVERY ADDRESS

Mittera Illinois  
 Attn: Candice Fieldman  
 5656 McDermott Drive  
 Berkeley, IL 60163

### MECHANICAL SPECIFICATIONS

Inserts must be printed material only. Standard inserts are limited to a maximum of four pages (two pages front and back) with max size of 8-1/2" x 11".

\*Email the number of copies and number of pallets shipped and complete tracking information including the expected delivery date to John Salesi at [John.Salesi@formedics.com](mailto:John.Salesi@formedics.com).



Front Side

**Insulated Coffee Cups and Napkins** are a 100% exclusive opportunity that are distributed at all convention center concession stands (excludes Starbucks). One-side imprint on approximately 25,000 cups and 100,000 napkins. ASCO reserves the right to place an imprint of ASCO's choice on the side opposite the advertiser's imprint. ASCO will manage all production.

**DISPLAY RATES**

**DISTRIBUTION** 5/29-6/2  
**1-COLOR (NET)** \$140,000

**MECHANICAL SPECIFICATIONS**

High-resolution or vector logo.  
 Contact sales representative for template.



\*Not exact items; for placement only.

**CLOSING DATES**

**SPACE** 3/17  
**MATERIAL** 3/24

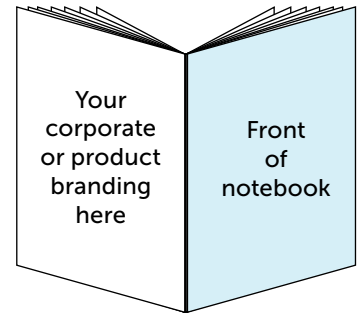
**Notebooks** will be placed in high-visibility locations throughout McCormick Place. Your color logo will be displayed on the back cover. Approximately 20,000 notebooks will be distributed. This 100% exclusive opportunity is available for product branding or corporate advertising as a booth driver. ASCO will manage all production.

**DISPLAY RATES**

**DISTRIBUTION DAYS** 5/29-6/2  
**COST (NET)** \$110,000

**MECHANICAL SPECIFICATIONS**

Please contact sales representative.



**CLOSING DATES**

**SPACE** 4/2  
**MATERIAL** 4/9

New This Year! Be the first to put your **corporate or product brand** in the hands of all attendees with the essential **Official ASCO Annual Meeting Map**. This indispensable, pocket-sized guide provides comprehensive McCormick Place navigation on one side and the detailed Exhibit Hall layout on the other. As the exclusive map sponsor, your branding will appear prominently on this resource that will be referenced by attendees repeatedly throughout the event, guaranteeing maximum exposure and utility for your message. ASCO will manage all production; print quantity: 30,000.



**DISPLAY RATES**

**DISTRIBUTION DAYS** 5/29-6/2  
**COST (NET)** \$45,000

**CLOSING DATES**

**SPACE** 4/2  
**MATERIAL** 4/9

**MECHANICAL SPECIFICATIONS**

Please contact sales representative.

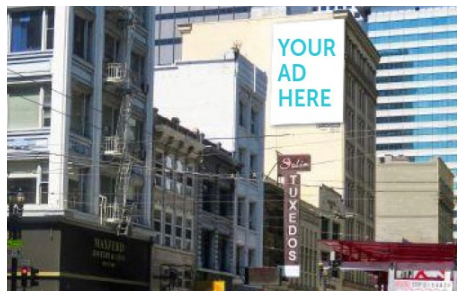


\*Not exact item

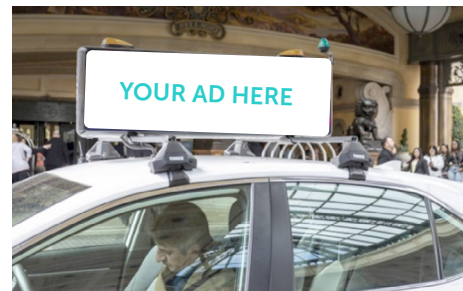
# ASCO ANNUAL MEETING

OUT-OF-HOME

Formedics is the official out-of-home advertising provider for the 2026 ASCO Annual Meeting. A variety of placements are available at various budget levels so that multiple sponsors have the opportunity to support ASCO with OOH media. Please contact your sales rep for additional information including availability and costs. Prices and availability are subject to change due to demand.



