



Association of Community Cancer Centers

The leading education and advocacy organization for the cancer care community

2024

MEDIA KIT

Solutions for the changing oncology landscape

For more information, contact:

Corporate Development

CorporateRelations@acc-cancer.org

www.acc-cancer.org

Community-based cancer multidisciplinary teams provide care for 80% of all patients with cancer in the U.S.

Garg AK. Am J Clin Oncol. 2020;43(8):537-538.

ABOUT

The **Association of Community Cancer Centers (ACCC)** is the leading education and advocacy organization for the cancer care community. Founded in 1974, ACCC is a powerful network of **34,000+ multidisciplinary practitioners from 1,700 hospitals and practices nationwide.**

As advances in cancer screening and diagnosis, treatment options, and care delivery models have evolved, so has ACCC, adapting its resources to meet the changing needs of the entire oncology care team.

MISSION

To be the leading education and advocacy organization for the cancer care community.

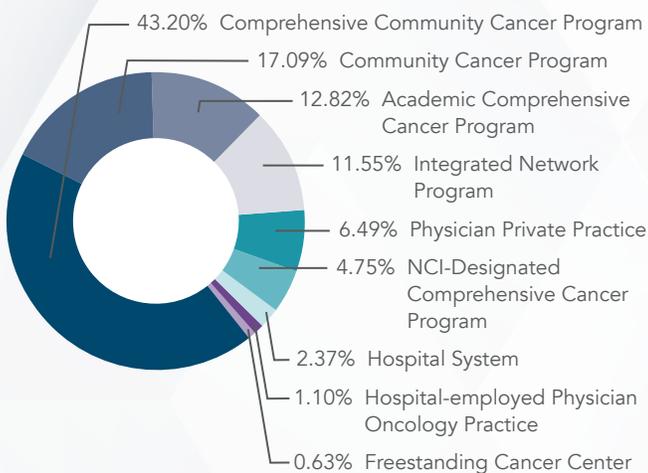
VISION

ACCC is a leader in the cancer care community, that brings together stakeholders to create comprehensive solutions that positively impact the patient experience and patient outcomes.

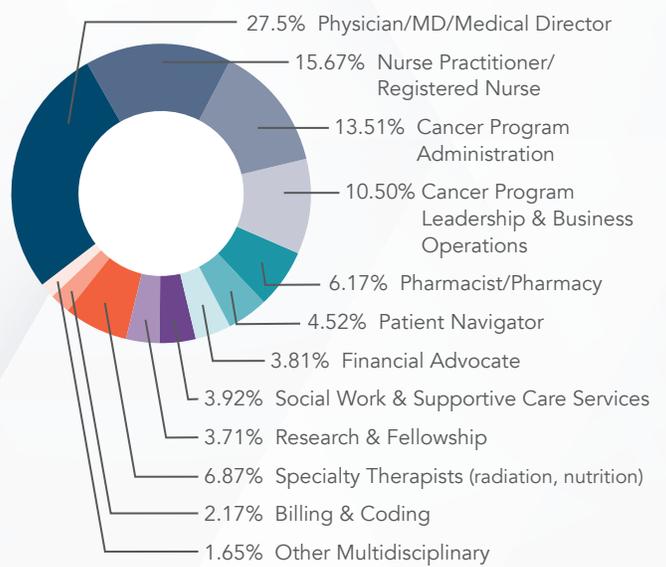
ACCC is recognized as a collaborative and diverse organization that leverages the robust knowledge of its multidisciplinary membership to provide indispensable resources.

MEMBER & AUDIENCE PROFILE: WHO WILL YOU REACH?

Practice Setting:



Discipline:



Oncology Issues

ACCC's Official Journal



As one of the only non-clinical, programmatic journals covering cancer, *Oncology Issues* provides relevant and timely “how-to” articles for the entire multidisciplinary oncology care team, on a wide range of topics.

Oncology healthcare professionals turn to *Oncology Issues* for guidance to effectively manage the operational and business aspects of their cancer centers and physician practices.

Published six times a year in an all-digital format, editorial focuses on issues of interest to the multidisciplinary cancer care team, including new oncology drug indications, policy, practice/program management, and financial issues.

Artwork Guidelines:

ACCC reserves the exclusive and total right to control all advertising in *Oncology Issues* to maintain educational integrity and the ad to content ratio of the Journal. ACCC specifically reserves the right to determine the acceptability of insertion orders for advertising and also reserves the right to approve all ads, their content, messaging and images.

File Submissions:

Ads can be submitted as a high-resolution PDF to industrynews@acc-cancer.org All ads are hyperlinked to a URL of choice, along with any live URLs embedded within the ad.

