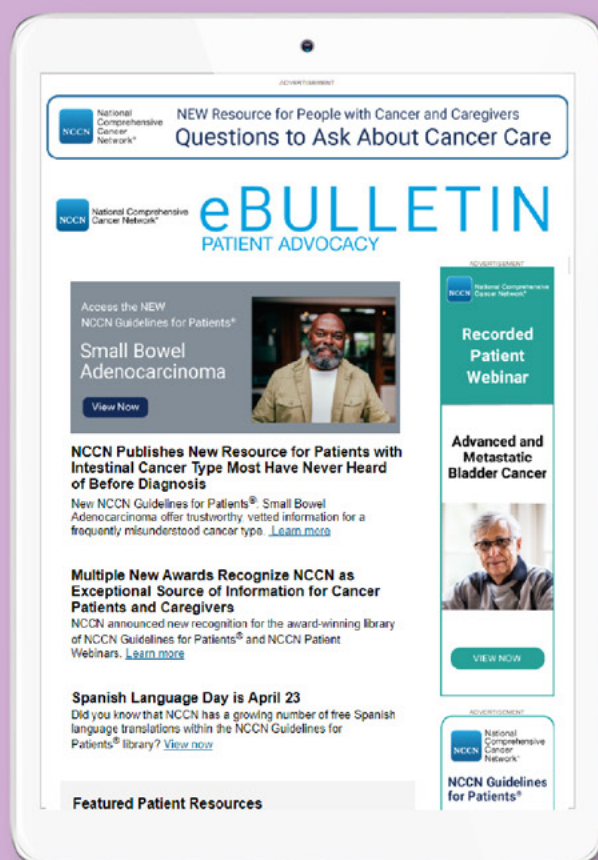


# NCCN eBulletin RATE CARD

PATIENT ADVOCACY EDITION 2025



# 2025



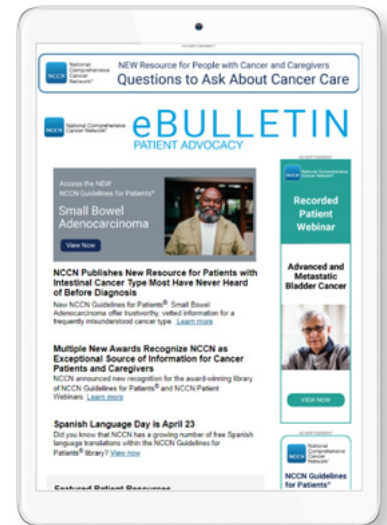
National Comprehensive  
Cancer Network®

NCCN.org/advertising

# Reserve your premier 2025 advertising space now!

## OVERVIEW

**NCCN eBulletin: Patient Advocacy Edition** is an electronic newsletter delivered monthly to registered users of the National Comprehensive Cancer Network® (NCCN®) website—NCCN.org—who are patients, caregivers, patient advocates, social workers, and health educators. This newsletter features articles on topics including patient and caregiver resources, oncology health policy and research, news and events, NCCN Foundation® announcements and recent updates to the NCCN Guidelines for Patients®. Select advertising placements offer opportunities for organizations to position their products and services in front of more than 20,000 NCCN.org registered users.



## BENEFITS

- > Advertise with NCCN, a not-for-profit **alliance of leading cancer centers** devoted to patient care, research, and education, dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so that patients can live better lives.
- > Include your ad with messages that go to **more than 20,000 patients, caregivers, patient advocates, and health educators**.

# Reach More Than 20,100 Readers

## SCHEDULE - Volume 7

Issue #	Issue Date	Ad Material Due
1	1/23/2025	1/16/2025
2	2/20/2025	2/13/2025
3	3/20/2025	3/13/2025
4	4/17/2025	4/10/2025
5	5/15/2025	5/8/2025
6	6/26/2025	6/18/2025
7	7/17/2025	7/10/2025
8	8/21/2025	8/14/2025
9	9/18/2025	9/11/2025
10	10/16/2025	10/9/2025
11	11/20/2025	11/13/2025
12	12/18/2025	12/11/2025

## READERS

	Count *
Caregiver or Family Member	1,688
Health Educator	12,192
Patient Advocacy Organization Employee	1,196
Patient or Cancer Survivor	2,564
Social Worker	2,484
<b>Total</b>	<b>20,124</b>

\* As of July 2024

# Reserve Your Space Today!

## AD SIZES

Ad Unit	Pixel Size	Cost
Leaderboard	728 x 90 px	\$2,000
Skyscraper	160 x 600 px	\$1,200