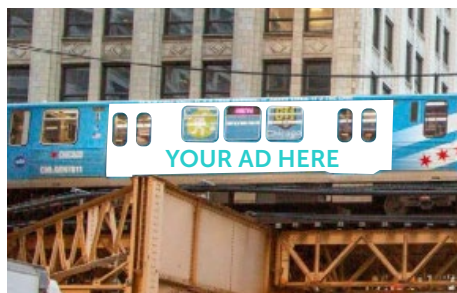
Wallscapes



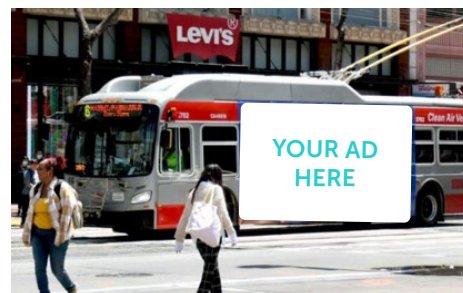
Taxi Topper



Car Wraps



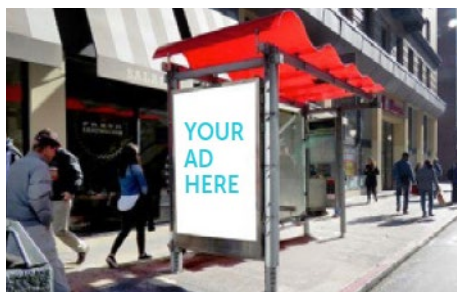
Train Wraps



Bus Wraps



Tension Fabric Displays



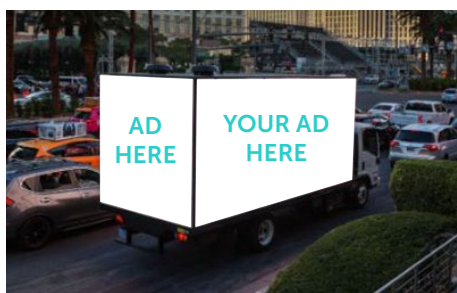
Transit Shelter



Information Kiosks



Billboards



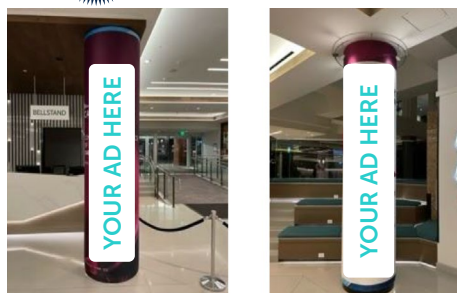
**NEW** Mobile Billboards



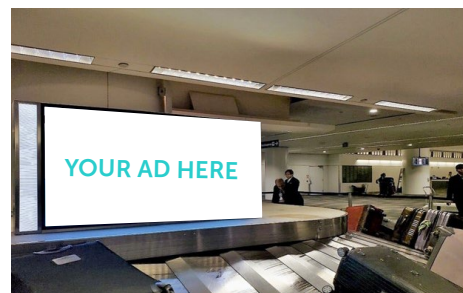
Dioramas



Elevator Wraps



Pillar Wraps



Digital Screens

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

**A Highly Anticipated Return. A Vibrant New Destination.** ASCO Breakthrough will be held in Singapore June 25-27, 2026. This isn't just another meeting; it's the destination for the latest in oncology research and treatments applicable to the Asia-Pacific region. Don't miss your chance to be part of the conversation and solidify your role as a key player in the future of cancer treatment.

**DATES:** June 25-27, 2026

**LOCATION:** Singapore

## ASCO DAILY NEWS ENEWSLETTER (PREVIEW): MULTIPLE POSITIONS

The ASCO Daily News eNewsletter is sent in advance of the meeting and includes valuable ASCO Breakthrough preview content such as interviews with keynote speakers. The email will be sent to ASCO members, non-member physicians, and ASCO Breakthrough attendees.

