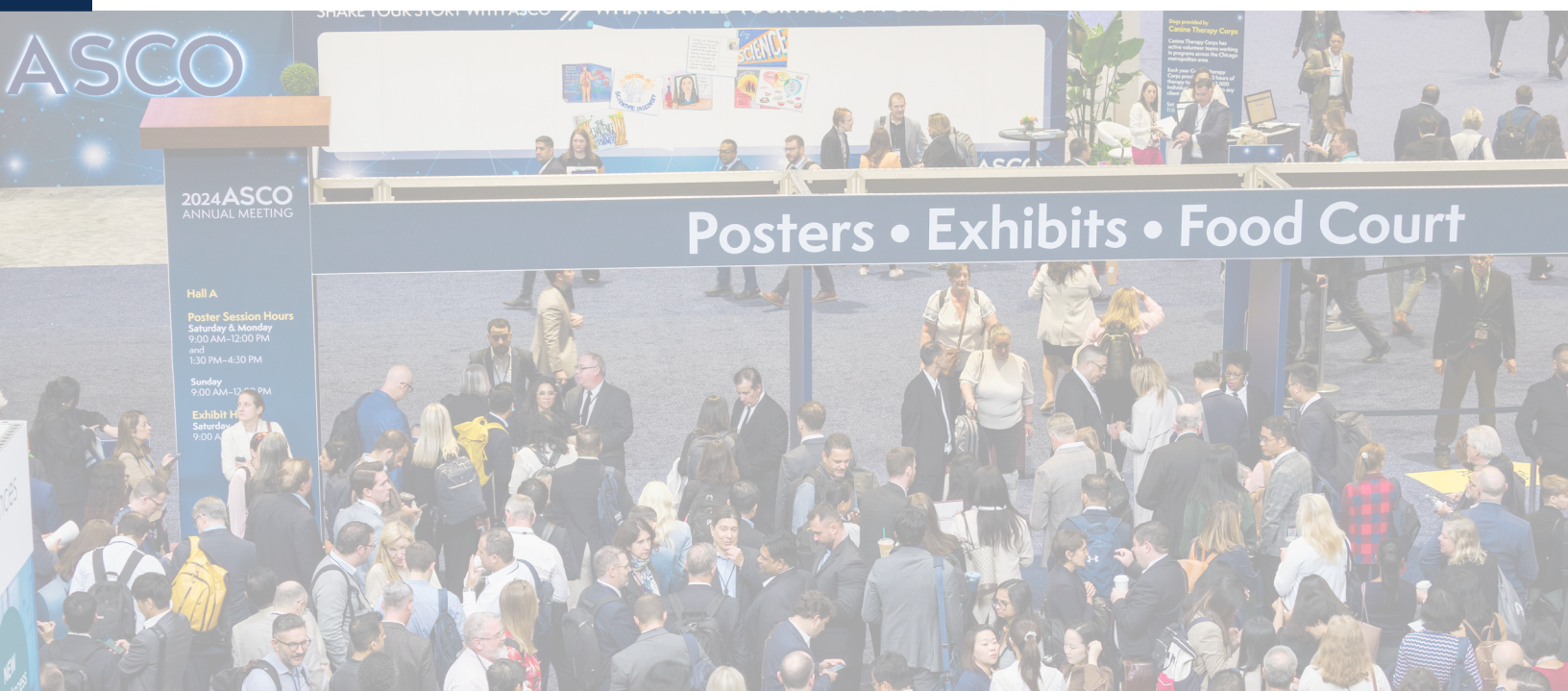




AMERICAN SOCIETY OF CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER



2025 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.

ADVERTISING & SALES

Jen Callow

VICE PRESIDENT OF SALES
732-580-8884 | JCallow@AMCMediaGroup.com

Erica Wenitsky

DIRECTOR OF SALES
610-864-4530 | EWenitsky@AMCMediaGroup.com

Krissy Gutowski

NATIONAL ACCOUNT MANAGER
267-575-0208 | KGutowski@AMCMediaGroup.com

PRODUCTION

Mandy Cichanowsky (Digital)

SENIOR DIGITAL AD MANAGER
267-642-0249 | ACichanowsky@AMCMediaGroup.com

Danial Rizvi (Out of Home)

SALES OPERATIONS MANAGER
732-599-3477 | DRizvi@AMCMediaGroup.com

John Salesi (Print)

ASSISTANT ART DIRECTOR
917-620-3436 | JSalesi@AMCMediaGroup.com



630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
732-490-5530



AMERICAN SOCIETY OF CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER

TABLE OF CONTENTS

YEAR-ROUND OPPORTUNITIES

ASCO Connection	3	ASCO Daily News	6
Print	3-4	Website	6
Website	5	Podcast	6
Email	5	Email	7
		Meetings App	8

MEETING OPPORTUNITIES

ASCO Annual Meeting	9	Best of ASCO	19
Daily News	9	Email	19
Print Mechanical Specifications	10	Website	19
Email	11-12		
Video	12	ASCO Quality Care Symposium	20
Podcast	13	Print Program	20
Print Program	14	Website	20
Exhibitor Directory	14	Podcast	20
Sessions at a Glance	15		
Website	15	Advertising Policies	21
Onsite	16-17		
Out-of-Home	18		

ASCO U.S. Primary Focus of Member Professional Activity

Breast Cancer	4,289	Gynecologic Cancer	1,371
Clinical Trials/Biostatistics/Epidemiology	3,898	Liver Cancer	1,094
Lung Cancer	3,204	Developmental Therapeutics	1,652
Gastrointestinal Cancer	2,666	Biologic Therapy	1,196
Drug Development	2,693	Head and Neck Cancer	1,205
Genitourinary Cancer	3,232	Cancer Education	1,572
Tumor Biology	968	BMT (Autologous/Allogeneic/Stem Cell)	843

Note: Members may choose more than one category and not all members give a response. Updated September 2024.