## AD SPECIFICATIONS

- Only one ad per newsletter, per sponsor
- Artwork to be submitted in PNG or JPEG format in size specified
- Static ads only, no animations
- Maximum file size is 100 KB
- All ads are subject to NCCN review and approval

## EXCLUSIONS

- Only one URL or set of tags per ad
- Art and links or tags must be received at least 5 business days prior to each issue date
- One proof supplied per newsletter issue for sponsor review, 48 hour turn-around is appreciated
- Artwork should be named to include company name and brand
- Rate card supplied as is, customized power points not provided
- All prices net to NCCN
- NCCN does not provide list matching services.
- Targeted emails to disease-specific lists are not available

## FREQUENCY DISCOUNTS

Advertisers who purchase 3 or more ads will receive a 15% discount off all ads purchased.

## READERSHIP REPORTS\*\*

Open Rate = 27%

Click-Through Rate = 2.94%

\*\* Based on total average statistics from January – June 2024

Readership Reports are generated through NCCN's email marketing management platform, Cvent, Inc. The reports are provided to advertisers 5 business days after issue date and include data on:

- Total Sent to per Email
- Opened per Email
- Open Rate per Advertisement
- Total Clicks per Advertisement
- Unique Clicks per Advertisement
- Click-Through Rate per Advertisement
- Percentage of Clicks per Advertisement

## SAMPLE NEWSLETTER

ADVERTISEMENT

Leaderboard  
728 x 90



National Comprehensive Cancer Network®


eBULLETIN

PATIENT ADVOCACY

Access the NEW  
NCCN Guidelines for Patients®

Small Bowel  
Adenocarcinoma

View Now



NCCN Publishes New Resource for Patients with  
Intestinal Cancer Type Most Have Never Heard  
of Before Diagnosis

New NCCN Guidelines for Patients® Small Bowel  
Adenocarcinoma offer trustworthy, vetted information for a  
frequently misunderstood cancer type. [Learn more](#)

Multiple New Awards Recognize NCCN as  
Exceptional Source of Information for Cancer  
Patients and Caregivers

NCCN announced new recognition for the award winning library  
of NCCN Guidelines for Patients® and NCCN Patient  
Webinars. [Learn more](#)

Spanish Language Day is April 23

Did you know that NCCN has a growing number of free Spanish  
language translations within the NCCN Guidelines for  
Patients® library? [View now](#)

ADVERTISEMENT


Skyscraper  
160 x 600

Featured Patient Resources

Access the UPDATED  
NCCN Guidelines for Patients®

Cutaneous B-Cell  
Lymphomas

View Now



ADVERTISEMENT

Skyscraper  
160 x 600

# NCCN eBulletin: Patient Advocacy Edition

## Insertion Order Form

### 2025 DIGITAL ADVERTISING SPACE RESERVATION

Advertisers can use this form to reserve 1 to 3 ads. With purchase of a third ad, advertisers receive a 15% discount off all ads purchased. If reserving more than three ads, use a separate form.

#### Advertiser Information (please type or print clearly)

Contact Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email (required) \_\_\_\_\_

#### NCCN eBulletin: Patient Advocacy Edition Digital Reservations

Issue Date: _____	Issue Date: _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)
<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)	<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)
Issue Date: _____	<b>SUBTOTAL:</b> \$ _____
<input type="checkbox"/> \$2,000 Leaderboard (728 x 90 px)	Apply 15% discount
<input type="checkbox"/> \$1,200 Skyscraper (160 x 600 px)	(if reserving 3 or more ads) _____
	<b>TOTAL:</b> \$ _____

#### Payment Information

☐ Please send an invoice

☐ Check Enclosed Payable to: **National Comprehensive Cancer Network**  
 Mail to: NCCN, 3025 Chemical Road, Suite 100, Plymouth Meeting, PA 19462  
 Attn: Accounting Department

☐ Credit Card: ☐ American Express ☐ Discover Card ☐ MasterCard ☐ Visa

Cardholder's Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Verification Number \_\_\_\_\_

Signature \_\_\_\_\_

*NCCN may charge the credit card for the amount as indicated above.*

### INSTRUCTIONS

Insertion orders must be received 10 business days prior to issue date.

Artwork and link must be received 5 business days prior to issue date.