Full Page
8.5" x 11"

1/2 Page
Horizontal
8.5" x 5.5"

1/2 Page
Vertical
4.25"
x
11"

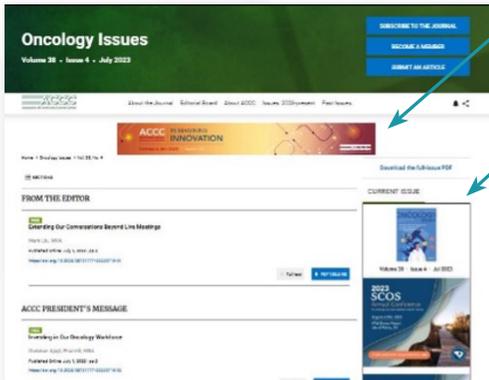
2024 ADVERTISING CALENDAR

Issue	Publication Month	Insertion Order Due Date	Advertising Artwork Due Date
1	January/February	11/27/2023	12/11/2023
2	March/April	1/29/2024	2/12/2024
3	May/June	4/1/2024	4/15/2024
4	July/August	5/27/2024	6/10/2024
5	September/October	7/29/2024	8/12/2024
6	November/December	9/30/2024	10/14/2024

2024 ADVERTISING PRICING & SPECIFICATIONS

Position	Size	1X – 2X	3X – 4X	5X – 6X
Advertorial, Premium	8.5" x 11"	\$3,500 per		
Full Page, Premium	8.5" x 11"	\$2,595	\$2,570	\$2,545
Full Page, Standard	8.5" x 11"	\$2,395	\$2,370	\$2,345
Half Page, Horizontal	8.5" x 5.5"	\$1,195	\$1,170	\$1,145
Half Page, Vertical	4.25" x 11"	\$1,195	\$1,170	\$1,145

Digital Advertising on the *Oncology Issues* website



Leaderboard Banner: Top of page

728 pixels x 90 pixels
\$2,400 for 6 months

Box Sidebar: Right side of page

300 pixels x 250 pixels
\$1,320 for 6 months

Both positions are rotating and can be linked to URL of choice. JPEG, GIF, and PNG files accepted. Most 3rd party tags including TagDoubleClick, Atlat, Pointroll, DV, and all others compatible with Google Ad Manager. HTML5 zip package.

Sponsored Content Featured in *Oncology Issues*

\$15,000 - \$25,000 each

Pricing is based on the final scope of work as defined by ACCC and the sponsor

Work with the *Oncology Issues* editorial team to develop content of interest to the multidisciplinary cancer care team! This offering is especially valuable for companies who have a business need to show how their products, tools, and/or resources are relevant to the business of oncology operations and cancer care delivery.

Articles will include up to 4 pages of content (approximately 2,800 words), inclusive of any photos or graphics. Minimum production timeline of 3 months. Content must be reviewed and approved by *Oncology Issues* editorial team and/or the *Oncology Issues* editorial board; both retain the right to reject content not relevant to the journal's readership. In addition to editorial review, *Oncology Issues* editorial staff will provide editing support, production management, and design and layout.

Based on the editorial calendar and production schedule, the *Oncology Issues* managing editor will have the final decision on which issue the article will be featured in.

The article will appear in the journal's Table of Contents as sponsored content, with a direct link to the article. Advertisers will also receive a digital PDF of the article for co-promotion. Bylined articles are also accepted for consideration as sponsored content.



Custom Content and Advertising on CancerBuzz TV

Podcasts & Vodcasts on Cancer Buzz TV

\$25,000 each

Named one of the best oncology podcasts worth listening to in 2023 by FeedSpot and recipient of the Best Healthcare Podcast, Platinum 2020 eHealthcare Leadership Award!*



Cancer Buzz TV is the official video podcast channel of ACCC aimed at informing oncology professionals of the latest developments in cancer care. Cancer Buzz TV takes deep dives into emergent issues in oncology, including health equity, precision medicine and novel treatments, telehealth, financial navigation, payment models, supportive services, geriatric care, and more.

Each episode is designed to deliver timely information to busy cancer care providers in 15 minutes or less. Cancer Buzz TV is available for mobile download and viewing on the ACCC website, YouTube, Apple Podcasts, and Spotify.

- **Recommended Format:** Question & Answer or “Point/Counter Point” format
- **Final Duration:** 10-15 minutes
- **Recording and Production:** Presenters can be recorded virtually; shipments of at-home recording kits will be sent to all those participating.
- **Production Cycle:** Three to four months depending on topic complexity and readiness of content and speakers.
- **Launch and Timing:** New content is posted on Cancer Buzz TV up to three times per week
- **Audience Exposure and Promotion:** New content on Cancer Buzz TV is promoted nationally to the entire 37,000+ member database via the ACCC bi-weekly newsletter. Additionally, ACCC will send one (1) dedicated email and one (1) social media post to further promote the podcast or vodcast.

ACCC provides support for editorial/script writing, project management, speaker recruitment, interviewing, technical production, and marketing.