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*

ISSUE DATE	SPACE	MATERIAL	MAILS
January (Bonus distribution at GI and GU)	11/5	11/12	1/10
Cover tip & Outsert: PDF submitted for approval by: 10/30			
Product delivered to printer by: 11/4			
March	1/3	1/10	3/7
Cover tip & Outsert: PDF submitted for approval by: 1/10			
Product delivered to printer by: 1/17			
May (Pre-Annual Meeting)	2/24	3/3	4/25
Cover tip & Outsert: PDF submitted for approval by: 3/3			
Product delivered to printer by: 3/10			
July (Post-Annual Meeting)	5/13	5/20	7/17
Cover tip & Outsert: PDF submitted for approval by: 5/20			
Product delivered to printer by: 5/27			
September	7/8	7/15	9/8
Cover tip & Outsert: PDF submitted for approval by: 7/15			
Product delivered to printer by: 7/22			
November	8/27	9/3	10/28
Cover tip & Outsert: PDF submitted for approval by: 9/3			
Product delivered to printer by: 9/10			

*Revisions cannot be accepted after space reservation date.



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

RUN OF BOOK (ROB) RATES

SIZE	B/W (NET)	4-COLOR (NET)
Full page	\$4,995	\$5,995
1/2 page	\$3,495	\$4,495

COVER/PREMIUM POSITION RATES

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

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

† Special Edition - Best of ASCO Connection

The **Best of ASCO Connection** is a Special Edition issue of ASCO Connection. The issue features the most popular blog posts on connection.asco.org 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: 3/6

MATERIAL: 3/13

DISTRIBUTED ONSITE TO ATTENDEES DURING THE ASCO ANNUAL MEETING:
5/30-6/3

Cover tip Only: PDF submitted for approval by: 3/13
Product delivered to printer by: 3/20

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	\$6,500
Full Page B/W	\$5,500
Half Page 4-Color	\$5,500
Half Page B/W	\$4,500
Table of Contents	\$7,000

MECHANICAL SPECIFICATIONS

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

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

Cover tip (supplied by advertiser) not to exceed: 7-1/2 x 5"
 Outsert (supplied by advertiser) not to exceed: 8 x 10-1/2"

OUTSERTS

- Will be placed into the polybag in front of Cover 4
- Must not exceed 8" x 10.5"
- Must be tabbed if information pages are included inside the outsert or if it is more than one sleeve
- Must be no smaller than 4" x 6"
- Must be no heavier than 3 oz. (heavier outserts may incur extra distribution costs)
- If the Outserts do not meet the above specifications, sample outserts must be mailed to the address below for review and approval.

Ship samples to:

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

*contact John Salesi at JSalesi@AMCMediaGroup.com for job number

COVER TIP (SUPPLIED BY ADVERTISER)

- **Size:** 5" tall x 7" wide
 - 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; Maximum thickness: 12pt
 - Tips with BRC's need to meet postal specifications
- **4-Page, 6-Page Roll Fold, & 8-Page Double Gate**
 - Paper Stock: Minimum - 60# text & Maximum-9pt
 - Tips with BRC's need to meet postal specifications
 - Tip-on with inserts must be tabbed/wafer sealed closed at the face (right side when looking at cover)

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 JSalesi@AMCMediaGroup.com.

COVER TIP/OUTSERT DELIVERY ADDRESS*

Ship 26,000 (plus overs) Outserts and 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 JSalesi@AMCMediaGroup.com for job number) on the cartons and paperwork.*
- Side label each carton with content (ex. – AC Sept/Oct - Outserts)
- 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 JSalesi@AMCMediaGroup.com

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



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. 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: 5/24-6/8.

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

DOMESTIC (U.S.) EMAIL RATES

Sent to: 109,000 (18,000 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: 97,500 (11,500 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.

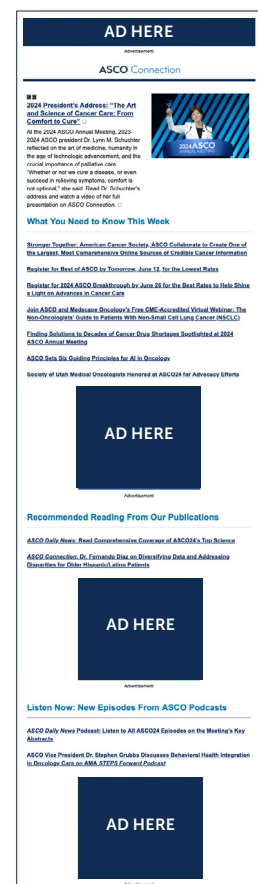
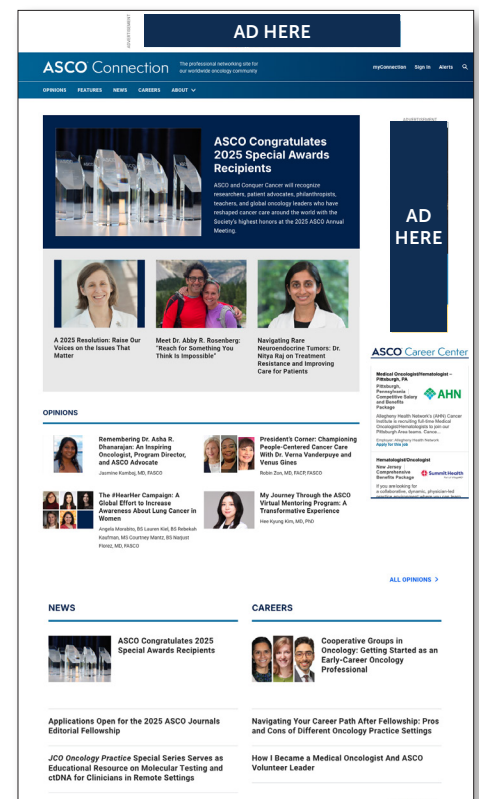
MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
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.

