



2026 Media Kit

The American Society of Clinical Oncology (ASCO) offers an array of print and online advertising opportunities for companies to reach targeted audiences throughout the year. Each opportunity described in this Media Kit offers unique vehicles to reach ASCO members (more than 50,000), as well as multidisciplinary oncology specialists attending specialty symposia and the ASCO® Annual Meeting.

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ASCO U.S. Primary Focus of Member F	Professional	l Activity	
Clinical Trials/Biostatistics/Epidemiology		Tumor Biology	1,771
Breast Cancer		Cancer Education	
Lung Cancer		Biologic Therapy	
Drug Development		Head and Neck Cancer	
Gastrointestinal Cancer		Liver Cancer	
Genitourinary Cancer		Gynecologic Cancer	
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

ASCO Connection (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

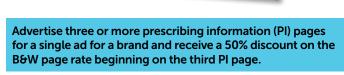
Distribution: Mails to domestic ASCO members with print Journal of Clinical Oncology (JCO); polybagged with JCO.

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

CLOSING DATES*

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

^{*}Revisions cannot be accepted after space reservation date.



Raising the Ca

Community's V With Policymal

CORPORATE OR PRODUCT BRANDED

Connection

RUN OF BOOK (ROB) RATES

KON OF BOOK (KOB) KAI	LJ	
SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$5,000	\$6,000
1/2 page	\$3,500	\$4,500
COVER/PREMIUM POSITI	ON RATES	
Cover 2*		\$7.250
Cover 2"		, ,
Cover 4*		\$7,750
Table of contents		\$6,500
Cover tip (supplied by adve	ertiser)	\$15,000
*Covers can be 4 color and/or bla	ack - 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 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

ASCO CONNECTION

MECHANICAL SPECIFICATIONS

DIMENSIONS (BLEED)	(NON-BLEED)
8-3/8 x 11-1/8"	7 × 10"
_	7 x 4-7/8"
_	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*.

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 <u>John.Salesi@formedics.com</u> 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 <u>John.Salesi@formedics.com</u>.

If you have any questions, contact John Salesi at John. Salesi@formedics.com.

ASCO CONNECTION

ASCO Connection website (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

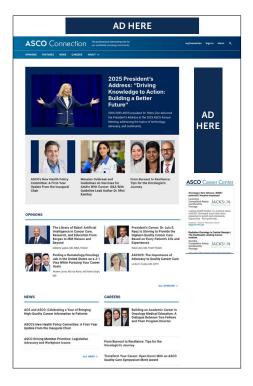
728x90 pixels	200 KB limit
160x600 pixels	200 KB limit
320x50 pixels	100 KB limit

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. Thirdparty 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

Third 300x250

Sent to: 108,000 (17,900 members) **POSITION COST (NET PER SEND)** Top 728x90 \$6,000 First 300x250 \$5.000 Second 300x250 \$5.000

INTERNATIONAL (ex-U.S.) EMAIL RATES

\$5,000

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.

MECHANICAL SPECIFICATIONS*

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

REQUIRED EMAIL 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.



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

ASCO DAILY NEWS

The ASCO Daily News website (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 COST (NET) SOV 25% Annual \$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 100 KB limit 320x50 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.

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. Thirdparty 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, Al/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.

ASCO

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.

ASCO DAILY NEWS

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	INT'L SENDS	SEND DATE
	(APPROX.)	(APPROX.)	(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 **SPECIFICATIONS*** prior to email send date. Materials due two weeks prior to email send date.

MECHANICAL

728x90 pixels 50 KB limit a JPG, PNG or GIF, and a 300x250 pixels 50 KB limit clickthrough URL. No third-

REQUIRED FILES

Advertisers must provide 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 SENI
Top 728x90	\$10,000
First 300x250	\$7,500
Second 300x250	\$5,000

EMAIL DISTRIBUTION

SEND DATE
1/22
2/19
3/19
4/16
7/16
8/13
9/17
10/22
11/12
12/10

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

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

CLOSING DATES

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

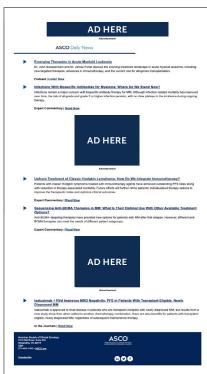
MECHANICAL SPECIFICATIONS*

50 KB limit 728x90 pixels 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.



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

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".