### EDITION

Preview eNewsletter

### SEND DATE

6/18

### CLOSING DATES

**SPACE:** 5/22

**MATERIAL:** 6/2

## DOMESTIC U.S. EMAIL RATES

Approximate sends per newsletter: 25,000

### POSITION

### COST (NET PER SEND)

|                       |          |
|-----------------------|----------|
| Top 728x90 pixels     | \$16,000 |
| First 300x250 pixels  | \$15,000 |
| Second 300x250 pixels | \$14,000 |

## INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 33,500

### POSITION

### COST (NET PER SEND)


|                      |         |
|----------------------|---------|
| Exclusive            |         |
| 728x90 and 2-300x250 | \$7,500 |

**AD HERE**

Advertisement


**ASCO Daily News**

---



**2023 ASCO Breakthrough to Showcase Oncology Innovations and Technologies**  
Oncology innovators will gather in Japan on August 3 & 4 to learn more about how advances in precision oncology, biotechnology, biomedical engineering, and AI are transforming cancer care.

Program Committee Chair Dr. Lillian L. Si (pictured)  
Meeting Coverage | Read Now



**Keynote Speaker Will Focus on Power of Innovation in Photodynamic Therapy for Future Oncology Care**  
Eisai's Mitsuru Miyoshi, vice chairman of the board and co-CEO of Eisai Medical, Inc., will open ASCO Breakthrough with a keynote lecture on innovative technology in oncology. Mr. Miyoshi and Eisai are the innovators behind what he believes could be the pillar of cancer treatment: photodynamic therapy.

Mr. Mitsuru (Mitsuru) Miyoshi (pictured)  
Meeting Coverage | Read Now

---

**AD HERE**

Advertisement

**Planning Your ASCO Breakthrough Experience**  
Find out how to access ASCO Breakthrough session content, both in person and via livestream, along with how to network with attendees in Yokohama and on social media.

Meeting Coverage | Read Now

---

**AD HERE**

Advertisement

**Expert Commentary From Breakthrough Faculty**

**Equitable Clinical Trial Access for Regional, Rural, and Indigenous Communities: Leveraging Tribal Models**  
Despite significant investment, clinical trial activities are largely concentrated in metropolitan and larger regional academic centers. An decentralized clinical trial gain momentum, ensuring equitable access is a necessity.

Expert Commentary | Read Now

## WEBSITE

The ASCO Breakthrough website ([asco.org/breakthrough](https://asco.org/breakthrough)) contains all information pertinent to ASCO Breakthrough, including registration, program, and general attendee information. This exclusive campaign runs for 6 months, from March to August 2026.

### POSITIONS

728x90, 320x50, 160x600 pixels

### SOV

100%

**COST:** \$12,500

**AD HERE**

ASCO Breakthrough | 616.588.4237/16 | 1600 City Convention Center | Singapore & Online | #ASCO2026

Search Meeting Content

**Get Ready for ASCO Breakthrough 2026 in Singapore**

The next ASCO Breakthrough will be held in Singapore, from June 25-27, at the 1600 City Convention Center. We're excited to expand the live event scope & offer the advantage of virtual knowledge that is the hallmark of this meeting.

[Subscribe to Updates](#)

## ASCO DAILY NEWS PODCAST

Include up to a 30-second advertisement in the ASCO Daily News Podcast, which will produce a special wrap-up episode to be released after 2026 ASCO Breakthrough.

The episode, which will feature expert physicians discussing research presented at the meeting, will be promoted in an ASCO Daily eNewsletter as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode. The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. All contracts are sold on exclusive sponsorship model for 120 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

**COST:** \$10,000



Click to access ASCO Daily News Podcast.

## PRINTED PROGRAM: MULTIPLE POSITIONS

The print ASCO Breakthrough Program is a popular onsite reference for information on sessions, posters, speakers, and locations and includes the exhibitor directory.