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



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	SOV	COST (NET)
Annual	25%	\$25,000

INTERNATIONAL (EX-U.S.) WEBSITE RATES

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

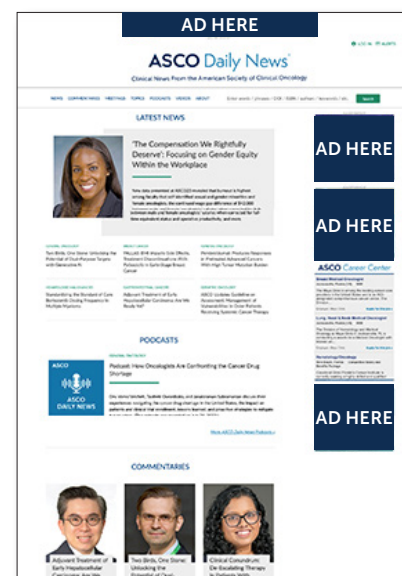
MECHANICAL SPECIFICATIONS

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

REQUIRED FILES

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

Up to six ad changes are included during the campaign. No changes will be accepted between the blackout dates: 5/24-6/8.



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

The **ASCO Daily News Podcast** 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
February: GI, GU
March: Hematology, Gynecology
April: Lung
August: GI
September: GU
October: Breast, Quality Care Wrap-Up
November: Immuno Oncology, Gynecology
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 90 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

REQUIRED AUDIO FILES

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

COST: \$10,000 Per Podcast

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

All advertising is subject to approval by ASCO. All dates are approximate and subject to change. For questions or inquiries, contact Jen Callow at JCallow@AMCMediaGroup.com or 732-580-8884



Click to access the ASCO Podcasts.

The ASCO Daily News Podcast is among the top 5% of over 4 million active podcasts worldwide in 2024, getting an average of 1,100 downloads in the first 7 days, according to Bumper Dashboard, a leading podcast analytics company.

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

EMAIL RATES

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

EMAIL DISTRIBUTION

EDITION	DOMESTIC SENDS (APPROX.)	INT'L SENDS (APPROX.)	SEND DATE (APPROX.)
Breast	7,000	8,500	2/6
Hematologic	9,000	5,000	3/13
Lung	7,000	7,000	4/10
GI cancers	6,000	8,000	8/7
GU cancers	5,000	6,000	9/4
Breast	7,000	8,500	10/9
Immuno-Onc	7,500	6,000	11/6
Hematologic	9,000	5,000	12/4

CLOSING DATES

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

MECHANICAL SPECIFICATIONS

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

REQUIRED FILES

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

AD HERE

ASCO Daily News

► **Alcohol Consumption Shows an Increased Risk of Early-Onset CRC**
Among 5.7 million individuals in a population-based study from South Korea, those who consumed moderate or heavy amounts of alcohol were 3% and 20% more likely, respectively, to develop CRC before the age of 50 compared with those who consumed light amounts of alcohol.

In the Journals | [Read Now](#)

► **Examining the Role of Next-Generation Sequencing in CRC With Hepatic Metastases**
Next-generation sequencing is crucial to capturing the genetic profile of metastatic CRC. But colon cancer with hepatic metastases presents a particularly challenging clinical scenario that may require a tailored biopsy approach.

Expert Commentary | [Read Now](#)

► **Current Data and Trends in Neoadjuvant Treatment in CRC**
Neoadjuvant therapy is increasingly being used for early-stage CRC, with ongoing clinical trials studying the optimal duration of therapy, selection of agents, and impact on outcomes.

Expert Commentary | [Read Now](#)

AD HERE

► **Contemporary Approaches to Resectable Pancreatic Ductal Adenocarcinoma: Reflexive or Nuanced Utilization of Neoadjuvant Approaches?**
Neoadjuvant systemic therapy for upfront resectable pancreatic ductal adenocarcinoma remains an appealing but currently unproven strategy to improve survival.

Expert Commentary | [Read Now](#)

► **What We Know About Obesity and Early-Onset CRC: State of the Evidence and Future Directions**
Obesity and weight gain since adolescence are associated with an increased risk of early-onset CRC. Public health efforts targeting healthy eating and exercise in childhood are critical.

Expert Commentary | [Read Now](#)

AD HERE

► **How Are We Sequencing Therapies in Advanced Hepatocellular Carcinoma?**
New therapies, especially with IC combinations, have transformed the treatment of patients with advanced hepatocellular carcinoma. However, more data are needed to guide sequencing of available options in the real-world setting.

Expert Commentary | [Read Now](#)

► **Defining PD-L1 Expression in Gastric Cancer: How Positive Is CPS for Finding and Treating the Right Patients?**
PD-L1 expression, typically determined by immunohistochemistry, has been investigated as a predictive biomarker of response to immunotherapy in several tumors. Experts examine the challenges and their implications for selecting the right patients for immunotherapeutic approaches.

Expert Commentary | [Read Now](#)

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

Total Approximate Sends For Each Newsletter: 25,000 domestic

EMAIL RATES

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

INTERNATIONAL (32,500 SENDS EX-U.S.) EMAIL RATES

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

EMAIL DISTRIBUTION

EDITION	SEND DATE
January	1/16
February	2/27
March	3/20
April	4/17
July	7/17
August	8/14
September	9/18
October	10/16
November	11/13
December	12/11

CLOSING DATES

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

MECHANICAL SPECIFICATIONS

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

REQUIRED FILES

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

AD HERE

ASCO Daily News

► **Glembix Demonstrates Encouraging Efficacy and Safety in KRAS^{G12C}-Mutated NSCLC**
Data from a single-arm phase I trial conducted in China showed that glembix produced a response rate of 46% in patients with advanced KRAS^{G12C}-mutated NSCLC when used in the second- or later-line setting.