Send completed insertion orders, artwork, and links to:  
[exhibits@nccn.org](mailto:exhibits@nccn.org)

NCCN  
 3025 Chemical Road  
 Suite 100  
 Plymouth Meeting, PA 19462

For Questions:  
 Jennifer Tredwell, MBA,  
 Senior Vice President,  
 Marketing and Communications  
[tredwell@nccn.org](mailto:tredwell@nccn.org)

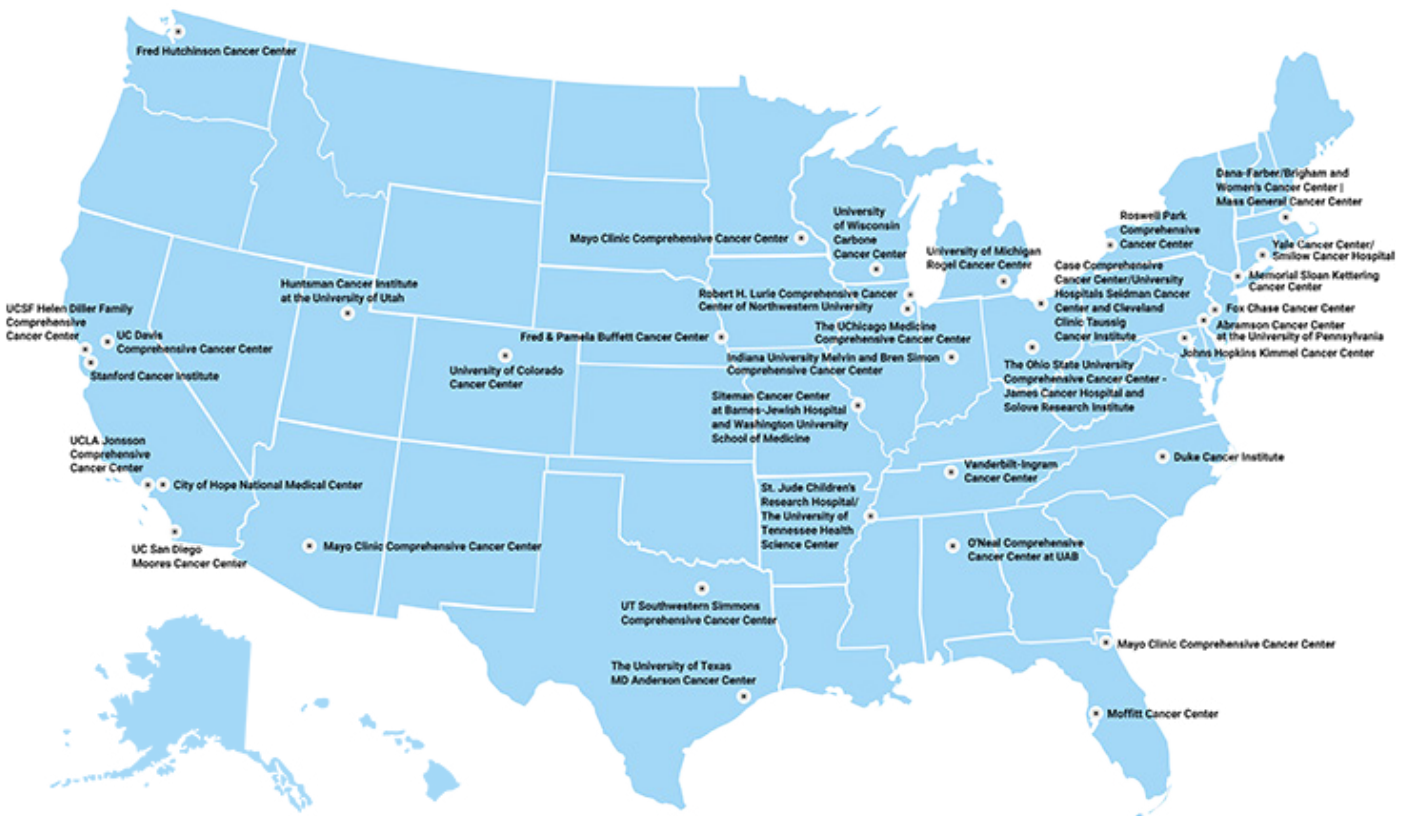


National  
Comprehensive  
Cancer  
Network®

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## NCCN MEMBER INSTITUTIONS



The National Comprehensive Cancer Network® (NCCN®) is a not-for-profit alliance of leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, equitable, and accessible cancer care so patients can live better lives. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stakeholders in the health care delivery system. By defining and advancing high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical practice guidelines appropriate for use by patients, clinicians, and other health care decision-makers around the world.

[NCCN.org](https://www.nccn.org) – For Clinicians | [NCCN.org/patients](https://www.nccn.org/patients) – For Patients