### RATES (POSITION 4-COLOR)

|          |          |
|----------|----------|
| Cover 2: | \$11,250 |
| Cover 3: | \$7,500  |
| Cover 4: | \$17,500 |

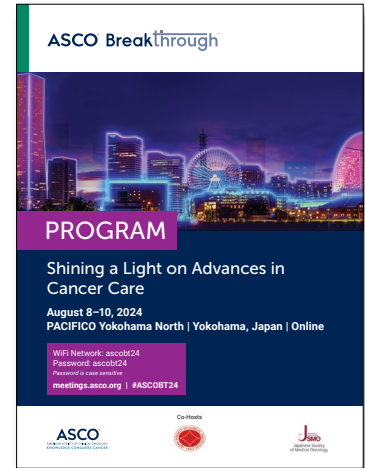
### CLOSING DATES

**SPACE:** 5/7  
**MATERIAL:** 5/14

### MECHANICAL SPECIFICATIONS

| SIZE              | DIMENSIONS (BLEED) | DIMENSIONS (NON-BLEED) |
|-------------------|--------------------|------------------------|
| Full page         | 8-3/8 x 11-1/8"    | 7 x 10"                |
| 1/2 page (horiz.) | —                  | 7 x 4-7/8"             |
| 1/2 page (vert.)  | —                  | 3-3/8 x 10"            |

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.



### MEETING BAG

Increase your corporate visibility by having your logo on the outside of the meeting bag distributed onsite at registration to all attendees. The bag will include valuable attendee resources, including the printed Program. **Only corporate branded advertising is accepted for this opportunity.** ASCO will manage all production.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$25,000



### MEETING BAG INSERTS

Increase your product or corporate visibility by having your information included as part of the meeting bag. The flyer, invite, and/or visual aid must be limited to an A4 size piece of paper. The bag will be distributed onsite at registration to all attendees.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$10,000

### COFFEE CUPS AND NAPKINS

This 100% exclusive corporate or product opportunity is distributed at the food and beverage stations in the Exhibits Area. One-side imprint on approximately 2,500 cups and 2,500 napkins. ASCO will manage all production.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$15,000



\*Not exact items

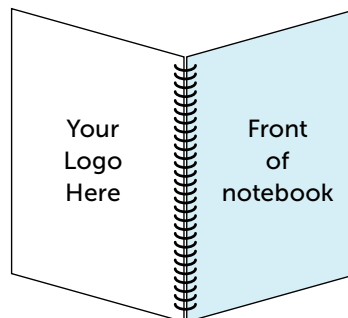
### NOTEBOOKS

Notebooks will be placed outside of the General Session room for attendees to pick up each day. Your color corporate or product logo will be displayed on the back cover of the notebook. Approximately 1,000 will be distributed. ASCO will manage all production.

### CLOSING DATES

**SPACE:** TBD  
**MATERIAL:** TBD

**COST:** \$20,000



\*Not exact item

### OUT OF HOME AND HOTEL OPPORTUNITIES

A variety of placements are available inside and outside of the meeting location. Please contact us for more information and availability.

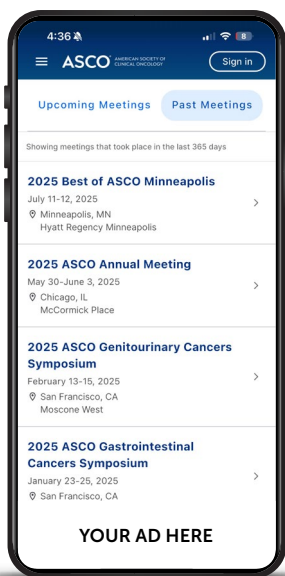
The **ASCO Meetings Mobile App** is an essential tool for navigating ASCO’s meetings.

In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ&A, and contact other attendees. The app is available for both Apple and Android users via the app stores.

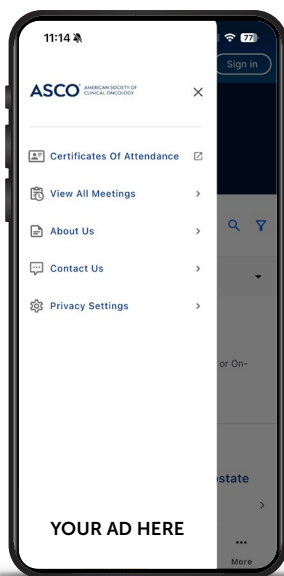
Don't miss this chance to have 100% SOV in this crucial onsite resource. Your **corporate-branded** advertisement will appear:

1. In a footer ad on the landing page when users open the app
2. In a footer ad on the hamburger menu
3. On an interstitial splash page after users select a meeting name in the app
4. In a footer ad on the "More" menu page where attendees can learn about onsite networking opportunities as well as access transportation details and other key attendee services