ASCO Presenters | [Read Now](#)

► **Is HER2-Low a Unique Breast Cancer Subtype?**
Current evidence points against the definition of HER2-low as a specific breast cancer subtype because of a lack of meaningful clinical, molecular, and genomic alterations that go beyond stratification by hormone receptor status or ERBB2 expression.

Expert Commentary | [Read Now](#)

AD HERE

► **Optimizing Novel Therapies and Surveys in Early-Stage NSCLC**
Dr. Vamsi Velcheti, Savitri Patel, and Michael Duvvuri discuss recent updates on the management of early-stage NSCLC, including the optimization of neoadjuvant and adjuvant treatment options for patients and the role of surgery in the era of targeted therapy and immunotherapy in lung cancer.

Podcast | [Listen Now](#)

► **Beyond the Tumor: Enriching the Microbiome Through Cell-Free DNA**
Microbial cell-free DNA sampling offers a minimally invasive approach for profiling the microbiome and its increasingly being evaluated as a novel approach for cancer detection.

Expert Commentary | [Read Now](#)

AD HERE

► **How ctDNA is Advancing Care for Patients With GI Cancers**
Dr. Shreshth Bag and Agnieszka Pateras discuss the role of ctDNA as a powerful prognostic biomarker for GI cancers, along with its impact on risk stratification and the detection of recurrence. They also highlight key studies in ctDNA that were featured at G22, including COBRA, GALAXY, and BEBOP in CRC.

Podcast | [Listen Now](#)

More From ASCO Daily News

- The Approval of Enfortumab Vedotin Plus Pembrolizumab Signifies the Moon Landing for Urothelial Cancer
- Creating Equal Opportunity for Electronic PROs Among Patients With Cancer
- What Oncologists Should Know About the Potential Impact of Positioning on Therapy Decisions

ASCO Daily News

ASCO

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

2025 ASCO MEDIA KIT 7

NEW! ASCO Meetings Mobile App

The **ASCO Meetings Mobile App** is an essential tool for navigating ASCO's meetings. Downloaded by more than 21,000 users in its inaugural year and with new functionalities being rolled out, we expect usage of the app to expand considerably in 2025.

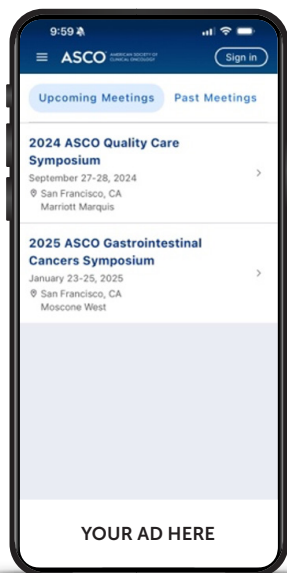
In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via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

Don't miss this chance to have 100% SOV in this crucial onsite resource.

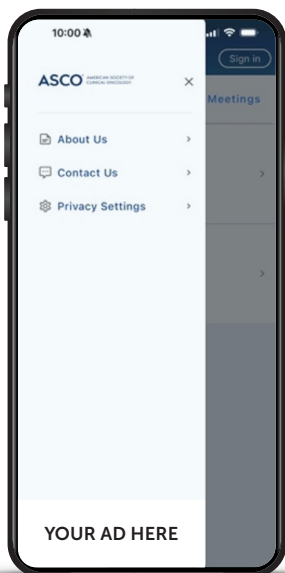
Your **corporate-branded** advertisement will appear:

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

Landing Page



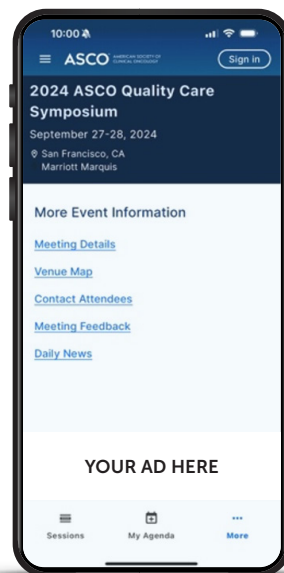
Hamburger Menu



Splash Page



More Menu



RATES:

GASTROINTESTINAL CANCERS SYMPOSIUM: \$40,000

GENITOURINARY CANCERS SYMPOSIUM: \$40,000

ANNUAL MEETING: \$95,000

BEST OF ASCO® MINNEAPOLIS: \$10,000

QUALITY CARE SYMPOSIUM: \$10,000

RUN OF SERVICE DATES:

January 13 - January 31

February 3 - February 21

May 19 - June 13

June 30 - July 18

September 29 - October 17

Please contact a sales representative for specs and creative deadlines

ASCO ANNUAL MEETING

PRINT

Increase your share of voice at the world’s premier oncology meeting. The following Daily News issues will be printed for the 2025 ASCO Annual Meeting:

- 1. Registration edition (distributed Friday)
- 2. Saturday-Sunday editions (bundled pricing)
- 3. Wrap-up edition (mailed to domestic members)

DATES: May 30 - June 3, 2025
LOCATION: Chicago, IL

REGISTRATION EDITION DISPLAY RATES

A single section 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 highest-impact 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	\$20,500
1/2 page	\$19,600	\$20,500
1/4 page	\$14,500	\$15,500

WRAP-UP EDITION DISPLAY RATES

A single section 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 and domestic ASCO members.

