

Advertise with **MediCom** ONCOLOGY

Do you need to reach community oncology practitioners?

Do you struggle to deliver content to oncology professionals who need information to improve patient care and outcomes?

Would your content benefit oncology professionals who treat patients with diverse hematologic malignancies and solid tumors?



If so, MediCom Oncology can help you to reach your target audience. MediCom's in-house database includes more than 16,000 oncology specialists, and more than 42,000 clinicians with an interest in oncology, who rely on MediCom's e-newsletters for the latest information and activities on new advances and emerging strategies in diverse cancers. The MediCom Oncology Digest is a twice-weekly e-newsletter that allows subscribers to quickly and easily access important content directly from their Inbox. And, because the MediCom Oncology Digest has both Weekly Highlight and Key Advances editions, your content can be cost-effectively combined with other content in a tabloid-style layout (11.82% open rate), or can be featured as the sole activity in a dedicated e-newsletter (13.24% open rate).

Contact:
Bill Stoff
(215) 337-9991 x111
bstoff@medicaled.com



MediCom ONCOLOGY Digest

2019 MediCom Oncology Data

Over 58,000 unique healthcare professionals addresses (includes 16,000+ oncology specialty addresses) reached twice a week

Average open rate is 11.82% for Weekly Highlight edition e-blasts

Average open rate is 13.24% for Key Advances edition e-blasts

2018 Session Data

Total sessions on digest linked websites: 784,139 sessions

Average sessions per day: 2,872.30 sessions

Average session length: 5:22 minutes

Average page views per session: 4.20 pages

The MediCom Oncology Digest has thousands of long-term subscribers from these diverse therapeutic areas.



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MediCom ONCOLOGY Digest

2019 Media Overview and Rates

MediCom Oncology Weekly Highlight edition e-blast

One e-blast per week to over 58,000 healthcare professionals (includes 16,000+ oncology specialty)
2018 average open rate of 11.82%

Leaderboard Ad (728 x 90)

Advertise in a primary space with a link to your provided content via a static JPEG or animated GIF;
SOV 1:1

- \$1,400 each ad, per week
- \$5,000 for four consecutive weekly ads



Activity Ad (735 x 185)

Consists of one 160 x 90 image with five lines of text plus a link

Link to your hosted website activity amongst other various online programs in oncology; SOV 1:5

- \$1,000 each posting, per week
- \$3,500 for four consecutive weekly postings
- Link out to your website activity

OR

Host an activity on one of MediCom Oncology's therapeutic specific websites with targeted advertising via the Weekly Highlight edition e-blast; SOV 1:5

- Contact MediCom for custom pricing to meet your budget

Featured Activity in Multiple Myeloma

Do you know the toxicities associated with the BCMA-directed CAR T-cell approach vs. transplant?

Updates on the bb2121 clinical trial: What is the future of CAR T-cell therapy in multiple myeloma?

An FAQ by Noopur Raju, MD

Advertisement

Your Image Here

Lorem Ipsum Dolor Ait Amet

Nam quam nibh, mattis id porttitor non, malesuada ut quam. Donec egestas bibendum erat. Donec at nulla.

Pellentesque semper ex eget erat vehicula, quis pretium velit tempor. Cras vitae molestie sem. Cras ut ultrices metus. Suspendisse sagittis id ante sit amet fringilla.

Myelodysplastic Syndromes

Are you effectively using your patient's molecular profile to assess risk and make treatment decisions?

Impact of Genetic Mutations on MDS Risk Assessment and Treatment

Rafael Bojar, MD, PhD

Approved for AMA PRA Category 1 Credit™ | Each activity is eligible for ACPE credit; see final CPE activity announcements for specific details.

Acute Myeloid Leukemia

How are HMAs impacting care of your patients with AML?

Novel Treatment Combinations in Development for AML: The Role of Hypomethylating Agents

Ehab Atallah, MD

Approved for AMA PRA Category 1 Credit™ | This activity is eligible for ACPE credit; see final CPE activity announcement for specific details.

Hodgkin Lymphoma

Tell us! How would you plan to treat this younger patient who presented with progressive disease?