FULL PAGE 10 1/4" X 14"

2 PAGE SPREAD 21.125" X 14" (.5" SAFETY ON EACH SIDE OF GUTTER)

JUNIOR 7 1/2" X 10"

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.

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

HALF PAGE HORIZONTAL 10" X 7'

HALF PAGE VERTICAL 5" X 14'

> QUARTER PAGE VERTICAL 5" X 7

**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.

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

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

INTERNATIONAL (EX-U.S.) EMAIL RATES
APPROXIMATE SENDS PER NEWSLETTER: 8.000

POSITION	COST (NET PER SEND)	POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$16,000	Exclusive 728x90 and	\$7.500
First 300x250 pixels	\$15,000	2-300x250 pixels	\$7,500
Second 300x250 pixe	ls \$14,000		

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 (<u>asco.org/gi</u>) 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

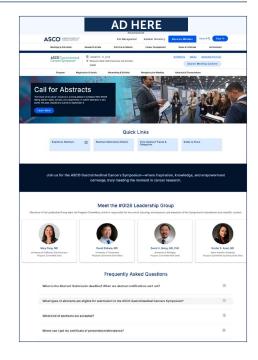
POSITION	sov	COST (NET/YR)
728x90 pixels		
320x50 pixels	25%	\$30,000
160x600 pixels		

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.



Our Action Alert email series offers an unparalleled opportunity to connect with prospective attendees. This premium series guides them through every critical premeeting 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) POSITION COST (NET PER SEND) Exclusive 728x90 pixels \$10.000 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.

INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 12.000

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

INTERNATIONAL (EX-U.S.) EMAIL RATES APPROXIMATE SENDS PER NEWSLETTER: 1.800

APPROXIMATE SENDS PER NEWSLETTER: 5.000

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

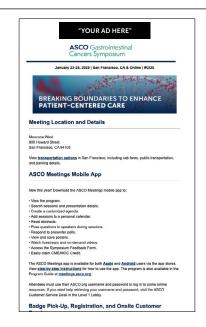
MECHANICAL SPECIFICATIONS*

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 JCallow@AMCMediaGroup.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.

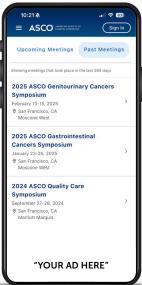
In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ θ 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.

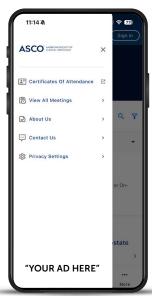
Your corporate-branded advertisement will appear:

- 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:

RUN OF SERVICE DATES:

GASTROINTESTINAL CANCERS SYMPOSIUM: \$45,000 December 29 - January 16

SIZES

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

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

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

CLOSING DATES

SPACE	MATERIAL
11/19	11/26

MECHANICAL SPECIFICATIONS

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

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

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

 $\textbf{final ad materials:}\ 1/6$

ESTIMATED PUBLICATION DATE: 1/22



Click to access ASCO Daily News Podcast.

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 CLOSING DATES

 DISTRIBUTION DAYS
 1-COLOR (NET)
 SPACE
 MATERIAL

 1/8 - 1/10
 \$27,500
 10/20
 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.

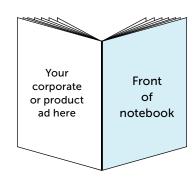
 $\textbf{DISTRIBUTION DAYS:}\ 1/8 \text{-} 1/10$

COST (NET): \$35,000

SPACE: 11/5

 $\mathbf{MATERIAL\ DUE:}\ 11/12$

MECHANICAL SPECS: Please contact sales representative.



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) \$6,000 Top 728x90 First 300x250 \$5.000 Second 300x250 \$5,000

Third 300x250

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.

*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.

\$5.000



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

AMC Media Group 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

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 I	oy advertiser)	\$20,000
Max 5 Outserts (sup		
(Wrap-up only)		\$25,000 each

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				
Pro	duct delivere	d 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



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".

FULL PAGE 10 1/4" X 14"

2 PAGE SPREAD 21.125" X 14" (.5" SAFETY ON EACH SIDE OF GUTTER)

JUNIOR 7 1/2" X 10"

MECHANICAL SPECIFICATIONS

SIZE **DIMENSIONS** Full page 10-1/4" x 14" Junior page 7-1/2" x 10" 10" x 7" 1/2 page (horizontal) 1/2 page (vertical) 5" x 14" 5" x 7" 1/4 page (vertical) 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.