Ad Spots

Ad insertions are now available in original-format episodes that range from 10 to 30 minutes, and feature one or two guest interviews.

Audio: \$6,500 per ad spot

Audio ads include 10 to 20 seconds of host-read copy and include music or sound effect bumps: audio tones that indicate to the listener that the content is an advertisement.

Maximum of two ads for a one-guest show, and three ads for a two-guest show

Video: \$8,500 per ad spot

Video ads include 20 seconds of host-read copy and feature a graphic treatment for the viewer that include an audio bump and on-screen visual element, such as a logo or text treatment.

A billboard or a slate will also be included at the end of show that features the advertiser.

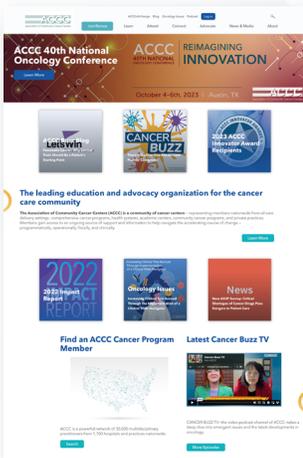
Maximum of two ads per CBTv episode

Advertiser to provide the script subject to ACCC approval. The ACCC production team will write it into broadcast copy for approval by the advertiser.

*eHealthcare Leadership Award winners were recognized during the 24th Annual Healthcare Internet Conference on Nov. 17, 2020. The award program receives 1,000 entries annually from healthcare organizations, medical equipment firms, and digital health companies.

Website and Email Advertising

Website Banner Advertising



Web traffic averages 60,000 total pageviews and 30,000 unique users per month.

The ACCC website, acc-cancer.org, is a leading online destination for the multidisciplinary cancer care team. Our website provides a wealth of resources from practice management information, financial advocacy resources, clinical and research updates, precision medicine, reimbursement information, and emergent issues in oncology today.

Advertisers can place banner ads on interior pages within ACCC's web site and can deliver advertising to specific target audiences by health topic or area of interest. Banner ads on the ACCC website are mobile-friendly and can be linked to URL/UTM of choice. JPEG, GIF, and PNG files accepted.

Ad Unit	Size	3 months	6 months	12 months
Leaderboard Banner	728 x 90	\$2,850	\$5,100	\$8,400
Box Sidebar Banner	300 x 250	\$1,750	\$2,910	\$4,620

Email and E-Newsletter Advertising



ACCCconnect Member Newsletter

Published twice per month, an **extended ACCC community of 40,000** receives ACCCconnect, the official membership e-newsletter of the association, which contains important legislative, regulatory, and clinical news of interest to the entire oncology team. This is an excellent way to reach ACCC members and oncology health care professionals directly with your message and banner ad.

\$2,500 per month / 2 issues



Delegate REPartee

This specialized email is sent twice per month to **700 of ACCC's key contacts** at Cancer Program Member institutions. This targeted communication goes to administrators, program leadership, and other high-level stakeholders at these cancer centers and physician practices.

\$2,500 per month

Ad Specifications:

- 720 pixels x 90 pixels
- Ad artwork needs to be in-hand two weeks prior to the issue deployment date
- Ad positions are static and can be linked to URL/UTM of choice. JPEG, GIF, and PNG files accepted.

Dedicated E-mails

ACCC can send your message via a dedicated email to a targeted list based upon the topic and desired audience. ACCC reserves the right to approve all content sent to ACCC members on behalf of an external party. Dedicated emails are sent under the ACCC banner with a sponsored content disclaimer at the top of the email. ACCC is not responsible for proofing for any errors related to spelling, grammar, punctuation, and/or design. ACCC will do its best to accommodate desired deployment dates but holds final approval over the scheduling of all dedicated emails in relation to the overall email marketing calendar.

Ad Specifications:

- Advertiser to supply ACCC with the final HTML; only flat HTML is accepted, no java script
- JPEG, GIF, and PNG files accepted.
- Must have defined borders
- URL link must accompany the creative

Pricing:

Pricing is based on the final scope of work as defined by ACCC and the advertiser.

Targeted multidisciplinary audience	\$2,500
Large multidisciplinary audience	\$3,500
Large multidisciplinary clinical audience	\$4,500

Mailing List and Job Bank

Membership Mailing List Rental

\$1,600 per one-time use

ACCC allows companies to rent its membership list for a one-time use direct mail only. ACCC does not provide phone numbers, fax numbers, or email addresses as part of this mailing list rental.

All mailing lists will be supplied in MS Excel format within one week of the request being made via the [online mailing list order form](#).

All requests are subject to review by the ACCC Board of Trustees prior to approval. A copy of the mailing piece (drafts are acceptable) with the order form, signed ACCC One-time User Agreement, and payment must be received prior to processing the order.