**Landing Page**



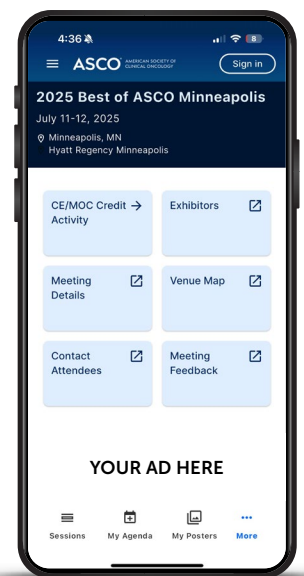
**Hamburger Menu**



**Splash Page**



**More Menu**



**RATES:**

**ASCO® BREAKTHROUGH:** \$10,000

**RUN OF SERVICE DATES:**

June 15 - July 3

**SIZES**

- 320x700 pixels
- 200x100 pixels
- 320x500 pixels
- 320x100 pixels
- 320x50 pixels

**Please note:** Ads are static only. No URL clickout.

Please contact a sales representative for specs and creative deadlines.

# ASCO QUALITY CARE SYMPOSIUM

PRINT PROGRAM  
WEBSITE • PODCAST

The **ASCO Quality Care Symposium Program** is a popular on-site and online reference for all activities related to the Symposium. Organized by day and then chronologically by time, the Program offers information on sessions, abstract presentations, speakers, and locations. It also includes continuing education information. This print publication will be distributed on-site to attendees at registration.

**DATES:** October 16-17, 2026

**LOCATION:** Boston, MA

## CLOSING DATES

**SPACE**  
9/2

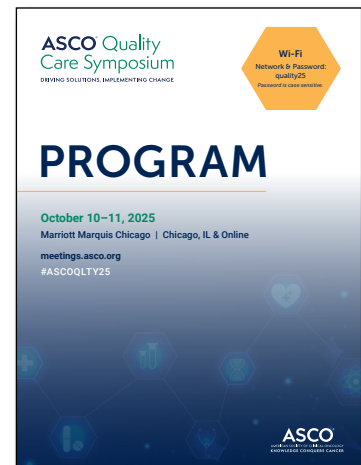
**MATERIAL**  
9/9

## DISPLAY RATES

| POSITION | 4-COLOR (NET) |
|----------|---------------|
| Cover 2  | \$7,500       |
| Cover 3  | \$5,000       |
| Cover 4  | \$10,000      |

## MECHANICAL SPECIFICATIONS

| DIMENSIONS   | BLEED            | NON-BLEED |
|--|------------------|-----------|
| Cover  | 8-3/8" x 11-1/8" | 7" x 10"  |
| Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim. |                  |           |



The **ASCO Quality Care Symposium website** ([asco.org/quality](https://asco.org/quality)) hosts everything attendees need to participate in the meeting including information on registration and hotel reservations as well as the meeting program and attendee services (food, onsite networking, etc.). Whether they are attending in person or online, the website will be where attendees begin the process of building a personalized agenda and planning for their meeting.

Advertisements will be displayed on meeting homepage, all meeting logistics pages, and program/session listing pages. Ads will not appear on pages with sessions, presentations, or abstracts content. Limited to 2 advertisers, each campaign running for 6 months, beginning August 2026.

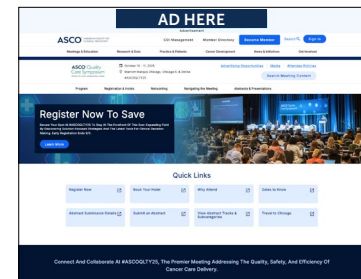
## RUN OF SITE (ROS) RATES

| SOV | COST (NET/YEAR) |
|-----|-----------------|
| 50% | \$7,500         |

**POSITIONS:** 728x90, 320x50, 160x600 pixels

## REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Third-party tags can only collect aggregate data (impressions and clicks) and not private user information. For complete specs,



\*Not exact image; for placement only

The **ASCO Daily News Podcast** will be producing a special wrap-up episode on quality care that will be released after the 2026 Quality Care Symposium.