OUTSERTS

- Must not exceed 7" x 10"
- 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 Mittera Wisconsin 2318 Mill Rd. Suite 800 Attn: Erin Krueger Alexandria, VA 22314 555 Beichl Avenue Beaver Dam, WI 53916

HALF PAGE HORIZONTAL

HALF PAGE VERTICAL 5" X 14'

QUARTER PAGE VERTICAL 5" X 7

**COVER TIP/OUTSERT DELIVERY ADDRESS

Mittera Wisconsin Attn: Erin Krueaer 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.

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

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

INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 5,000

APPROXIMATE SENDS PER NEWSLETTER: 6,500

POSITION	COST (NET PER SEND)	POSITION	COST (NET PER SEND)
Top 728x90	\$16,000	Exclusive 728x90 and	\$7.500
First 300x250	\$15,000	2-300x250 pixels	\$7,500
Second 300x250	\$14,000		

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*

50KB limit 728x90 pixels 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) 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

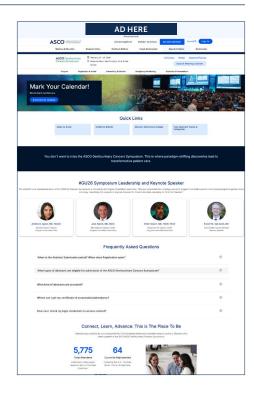
POSITION	sov	COST (NET/YR)
728x90 pixels		
320x50 pixels	25%	\$30,000
160x600 pixels		

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.



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

INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 10.250

APPROXIMATE SENDS PER NEWSLETTER: 9.500

POSITION	COST (NET PER SEND)	POSITION	COST (NET PER SEND)
Exclusive 728x90 pixels	\$10,000	Exclusive 728x90 pixels	\$7,500

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

INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 4.600

APPROXIMATE SENDS PER NEWSLETTER: 3,000

POSITION	COST (ALL 3 SENDS)	POSITION	COST (ALL 3 SENDS)
Exclusive 728x90 pixels	\$30,000	Exclusive 728x90 pixels	\$20,000

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.

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

MECHANICAL SPECIFICATIONS*

728x90 pixels 50 KB limit

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 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.

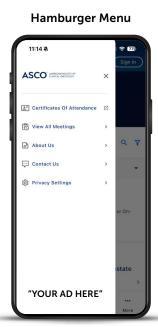
In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via 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 10:21 A Landing Page ASCO Sign in Upcoming Meetings Showing meetings that took place in the last 365 days 20:25 ASCO Genitourinary Cancers Symposium February 13-15, 20:25 9 San Francisco, CA Moscone West 20:25 ASCO Gastrointestinal Cancers Symposium January 23-25, 20:25 9 San Francisco, CA Moscone West 20:24 ASCO Quality Care Symposium September 27-28, 20:24 9 San Francisco, CA Marriott Marquis







RATES:

RUN OF SERVICE DATES:

GENITOURINARY CANCERS SYMPOSIUM: \$45,000 February 16 - March 6

SIZES

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

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

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

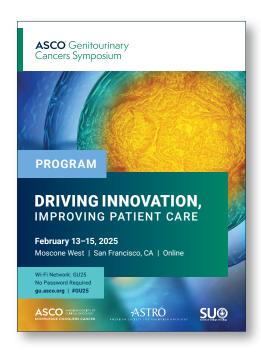
POSITION	4-COLOR (NET)
Cover 2	\$15,000
Cover 3	\$10,000
Cover 4	\$25,000

CLOSING DATES

SPACE	MATERIAL
1/13	1/20

MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Cover	8-3/8" x 11-1/8"	7" x 10"
Publication trims at $8-1/8 \times 10-7/8$ ". Keep live matter $1/2$ " from trim.		



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.

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.



CLOSING DATES

DISTRIBUTION DAYS 1-COLOR (NET) 2/26-2/28 \$27,500

SPACE MATERIAL 12/8 12/15



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.

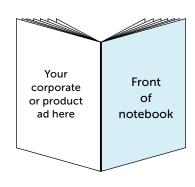
DISTRIBUTION DAYS: 2/26-2/28

COST (NET): \$35,000

SPACE: 1/7

MATERIAL DUE: 1/14

MECHANICAL SPECS: Please contact sales representative.



ASCO 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.



AMC Media Group 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

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



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 count as separate editions for premium positons

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.

ASCO DAILY NEWS

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".

FULL PAGE 10 1/4" X 14"

2 PAGE SPREAD 21.125" X 14" (.5" SAFETY ON EACH SIDE OF GUTTER)

JUNIOR 7 1/2" X 10"

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 $10-7/8" \times 15"$. 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*.