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	* In addition to display rates, there is a premium charge for these opportunities.
Cover 3	\$2,750	
Cover 4	\$5,750	
		** Saturday and Sunday count as separate editions for premium positions

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

ASCO Daily News

2024 ASCO ANNUAL MEETING

LAURA: Osimertinib Significantly Improves PFS in Unresectable, Stage III, EGFR-Mutant NSCLC

KEY POINTS

- The LAURA trial, the first phase 3 study to assess a targeted agent following chemotherapy in unresectable stage III EGFR-mutant NSCLC, showed a statistically significant improvement in progression-free survival (PFS) with osimertinib compared with chemotherapy.
- Overall survival (OS) was not significantly different between the two groups.
- Quality of life was similar between the two groups.

COVER TIP

Corporate or Product Branded

CLOSING DATES

EDITION: Registration
DISTRIBUTION: May 30
SPACE: April 18
MATERIAL: April 29

Cover Tip: PDF submitted for approval by: April 29
Product delivered to printer by: May 16

EDITION: Saturday and Sunday
DISTRIBUTION: May 31 and June 1
SPACE: April 10
MATERIAL: April 16

EDITION: Wrap Up
MAILS: June 25
SPACE: May 21
MATERIAL: May 28

Cover Tip & Outserts:
PDF submitted for approval by: May 28
Product delivered to printer by: June 11

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.

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"

**Daily News Print
Mechanical Specifications**

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

MECHANICAL SPECIFICATIONS

SIZE	DIMENSIONS
Full page	10-1/4" x 14"
Junior page	7-1/2" x 10"
1/2 page (horizontal)	10" x 7"
1/2 page (vertical)	5" x 14"
1/4 page (vertical)	5" x 7"
Cover tip (supplied by advertiser)	10-1/4" x 4-3/4"
Outsert (supplied by advertiser) <small>Wrap-Up Only</small>	7" x 10" max

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. Cover tip must be a single sheet only and printed on paper between 7pt. and 10pt. thick.

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 JSalesi@AMCMediaGroup.com.

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 JSalesi@AMCMediaGroup.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.

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

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

DOMESTIC (U.S.) EMAIL RATES

Approximate sends per newsletter: 25,000

POSITION COST (NET PER SEND)

Top 728x90 pixels	\$16,500
First 300x250 pixels	\$15,500
Second 300x250 pixels	\$14,500

INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 32,500

POSITION COST (NET PER SEND)

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

CLOSING DATES

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

MECHANICAL SPECIFICATIONS

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

REQUIRED FILES

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

EDITION APPROX. SEND DATE

Preview	5/1
Education Preview	5/14
Advance Coverage	5/22
Daily Morning (Fri.-Tue.)	5/30-6/3
Daily Evening (Fri.-Tue.)	5/30 -6/3
Day 6	6/4
Podcast Recap	6/30



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

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

EMAIL APPROX. DISTRIBUTION

EDITION	DOMESTIC SENDS	INTERNATIONAL SENDS
Advance Coverage: Breast Cancer	7,000	8,500
Advance Coverage: GI Cancers	6,000	8,000
Advance Coverage: GU Cancers	5,000	6,000
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.

DOMESTIC (U.S.) EMAIL RATES

\$25,000 net/email

INTERNATIONAL (EX-U.S.) EMAIL RATES

\$7,500 net/email

CLOSING DATES

SPACE	MATERIAL	APPROX. SENDS
May 2	May 9	5/23-5/28

MECHANICAL SPECIFICATIONS

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

REQUIRED FILES

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

ASCO ANNUAL MEETING

EMAIL
VIDEO

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

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

EMAIL APPROX. DISTRIBUTION

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

DOMESTIC (U.S.) EMAIL RATES

\$25,000 net/email

INTERNATIONAL (EX-U.S.) EMAIL RATES

\$7,500 net/email

CLOSING DATES

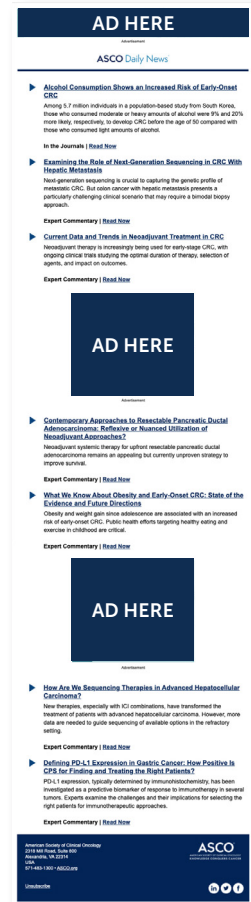
SPACE	MATERIAL	APPROX. SENDS
May 16	May 23	6/9-6/16

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.



PLENARY SERIES VIDEO INTERVIEWS

As part of the First Look video series, ASCO Daily News will be producing exclusive video interviews with 2025 ASCO Annual Meeting Plenary Session presenters. Videos will be released on June 1, the day of the presentations. Videos will provide expert insight from the presenters of the highly popular Plenary abstracts, including how their research might affect the future of cancer care.

These exclusive interviews will be promoted as a top item in one of the 2025 ASCO Annual Meeting daily newsletters (sent to 53,000+ 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.

Corporate branding only.



Click to access videos

SOV 100%	COST (NET) \$32,500
CLOSING DATES	
SPACE 4/5	SCRIPT REVIEW 4/12
FINAL FILE 4/29	PUBLISHED 6/1

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 2025 ASCO Annual Meeting daily newsletters (sent to 53,000+ 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. **Corporate branding only.**

SOV 100%	COST (NET) \$32,500
CLOSING DATES	
SPACE 4/5	SCRIPT REVIEW 4/12
FINAL FILE 4/29	PUBLISHED 5/30-6/3

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

The **ASCO Daily News Podcasts** 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 90 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 the ASCO Podcasts.](#)

Preview

The **Annual Meeting Preview Podcast** will feature coverage of the top abstracts and practice-changing science being presented at #ASCO25. The preview podcast will be released in late May, when abstracts are released.

