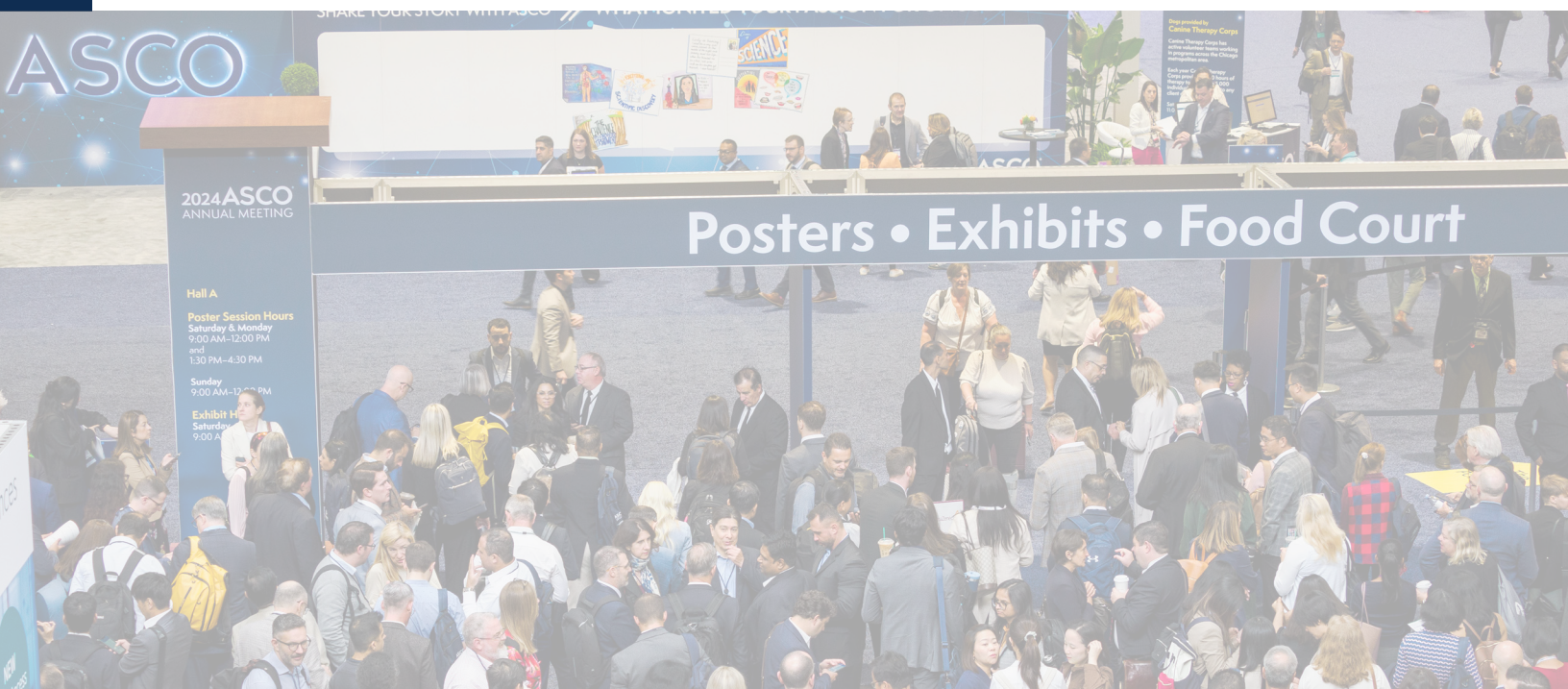


# ASCO<sup>®</sup>

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<sup>®</sup> Annual Meeting.