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 Mittera Wisconsin
2318 Mill Rd, Suite 800 Attn: Erin Krueger
Alexandria, VA 22314 555 Beichl Avenue
Beaver Dam, WI 53916

HALF PAGE HORIZONTAL 10" X 7"

HALF PAGE VERTICAL 5" X 14"

QUARTER PAGE VERTICAL 5" X 7"

**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 <u>John.Salesi@formedics.com</u>.

*Quantities of cover tips and outserts to be supplied by the advertiser are based on registration numbers and will be provided by AMC 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 pixel	s \$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	Ċ7.F00
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

0200			
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 (FriTue.)	5/6	5/13	5/29 - 6/2
Daily Evening (FriTue.)	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 D	OMESTIC 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.

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

sov	COST (NET)
100%	\$32,500

CLOSING DATES

SPACE	SCRIPT REVIEW
4/3	4/10

FINAL FILE	PUBLISHED
4/28	5/31

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

SOV	COST (NET)
100%	\$32,500

CLOSING DATES

SPACE	SCRIPT REVIEW
4/3	4/10

FINAL FILE	PUBLISHED
4/28	5/29-6/2

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 an AMC 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



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*

INTERNATIONAL (EX-U.S.) EMAIL RATES

APPROXIMATE SENDS PER NEWSLETTER: 26,000

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

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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, and was utilized by over 25,000 unique users during the 2025 Annual Meeting.

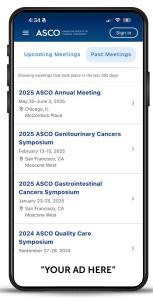
In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via 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.

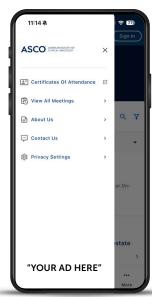
Your corporate-branded advertisement will appear:

- In a footer ad on the landing page when users open the app
- In a footer ad on the hamburger menu
- On an interstitial splash page after users select a meeting name in the app
- 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:

RUN OF SERVICE DATES:

ANNUAL MEETING: \$100,000

May 18-June 14

SIZES

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

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

MECHANICAL SPECIFICATIONS

POSITION	4-COLOR (NET)	SIZE	BLEED	NON-BLEED
Dividing tabs (double-sided)	\$20,000	Dividing tab	8-3/8" x 11-1/8"	7" × 10"
Cover 2	\$25,000	Cover	8-3/8" x 11-1/8"	7" × 10"
Cover 3 Cover 4	\$20,000 \$30,000	Publication trir matter 1/2" fro	ms at 8-1/8 x 10-7/8 m trim.	", keep live

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

DELIVERED TO PRINTER POSITION SPACE MATERIAL SUBMITTED FOR APPROVAL 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

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.

DISPLAY RATES

 DISTRIBUTION DAYS
 COST (NET)

 5/29-6/2
 \$45,000

CLOSING DATES

SPACE3/11

MATERIAL
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) 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

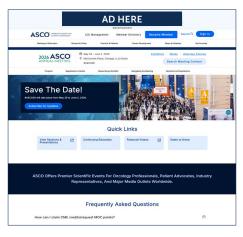
POSITION: 728x90, 320x50, 160x600 pixels

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

POSITION 4-COLOR (NET) 4-color \$185,000

CLOSING DATES

SPACE MATERIAL 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

DISTRIBUTION DAY COST (NET) Saturday (5/30) \$70.000

CLOSING DATES

SPACE MATERIAL PROOF PRINT READY PDF 3/26 4/2 4/9

MECHANICAL SPECIFICATIONS

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



ADVERTISEMENT

Corporate or **Product Brand**

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

DISTRIBUTION DAY COST (NET)

Saturday (5/30) \$35,000

CLOSING DATES

MATERIAL PROOF INSERTS DUE SPACE 4/13 4/20 4/27

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".

QUANTITY:

16 000

INSERT DELIVERY ADDRESS

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

*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.



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

CLOSING DATES

SPACE MATERIAL 3/17 3/24

MECHANICAL SPECIFICATIONS

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



*Not exact items; for placement only.

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

CLOSING DATES

SPACE MATERIAL 4/2 4/9

MECHANICAL SPECIFICATIONS

Please contact sales representative.

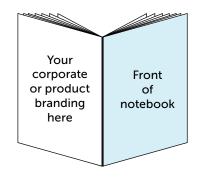


EXHIBIT HALL MAP- COMING SOON!