SOV
100%

COST (NET)
\$12,500

Published: May 22

Daily

The **Annual Meeting Daily Podcast**, hosted by senior oncologist Dr. John Sweetenham and released at 5 PM ET daily during #ASCO25, provides conveniently timed, curated expert analyses of the day's key science. The daily podcasts for the 2024 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 30-June 3

Wrap-Up

The **Annual Meeting Wrap-Up Podcasts** will feature in-depth analysis with key opinion leaders on how #ASCO25 science will impact practice. Episodes will be released in June. The following topics will be covered:

- Breast
- GI Cancers
- GU Cancers
- Heme
- Immuno-oncology
- Lung
- Top 5 ASCO25 Abstracts

SOV
100%

COST OF EACH (NET)
\$12,500

Published: June TBD

ASCO ANNUAL MEETING

PRINT PROGRAM
EXHIBITOR DIRECTORY

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

DISPLAY RATES

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

CLOSING DATES

POSITION	SPACE	MATERIAL
Dividing Tabs	3/26	4/2
Cover	4/3	4/10

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	3/25	4/3

POSITION	SPACE	MATERIAL SUBMITTED FOR APPROVAL	DELIVERED TO PRINTER
Cover Tip	4/3	4/10	4/17

MECHANICAL SPECIFICATIONS

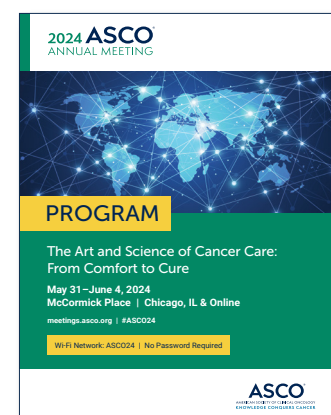
SIZE	BLEED	NON-BLEED
Cover	8-3/8" x 11-1/8"	7" x 10"

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)

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



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 JSalesi@AMCMediaGroup.com

ASCO ANNUAL MEETING

SESSIONS AT A GLANCE WEBSITE

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

DISPLAY RATES

DISTRIBUTION DAYS	COST (NET)
5/30-6/3	\$40,000

CLOSING DATES

SPACE	MATERIAL
3/12	3/19

MECHANICAL SPECIFICATIONS

SIZE: 1/2 page (horiz.)

DIMENSIONS: No Bleed 7" x 4-7/8"



The **ASCO Annual Meeting website** 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. Ads will not appear on pages with sessions, presentations, or abstracts content.

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, 2025 - March 31, 2026). 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: Mechanical specs are pending.

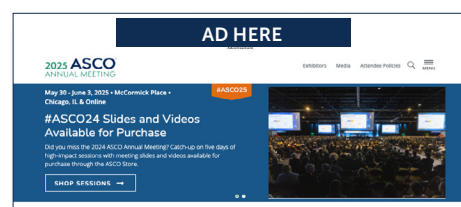
REQUIRED FILES

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: 5/24-6/8.



*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	\$180,000

CLOSING DATES

SPACE	MATERIAL
4/1	4/8

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 (5/31)	\$70,000

MECHANICAL SPECIFICATIONS

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

CLOSING DATES

SPACE	MATERIAL PROOF	PRINT READY PDF
3/27	4/3	4/10



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 (5/31)	\$35,000

QUANTITY:

16,000

CLOSING DATES

SPACE	MATERIAL PROOF	INSERTS DUE
4/14	4/21	4/28

INSERT DELIVERY ADDRESS

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

MECHANICAL SPECIFICATIONS

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

*Email the number of copies and number of pallets shipped and complete tracking information including the expected delivery date to John Salesi at JSalesi@AMCMediaGroup.com.



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. **Only corporate branded advertising is accepted for this opportunity.** ASCO reserves the right to place an imprint of ASCO's choice on the side opposite the advertiser's imprint. ASCO will manage all production.

DISPLAY RATES

DISTRIBUTION
5/30-6/3

1-COLOR (NET)
\$140,000

MECHANICAL SPECIFICATIONS

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



*Not exact items; for placement only.

CLOSING DATES

SPACE
3/18

MATERIAL
3/25

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

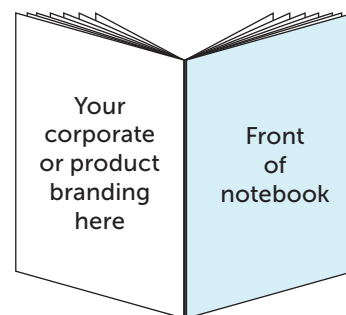
DISPLAY RATES

DISTRIBUTION DAYS
5/30-6/3

COST (NET)
\$110,000

MECHANICAL SPECIFICATIONS

Please contact sales representative.



CLOSING DATES

SPACE
4/3

MATERIAL
4/10

NEW OPPORTUNITY

Make the first and last impression with attendees as they enter and leave the convention center each day by supporting ASCO's complimentary **Coat and Bag Check Service**. This exclusive opportunity includes logo recognition on all Coat and Bag Check tickets and on the signage at each location. Your company name will also be included in a key email sent to all registered attendees, one week prior to the Meeting. **Only corporate branded advertising is accepted for this opportunity.** ASCO will manage all production

DISPLAY RATES

DISTRIBUTION DAYS
5/30-6/3

COST (NET)
\$75,000

MECHANICAL SPECIFICATIONS

Please contact sales representative.

