Circulation

CIRCULATION VERIFICATION:
Sworn statement

BREAKDOWN OF CIRCULATION:
- Oncology Nursing Forum and Clinical Journal of Oncology Nursing ..... 39,000
- ONS Connect ........................................... 50,000

Rates

EARNED RATES:
Rates are based on the total units run in a calendar year (i.e., 6 full pages and 6 half pages earn 12x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

AGENCY COMMISSION: 15%
DUAL RESPONSIBILITY: Advertisers agree to accept dual responsibility for payment to the publisher if the advertiser's agency does not remit payment within 90 days of the invoice date.

ONS COMBO DISCOUNT
Discounted rate schedule for advertisers who place the same ad unit in the same month of the Clinical Journal of Oncology Nursing or the Oncology Nursing Forum and ONS Connect.

General Information

The Clinical Journal of Oncology Nursing
An official publication of the Oncology Nursing Society (ONS) and is directed to the practicing nurse specializing in the care of patients with an actual or potential diagnosis of cancer. The Clinical Journal of Oncology Nursing mission is twofold: to provide practical information necessary to care for patients and their families across the cancer continuum and to develop publication skills in oncology nurses.

EDITOR: Anne Katz, PhD, RN, FAAN

ONS Connect is ONS's official news magazine. Its mission is to (a) provide timely news and resources to oncology nurses that can be incorporated into daily practice, (b) communicate ONS updates and news, and (c) reinforce ONS as an industry leader and authority in the healthcare field.
**Oncology Nursing Forum**

**MAILING CLASS:** Periodical

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**Mechanical Requirements**

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact American Medical Communications before ad is due for additional specifications. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. Convert spot colors to CMYK or PMS. All fonts must be embedded. Images must be high resolution. File and proof should include bleed and trim.

All material should be supplied to the following specs:

- **TRIM SIZE:** 8.125” x 10.875”
- **SPREAD TRIM SIZE:** 16.25” x 10.875”
- **BLEED:** 0.125” (8.375” x 11.125”)
- **LIVE MATTER:** 0.5” from trim and gutter (7.625” x 10.375”)

**TYPE OF BINDING:**
- Oncology Nursing Forum: perfect bound
- Clinical Journal of Oncology Nursing: perfect bound
- ONS Connect: saddle stitched

**PAPER STOCK:**
- Oncology Nursing Forum: Cover: 100# Somerset Matte Cover
  Body: 40# Groundwood Gloss Text
- Clinical Journal of Oncology Nursing: Cover: 100# Somerset Gloss Cover
  Body: 40# Groundwood Gloss Text
- ONS Connect: Cover: 100# Orion Matte
  Body: 50# Orion Matte Text

**REPRODUCTION REQUIREMENTS:**

**DIGITAL FILES REQUIRED.**

**AD SIZES:**
- One Page (non bleed) 7” x 10”
- Two-Page Spread (incl. 0.125” bleed) 16.5” x 11.125”
- Full Page (incl. 0.125” bleed) 8.375” x 11.125”
- 1/2 Vertical 3.1875” x 10”
- 1/4 Page 3.1875” x 4.5”

**INSERTS:**
- Quantity:
  - Oncology Nursing Forum: 41,000 required (includes spoilage)
  - Clinical Journal of Oncology Nursing: 41,000 required (includes spoilage)
  - ONS Connect: 52,500 required (includes spoilage)

Paper weight: 100# maximum

Keep live matter 0.5” from trim edges. The book is trimmed 0.125” on all four sides.

Inserts that do not meet mechanical specifications are subject to a surcharge. Publication requires approval of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please contact American Medical Communications for availability and other information required.

**COVER TIPS:**

Maximum Size: 8.125” x 8.25”

NOTE: If client is providing the files for American Medical Communications to print, please include a bleed of 0.125”. If client is providing preprinted material, they must be trimmed to spec.