AMC Media Group 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



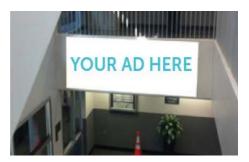
Car Wraps



Train Wraps



Bus Wraps



Tension Fabric Displays



Transit Shelter



Information Kiosks



Billboards



NEW Mobile Billboards



Dioramas



Elevator Wraps



Pillar Wraps



Digital Screens

ASCO BREAKTHROUGH

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 SEND DATE CLOSING DATES

Preview eNewsletter 6/18 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 pixel	s \$14,000

INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 33,500

POSITION	COST (NET PER SEN
Exclusive	
728x90 and 2-300x250	0 \$7,500



WEBSITE

The ASCO Breakthrough website (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 100%

sov

COST: \$12,500



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.

ASCO BREAKTHROUGH

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)

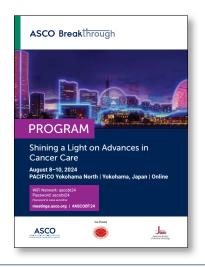
Cover 2: \$11,250 Cover 3: \$7,500 Cover 4: \$17,500

CLOSING DATES

SPACE: 5/11 MATERIAL: 5/18

MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS (BLEED)	DIMENSIONS (NON-BLEED)
Full page	8-3/8 x 11-1/8"	7 × 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	0-7/8" keen 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

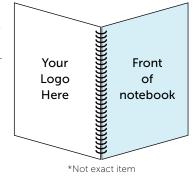
NOTEBOOKS

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



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.

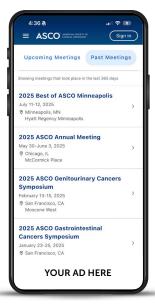
In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via eQ θ 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.

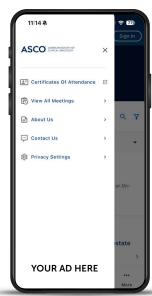
Your corporate-branded advertisement will appear:

- 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



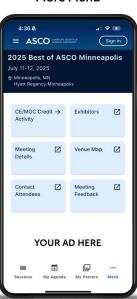
Hamburger Menu



Splash Page



More Menu



RATES:

RUN OF SERVICE DATES:

asco® breakthrough: \$10,000

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

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

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

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.

CLOSING DATES

The ASCO Quality Care Symposium website (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,

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.

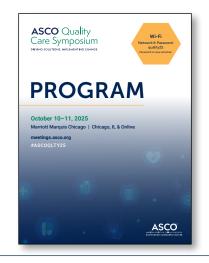
The advertiser will provide a 30-second audio file that will play prior to the episode. Advertiser will be noted as the sponsor of this podcast in the written transcript. For contract and material due dates, please contact an AMC Sales Representative.

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





*Not exact image; for placement only



Click to access ASCO Daily News Podcast.

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

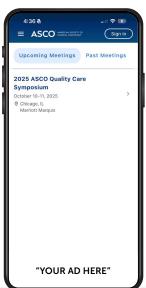
In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via 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.

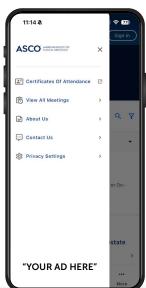
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- 3. On an interstitial splash page after users select a meeting name in the app
- 4. In a footer ad on the "More" menu page where attendees can learn about onsite networking opportunities as well as access transportation details and other key attendee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

Landing Page



Hamburger Menu



Splash Page



More Menu



RATES:

RUN OF SERVICE DATES:

QUALITY CARE SYMPOSIUM; \$10,000

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 <u>Exhibitor Policies</u> including the <u>Advertising Policies</u> and the <u>Policies</u> for <u>Exhibitors</u> and <u>Other Organizations</u> at <u>ASCO Meetings</u>.
- AMC Media Group 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 AMC Media Group 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
 - 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. AMC Media Group, 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 AMC Media Group 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.

FINANCIAL CONSIDERATIONS TERMS AND CONDITIONS

- 1. All signed agreements are binding. No cancellations accepted unless FDA directive to suspend existing campaign is provided to AMC Media Group. 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.
- 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.
- 50% deposit is due upon space reservation for all out-of-home advertising opportunities, without exception.
- AMC Media Group will be diligent in providing the highest quality products and services.
 AMC Media Group 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.
- AMC Media Group reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent
- 8. AMC Media Group reserves the right to prohibit future advertising if an account is past due 90 days.



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