CLOSING DATES

SPACE
3/21

MATERIAL
3/28



*Not exact item.

AMC Media Group is the official out-of-home advertising provider for the 2025 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.



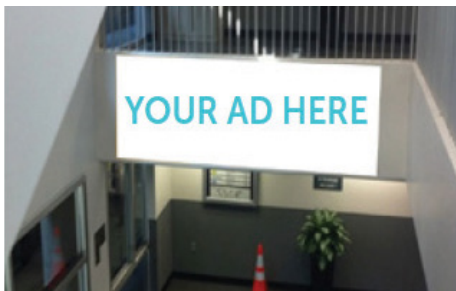
Taxi Topper



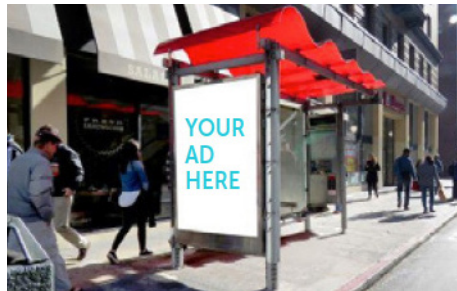
Train Wraps



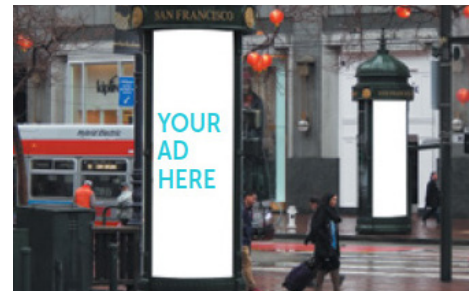
Bus Wraps



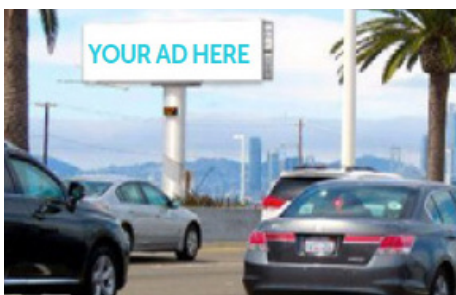
Tension Fabric Displays



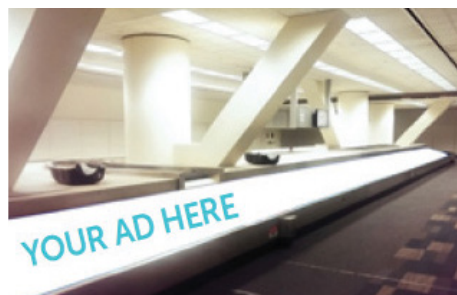
Transit Shelter



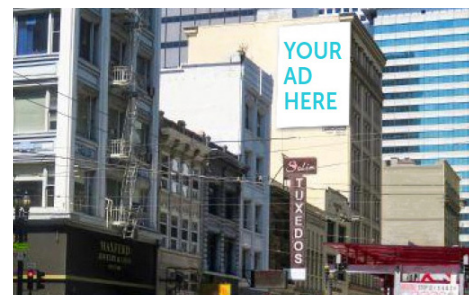
Information Kiosks



Billboards



Dioramas



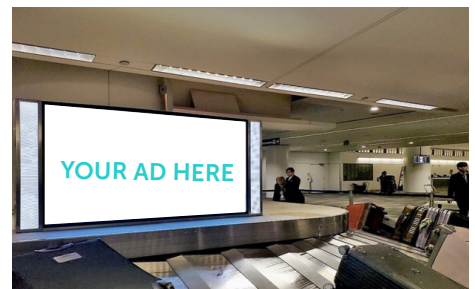
Wallscapes



Elevator Wraps



Pillar Wraps



Digital Screens

The flagship **Best of ASCO® Meeting** curates the most clinically relevant content from the ASCO Annual Meeting so attendees can take home valuable, actionable insights that can be immediately applied in practice. The Meeting offers two days of compact sessions with a flexible and engaging meeting experience. Attendees can maximize time away from the office with livestream sessions and on demand content.

DATES: July 11-12, 2025
LOCATION: Minneapolis, MN

ASCO DAILY NEWS ENEWSLETTER

The ASCO Daily News BOA eNewsletter will curate coverage of the top abstracts and practice-informing science presented during the ASCO Annual Meeting. Coverage selection will overlap with BOA presentations. The eNewsletter will be sent to BOA attendees and ASCO members.

EDITION	SPACE
Preview	6/11
MATERIAL	SEND DATE
6/18	7/2

DOMESTIC U.S. EMAIL RATES

Approximate sends per newsletter: 25,000

POSITION	COST (NET PER SEND)
Top 728x90 pixels	\$5,000
First 300x250 pixels	\$5,000
Second 300x250 pixels	\$4,500

INTERNATIONAL (EX-U.S.) EMAIL RATES

Approximate sends per newsletter: 32,500

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

AD HERE

Advertisement

ASCO Daily News

► **Amivantamab + Lazertinib Administration Method May Affect Outcomes in Advanced NSCLC**
In this exclusive First Look video, Dr. Nataasha Leigh discusses the results of PALOMA-3 comparing subcutaneous versus intravenous amivantamab in combination with lazertinib for EGFR-mutated advanced NSCLC.

First Look Video | [Watch Now](#)

► **A Message From the ASCO Daily News Editor**
Editor-in-Chief Dr. Neeraj Agarwal offers insights into ASCO Daily News and explains how attendees can connect with the publication during ASCO24.

Meeting Coverage | [Read Now](#)

► **The Latest in Promising Cancer Vaccine Technologies and Approaches**
Cancer vaccine development has had limited success, but promising phase 2 data from neoantigen and immune modulatory vaccines have renewed interest. An Education Session will assess the latest in adjacent cancer vaccine development as well as future directions in the field.