Bellybands, cover wraps, and printed poly-bags are also accepted. Contact your sales representative for pricing and available issues.
Digital File Specifications

FILE FORMATS:
Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4); EPS; TIFF. All high-resolution images and fonts must be embedded. TIFF and EPS files must conform to the following minimum resolution specifications: grayscale and color images: 300 dpi; combination grayscale and color images: 500-900 dpi; line art (bitmap) images: 900-1200 dpi. Do not nest EPS files.

PAGE LAYOUT:
Supply as single-page PDF files only that are right reading, portrait mode, and 100% size with no rotation. Files should be created according to the publication’s trim, with a minimum bleed of 0.125” on all sides. Keep live matter 0.5” from trim. Crop marks and SWOP color bars must be included, position 0.5” outside trim. Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:
Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp. Desktop inkjet printer proofs do not meet SWOP standards. American Medical Communications cannot guarantee color match unless an acceptable proof is provided to Lane Press.

DISPOSITION OF MATERIAL:
Reproduction material will be held one year from last insertion.

Delivery of Material

MEDIA DELIVERY OF ADS:
CD-ROM or DVD. All disks must be labeled with the following: journal title, issue date, advertiser, agency name, agency contact, and phone number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:
Please email John Salesi (jsalesi@americanmedicalcomm.com) prior to submitting a file via FTP. 
Address: ftp://199.193.117.104
Log in: ONStp
Password: Onsguest1
Folder: ONS_FTP

INSERTION ORDERS TO:
American Medical Communications
Stephanie Maloney
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
Fax 732.862.1116
smaloney@americanmedicalcomm.com

R.O.B. AD MATERIAL TO:
American Medical Communications
John Salesi
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
jsalesi@americanmedicalcomm.com

INSERT SHIPPING INFORMATION:
Lane Press
Attn: Terry Maxwell
87 Meadowland Drive
South Burlington, VT 05403
Clearly mark packaging with ONS, publication, and issue month.

Advertising & Sales Office

Rates & Specs

Cancellations

Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed to by both parties in writing.

If materials for a new ad are not received by the due date, ONS has the right to run the most recent ad. If no prior ad is available, ONS will run a house ad and the client will be responsible for the cost of the original insertion order.

Advertorials

Advertising content simulating editorial content must be clearly labeled “Advertisement.”
**Digital Opportunities**

**RUN-OF-NETWORK BANNERS**

- $150 CPM
- Interstitials $250 CPM

**MONTHLY WEBSITE STATS – ONS NETWORK**
(ons.org, connect.ons.org, onf.ons.org, cjon.ons.org)

- Monthly Visits: 147,997
- Unique Visitors: 69,087
- Page Views: 497,651
- Pages Per Visit: 3
- Avg. Duration: 2.53
- Impressions per month: 450,000

**MEETING COVERAGE**
(ONS, ASCO, ASH, SABCS)

- 50% or 100% SOV of conference meeting coverage section on connect.ons.org
- Daily news alerts delivered covering the prior day’s events
- Pre- and post-meeting emails to alert and wrap up the meeting
- Content will focus on hematology and oncology nursing news and updates.
- Sponsors can recommend specific sessions to be covered.
- Investment: Consult sales manager.

**E-NEWSLETTER STATISTICS**

- **ONS CONNECT WEEKLY E-NEWSLETTER**
  - Reach: Members: 33,000, Nonmembers: 40,000, Total: 73,000
  - Open Rate: 18%–20%
  - Click Through on Email: 2%–4%

- **ONS WEEKLY UPDATE E-NEWSLETTER**
  - Reach: Members: 33,000, Nonmembers: 40,000, Total: 73,000
  - Open Rate: 18%–20%
  - Click Through on Email: 2%–4%

**RATES**

- 100% SOV: $5,000
- 50% SOV: $2,500

**CANCER CARE RESOURCE CENTER**

- Unique opportunity to direct Oncology nurses to unbranded industry assets
- The CCRC will house links to unbranded assets (Resource Links / RL) on ons.connect.org including but not limited to: patient education, videos, PDFs, whitepapers
- The industry resource link will be accessed via a search function or by varying search filters determined by the client