For more information about membership mailing list rental specifically, please contact

Nicole Banks

Director of Membership

at nbanks@acc-cancer.org

Job Listings & Featured Employers

Job postings includes company information, a detailed job description, qualifications, and contact information. Each posting runs for a 4-month period.

ACCC Member: \$450

Non-member: \$750

Banner ads promote your organization on our website page. Banner advertising is ideal if you are launching a recruitment drive or if you have an ongoing demand for new staff. Banner ads run for a 3-month period. Banner size is 468x60 pixels and may contain animation up to 3 transitions.

ACCC Member: \$950

Non-member: \$1,300

Featured Employers increase their exposure by targeting a specific specialties and job titles. Only three featured employers per page. Each posting runs for a 3-month period. Banner size is 200x200 pixels and may contain animation up to 3 transitions.

ACCC Member: \$750

Non-member: \$950

For more information about job listings and the job bank specifically, please contact

Alex Baryshev

Web Editor, Marketing & Communications

at abaryshev@c-managementinc.com

Advertising Insertion Order

Company Name _____ Website _____
 (as it should appear in print)

Address _____

City _____ State _____ Zip _____

Key Contact Name _____

Job Title _____

Phone _____ Email _____

ONCOLOGY ISSUES JOURNAL ADVERTISING & SPONSORED CONTENT

Position	Issue - select all that apply			1X - 2X	3X - 4X	5X - 6X
Full Page, Premium	1	3	5	\$2,595	\$2,570	\$2,545
	2	4	6			
Full Page, Standard	1	3	5	\$2,395	\$2,370	\$2,345
	2	4	6			
Half Page, Horizontal	1	3	5	\$1,195	\$1,170	\$1,145
	2	4	6			
Half Page, Vertical	1	3	5	\$1,195	\$1,170	\$1,145
	2	4	6			

- Advertorial \$3,500 Sponsored Article \$ _____
- Leaderboard \$2,400 (6 months) Box Sidebar \$1,320 (6 months)

WEBSITE, EMAIL AND ENEWSLETTER ADVERTISING

ACCC Website Banner Ad	3 months	6 months	12 months
Leaderboard	\$2,850	\$5,100	\$8,400
Box Sidebar	\$1,750	\$2,910	\$4,620

- ACCConnect Member Newsletter \$2,400 per month/ 2 issues
- Delegate REPartee \$2,400 per issue
- Dedicated Email \$ _____

For Mailing List Rental and Job Bank opportunities, please follow the contact instructions on page 7.

CANCER BUZZ TV EDUCATION

- Podcast \$25,000 Vodcast \$25,000 Audio Ad Spot \$6,500 per Video Ad Spot \$8,500 per

<p>PAYMENT: ACCC Tax ID #: 51-0137807</p> <p><input type="checkbox"/> Check <input type="checkbox"/> ACH <input type="checkbox"/> Credit Card</p> <p>Total Amount Due _____</p> <p>Checks must be made payable to: Association of Community Cancer Centers 1801 Research Blvd, Ste. 400 Rockville, MD 20850</p>	<p>Name of Cardholder _____</p> <p><input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> AMEX <input type="checkbox"/> Discover</p> <p>Credit Card # _____</p> <p>Exp. Date: ____ / ____ CVV Code _____</p> <p>Signature _____</p>
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AGREEMENT: In signing this advertising insertion order, I agree to conform to the Association of Community Cancer Centers (ACCC) advertising policies and guidelines, which are hereby made a part of this agreement.

Signature _____

Advertising Policy and Guidelines:

- The products or services advertised are of professional or educational interest or benefit to the ACCC membership and are directly related to cancer care delivery;
- The advertiser is determined by ACCC to be ethical and reputable, and the goods and services to be advertised are reasonably believed by ACCC not to be harmful, ineffective, or illegal;
- The advertising insertion order, fees, and any required documents are received prior to the established deadline(s).
- Except in instances where ACCC is the sole or lead developer of the content and materials, ACCC is not responsible for proofing for errors related to spelling, grammar, punctuation, and/or design.

Payment Policy: ACCC accepts payment by check, ACH, and credit card. For all credit card payments, a 3% processing fee will be imposed. Payment in full, plus a copy of the completed advertising insertion order must be received before advertising can run. Advertisers with a balance due by the advertising go-live/deployment date will not be allowed to advertise with ACCC until the balance is paid in full.

Cancellation and Refund Policy: ACCC must be notified in writing in the event of cancellation. The nature of the advertising and the date of cancellation will dictate any refunds owed back to the advertiser in the event of a cancellation. In all cases, ACCC reserves the right to retain a portion of the advertising fees as a cancellation fee covering the association for any direct expenses related to the advertising, scheduling changes and any staff time expended.

Questions and completed agreement should be sent to:
 Corporate Development, CorporateRelations@acc-cancer.org