The episode, which will feature expert physicians discussing research presented at the meeting, will be promoted in an ASCO Daily News e-newsletter as well as on ASCO's social media channels. The ASCO Daily News Podcast averages approximately 2,300 downloads per episode.

The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. For contract and material due dates, please contact a Formedics Sales Representative.

All contracts are sold on exclusive sponsorship model for 120 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

## REQUIRED AUDIO FILES

Advertisers must provide an MP3 audio file no longer than 30 seconds in length with variable bit rate (VBR). Bit rate should be no lower than 96kbps.

**COST:** \$10,000 Per Podcast



Click to access ASCO Daily News Podcast.

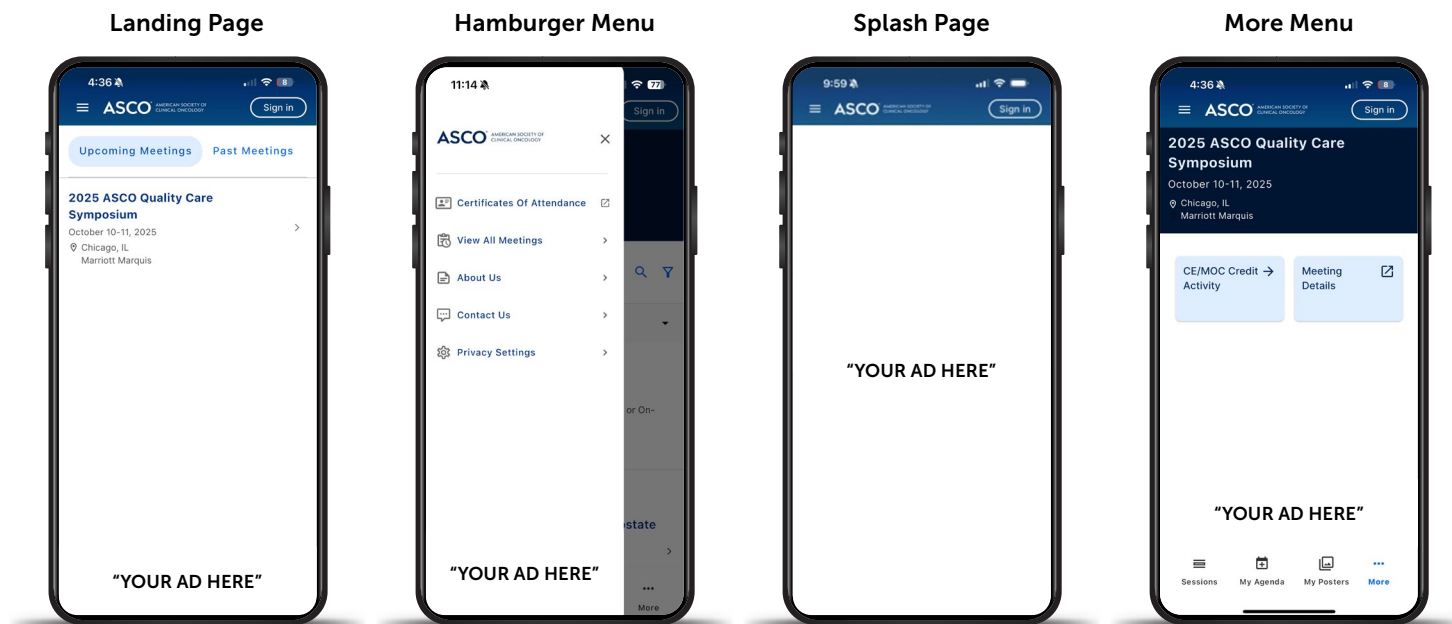
All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at [Jen.Callow@formedics.com](mailto:Jen.Callow@formedics.com) or 732-580-8884.

The **ASCO Meetings Mobile App** is an essential tool for navigating ASCO’s meetings.

In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ&A, and contact other attendees. The app is available for both Apple and Android users via the app stores.