Meeting Coverage | [Read Now](#)

AD HERE

Advertisement

► **'Drug Holidays' Are an Increasingly Common Clinical Question With No Straightforward Answer**
Although immune checkpoint inhibitors have improved overall survival, the optimal duration of treatment is not well-studied. An Education Session will address emerging data on immunotherapy drug holidays and offer best practices for counseling patients who request them.

Meeting Coverage | [Read Now](#)

► **Improving the Response to Immunotherapy in Soft Tissue Sarcomas Requires Further Efforts, Biomarker Discovery**
Immunotherapy has had mixed success in soft tissue sarcoma. An Education Session will discuss the data so far and explore future avenues to improve upon the limited success observed to date.

Meeting Coverage | [Read Now](#)

AD HERE

Advertisement

► **Guideline Update Highlights the Importance of Early Integration of Palliative Care for Patients With Cancer**
Growing awareness of the benefits of palliative care in patients with cancer has prompted an update of the recommendations for clinicians, patients, caregivers, and health care organizations on integrating palliative care in oncology.

Guidelines | [Read Now](#)

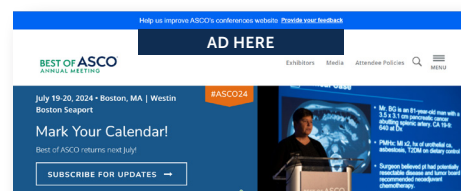
Get Ready for Day 1 at ASCO24

- Optimize Your Meeting Experience: Tips From Trainee, Early-Career, and Seasoned Oncologists
- Your Ultimate Guide to Navigating ASCO24
- Discover Networking Opportunities and Lounges
- Follow #ASCO24 on Social Media

American Society of Clinical Oncology
219 N. Dearborn, Suite 900
Arling Heights, IL 60014
USA
671-465-1300 • ASCO.org

ASCO
ADVANCING CANCER CARE

Unsubscribe



*Not exact image; for placement only

WEBSITE

The **Best of ASCO website** hosts everything attendees need to participate in the meeting including information on registration, hotel reservations, and exhibits. Limited to 2 advertisers, each campaign running for 6 months, beginning April 2025.

RUN OF SITE (ROS) RATES

SOV	COST (NET/YEAR)
50%	\$5,000

POSITION: Mechanical specs are pending.

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, view our online ad spec sheet or contact the production manager.

ASCO QUALITY CARE SYMPOSIUM

PRINT PROGRAM
WEBSITE • PODCAST

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

DATES: October 10-11, 2025

LOCATION: Chicago, IL

CLOSING DATES

SPACE

8/22

MATERIAL

8/29

DISPLAY RATES

POSITION

4-COLOR (NET)

Cover 2	\$7,500
Cover 3	\$5,000
Cover 4	\$10,000

MECHANICAL SPECIFICATIONS

DIMENSIONS

Cover 8-3/8" x 11-1/8" 7" x 10"

BLEED

NON-BLEED

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



The **ASCO Quality Care Symposium website** 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, 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. Ads will not appear on pages with sessions, presentations, or abstracts content. Limited to 2 advertisers, each campaign running for 6 months, beginning August 2025.

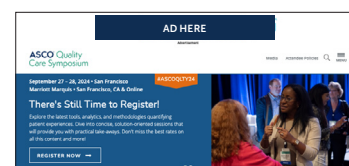
RUN OF SITE (ROS) RATES

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

POSITION: Mechanical specs are pending.

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, view our online ad spec sheet or contact the production manager.



*Not exact image; for placement only

The **ASCO Daily News Podcast** will be producing a special wrap-up episode on quality care that will be released after the 2025 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 90 days. Contracts are invoiced in full when the campaign begins. Contracts are non-cancellable.

REQUIRED AUDIO FILES

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

COST: \$10,000 Per Podcast



Click to access the ASCO Podcasts.

ASCO ADVERTISING POLICIES

IMPORTANT INFORMATION

- All advertising is subject to the [Exhibitor Policies](#) including the [Advertising Policies](#) and the [Policies for Exhibitors and Other Organizations at ASCO Meetings](#).
- 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
 - i. For product advertisements, company name and/or logo must be prominently displayed, in addition to the product name and/or logo.
 - c. Improper use of ASCO's content
 - i. Review ASCO's Licensing Standards for specific details.

MISSED OR INCORRECT ADS

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

MATERIAL SPECIFICATIONS

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. 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.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. 50% deposit is due upon space reservation for all out-of-home advertising opportunities, without exception.
5. 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.
7. 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.



630 Madison Avenue, 2nd Floor
Manalapan, NJ 07726 | 732-490-5530

ADVERTISING & SALES

Jen Callow

VICE PRESIDENT OF SALES

732-580-8884

JCallow@AMCMediaGroup.com

Erica Wenitsky

DIRECTOR OF SALES

610-864-4530

EWenitsky@AMCMediaGroup.com

Krissy Gutowski

NATIONAL ACCOUNT MANAGER

267-575-0208

KGutowski@AMCMediaGroup.com

PRODUCTION

Mandy Cichanowski (Digital)

SENIOR DIGITAL AD MANAGER

267-642-0249

ACichanowski@AMCMediaGroup.com

Danial Rizvi (Out of Home)

SALES OPERATIONS MANAGER

732-599-3477

DRizvi@AMCMediaGroup.com

John Salesi (Print)

ASSISTANT ART DIRECTOR

917-620-3436

JSalesi@AMCMediaGroup.com

ASCO[®]

AMERICAN SOCIETY OF CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER



630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
732-490-5530