### ADVERTISING & SALES

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AMERICAN SOCIETY OF CLINICAL ONCOLOGY  
KNOWLEDGE CONQUERS CANCER

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

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



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

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

**Frequency:** Bimonthly

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

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

## CLOSING DATES\*

ISSUE DATE	SPACE	MATERIAL	MAILS
<b>January (Bonus distribution at GI and GU)</b>	<b>11/5</b>	<b>11/12</b>	<b>1/10</b>
Cover tip & Outsert: PDF submitted for approval by: 10/30			
Product delivered to printer by: 11/4			
<b>March</b>	<b>1/3</b>	<b>1/10</b>	<b>3/7</b>
Cover tip & Outsert: PDF submitted for approval by: 1/10			
Product delivered to printer by: 1/17			
<b>May (Pre-Annual Meeting)</b>	<b>2/24</b>	<b>3/3</b>	<b>4/25</b>
Cover tip & Outsert: PDF submitted for approval by: 3/3			
Product delivered to printer by: 3/10			
<b>July (Post-Annual Meeting)</b>	<b>5/13</b>	<b>5/20</b>	<b>7/17</b>
Cover tip & Outsert: PDF submitted for approval by: 5/20			
Product delivered to printer by: 5/27			
<b>September</b>	<b>7/8</b>	<b>7/15</b>	<b>9/8</b>
Cover tip & Outsert: PDF submitted for approval by: 7/15			
Product delivered to printer by: 7/22			
<b>November</b>	<b>8/27</b>	<b>9/3</b>	<b>10/28</b>
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](http://connection.asco.org) from the past year. 13,000+ copies are distributed at the Annual Meeting. Copies are inserted in the Registration Edition of ASCO Daily News, and are available in locations throughout the meeting venue.

**SPACE:** 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](mailto: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](mailto: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](mailto: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](mailto:JSalesi@AMCMediaGroup.com)

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

"*ASCO Connection* has become an amazing forum for networking and hearing not only from leaders within ASCO but also from colleagues... I have been impressed with the feedback and dialogues."

—  
 DON S. DIZON, MD, FACP,  
 FASCO





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

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

## DOMESTIC (U.S.) WEBSITE RATES

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

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

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

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

## MECHANICAL SPECIFICATIONS

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

## REQUIRED FILES

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

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

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

**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.

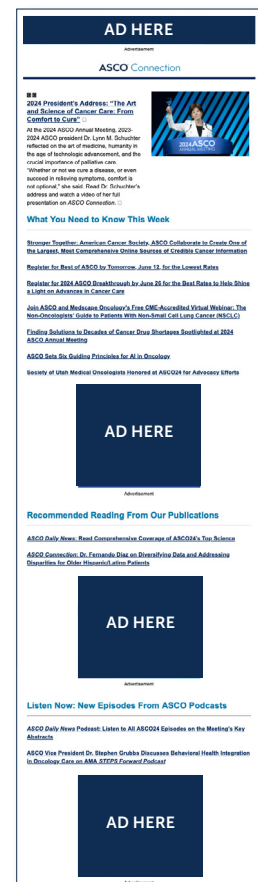
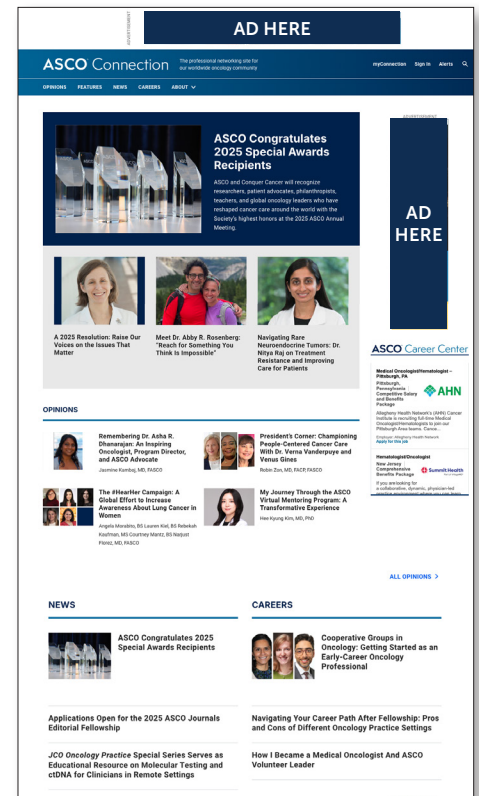
## MECHANICAL SPECIFICATIONS