Don't miss this chance to have 100% SOV in this crucial onsite resource. Your **corporate-branded** advertisement will appear:

1. In a footer ad on the landing page when users open the app
2. In a footer ad on the hamburger menu
3. On an interstitial splash page after users select a meeting name in the app
4. In a footer ad on the "More" menu page where attendees can learn about onsite networking opportunities as well as access transportation details and other key attendee services



**RATES:**

**QUALITY CARE SYMPOSIUM;** \$10,000

**RUN OF SERVICE DATES:**

October 5- 23

**SIZES**

- 320x700 pixels
- 200x100 pixels
- 320x500 pixels
- 320x100 pixels
- 320x50 pixels

**Please note:** Ads are static only. No URL clickout.

Please contact a sales representative for specs and creative deadlines.

# ASCO ADVERTISING POLICIES

## IMPORTANT INFORMATION

- All advertising is subject to the [Exhibitor Policies](#) including the [Advertising Policies](#) and the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#).
- Formedics is the exclusive provider for the advertising listed in this Media Kit including all out-of-home advertising at all ASCO Meetings and Symposia.
- Opportunities not listed in this Media Kit may be available pending advance approval. Contact your Formedics representative with additional inquiries.
- All dates are approximate and subject to change.
- Advertising opportunities are subject to availability at time of reservation.
- Out-of-home advertising opportunities require prepayment.
- Opportunities may not be exclusive to one company unless specifically noted as such.
- All advertising is subject to advance approval by ASCO and no refunds are given for declined advertisements.
- No contract will be held without a signed insertion order.
- ASCO reserves the right to update the Media Kit at any time.
- Non-exhibiting companies may participate in the advertising opportunities listed.
- Any extra cover tips or outserts provided will be destroyed after mailing, unless otherwise notified.

## IMPORTANT INFORMATION REGARDING AD CONTENT

1. All ads must adhere to ASCO's Advertising Policy, ASCO's Linking Policy, ASCO's Licensing Standards, and the Policies for Exhibitors and Other Organizations at ASCO Meetings
2. Common reasons ads are denied
  - a. Improper use of ASCO's name or other marks
    - i. See Section C.7 in ASCO's Advertising Policy for specific details.
  - b. Company name and/or logo is NOT prominently displayed on the ad
    - i. For product advertisements, company name and/or logo must be prominently displayed, in addition to the product name and/or logo.
  - c. Improper use of ASCO's content
    - i. Review ASCO's Licensing Standards for specific details.

## MISSED OR INCORRECT ADS

ASCO is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should ASCO fail to publish an accepted ad for which an insertion order was received, ASCO will adjust the advertiser's or agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.

## MATERIAL SPECIFICATIONS

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. Formedics, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

## DIGITAL ADVERTISING

Digital ad units are considered sponsorship advertising. The analytics presented in this document are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. ASCO and Formedics will not credit the advertiser based on data shortfalls from the analytics preferred.

## PERSONALLY-IDENTIFIABLE INFORMATION (PII) COLLECTION

No advertising shall include any pixels, tags, Flash containers or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a "Pixel"), nor place any beacons, cookies or other information collection devices on the browsers of users. Specifically, advertiser may not use such Pixel to collect any PII with respect to any ASCO user, advertiser will not link any non-PII that it collects to any PII that it may have from any other source, and advertiser will not update any existing profile or create any profile in its database based on any data collected on any ASCO sites, including the fact that someone is an ASCO user or any information derived from the information in the referring URL.

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## FINANCIAL CONSIDERATIONS TERMS AND CONDITIONS

1. **All signed agreements are binding. No cancellations** accepted unless FDA directive to suspend existing campaign is provided to Formedics. If a company purchases an ad placement in advance of FDA approval it is at the company's own risk and they will still be responsible for costs associated with the signed contract. Costs may be able to be adjusted depending on length of campaign. Revisions to **Daily News** print opportunities will not be accepted after the space closing date. Payment is due in full upfront for any microsite and/or website campaign.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. 50% deposit is due upon space reservation for all out-of-home advertising opportunities, without exception.
5. Formedics will be diligent in providing the highest quality products and services. Formedics will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
6. All invoices are payable in USD and may be paid via check, ACH, credit card, or wire transfer.
7. Formedics reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent.
8. Formedics reserves the right to prohibit future advertising if an account is past due 90 days.

## FORMEDICS

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AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
KNOWLEDGE CONQUERS CANCER

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