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

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

## DOMESTIC (U.S.) WEBSITE RATES

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

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

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

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

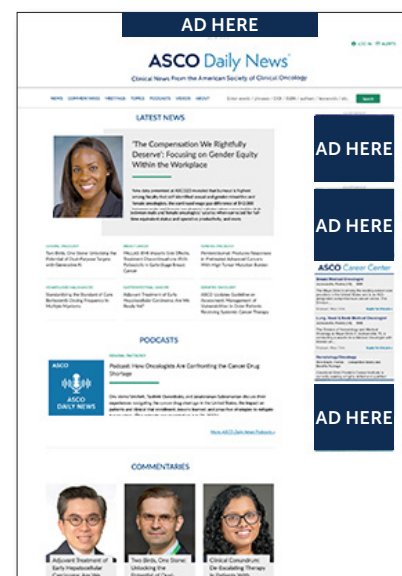
## MECHANICAL SPECIFICATIONS

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

## REQUIRED FILES

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

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



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](mailto: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 Metastasis**  
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 therapy 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

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

INTERNATIONAL (32,500 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

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<sup>G12C</sup>-Mutated NSCLC**  
Data from a single-arm phase 1 trial conducted in China showed that glembix produced a response rate of 48% in patients with advanced KRAS<sup>G12C</sup>-mutated NSCLC when used in the second- or later-line setting.

ASCO Presentations | [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 Patero 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 Protonation on Therapy Resistance

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](mailto: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.

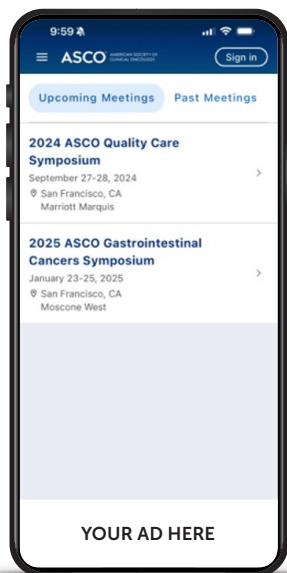
In the app, attendees can view the program, access their customized agenda, search sessions and presentation details, add sessions to a personal calendar, read abstracts, view and save posters, watch livestream and on-demand videos, participate in sessions by answering polls and asking questions via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

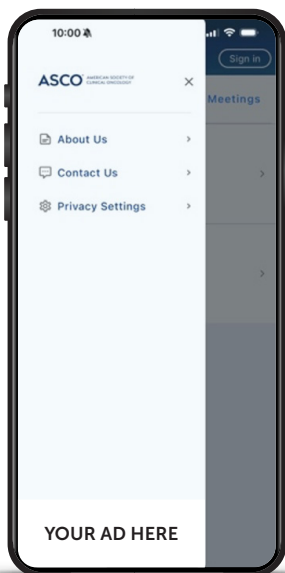
Your **corporate-branded** advertisement will appear:

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



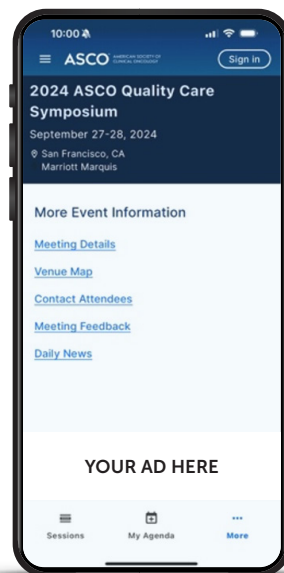
Hamburger Menu



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



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 Mill River, Suite 900

Alexandria, VA 22314

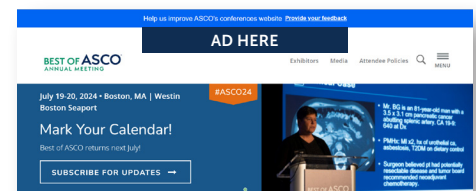
USA

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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.

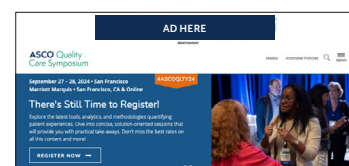
## RUN OF SITE (ROS) RATES

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

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# ASCO<sup>®</sup>

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