23-year-old female who presented with progressive dyspnea on exertion

A Clinical Case Snapshot by Matthew Matasar, MD

MediCom Oncology Communities

ManagingAML.com | ManagingMDS.com | ManagingMyeloma.com | PracticalOncologist.com | PartnersinPancreaticCancer.com | ManagingHodgkinLymphoma.com

MediCom ONCOLOGY Digest

2019 Media Overview and Rates

MediCom Oncology Key Advances edition e-blast

One e-blast per week to over 58,000 healthcare professionals (includes 16,000+ oncology specialty)
2018 average open rate of 13.24%

Leaderboard Ad (728 x 90)

Advertise in a primary space at the top of every newsletter with a link to your provided content via a static JPEG or animated GIF; SOV 1:1

- \$1,500 each ad, per week
- Therapeutic specific blasts will vary by schedules



Activity Ad (735 x 185)

Consists of one 160 x 90 image with five lines of text plus a link

Link to your hosted website activity amongst other various online programs in oncology; SOV 1:5

- \$1,200 each ad, per week
- Therapeutic specific blasts will vary by schedules
- Link to your website activity

OR

Host an activity on one of MediCom Oncology's therapeutic specific websites with targeted advertising via the Key Advances edition e-blast; SOV 1:5

- Contact MediCom for custom pricing to meet your budget
- Therapeutic specific blasts will vary by schedules



LEADERBOARD AD (728 X 90)



Volume 3, Issue 16

Good morning! Here are top things you need to know in oncology today!

Featured Activity in Multiple Myeloma



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Updates on the bb2121 clinical trial: What is the future of CAR T-cell therapy in multiple myeloma?

An FAQ by Noopur Raje, MD

ACTIVITY ADVERTISEMENT

- 160 X 90 IMAGE
- FIVE LINES OF COPY PLUS A WEB LINK

Myelodysplastic Syndromes



Are you effectively using your patient's molecular profile to assess risk and make treatment decisions?

Impact of Genetic Mutations on MDS Risk Assessment and Treatment

Rafael Bejar, MD, PhD

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MediCom ONCOLOGY Digest


2019 Media Overview and Rates

MediCom Oncology Custom e-blast

Custom e-blast to over 58,000 healthcare professions (includes 16,000+ oncology specialty) with your specific tailored message and content

2018 average open rate of 11.82%

- \$5,000 per e-blast
- Contact MediCom for additional design assistance or HTML content programming needs



**someday
is today**

Blastic Plasmacytoid Dendritic Cell Neoplasms (BPDCN): A Rare Leukemia

Diagnosis and Treatment

Have You Viewed this Video for Healthcare Professionals?

The Leukemia & Lymphoma Society (LLS) invites you to learn more about:

- The clinical features and presentation of BPDCN
- Treatment options and disease outcomes for BPDCN
- Monitoring treatment and side effects
- Patient-provider communication touch points in disease management

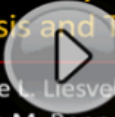
Blastic Plasmacytoid Dendritic Cell Neoplasms (BPDCN): A Rare Leukemia


Diagnosis and Treatment

Jane L. Liesveld, MD

John M. Bennett, MD

University of Rochester Medical Center





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is today**

Support for this video provided by
Stemline Therapeutics, Inc.

[Click here to view the video](#)

[View our BPDCN Fact Sheet](#)


We hope you find this program informative and helpful.

Additional professional education programs: www.LLS.org/professionaled




Information and support for patients and caregivers, free publications on BPDCN and other blood cancers, contact an LLS Information Specialist [800.955.4572](tel:800.955.4572) or email infocenter@lls.org.

The Leukemia & Lymphoma Society, 3 International Drive | Rye Brook, NY 10573

**someday
is today**



**LEUKEMIA &
LYMPHOMA
SOCIETY**
fighting blood cancers

follow   @llsusa 



MediCom
ONCOLOGY

Digest

Advertising Policy

MediCom Oncology will accept ads for the following with the right to deny publishing content based on the approval guidelines set by MediCom Worldwide, Inc.

- Relevant FDA-approved pharmaceutical and medical device products
- Medical equipment/device manufacturers
- Certified laboratories and makers of lab kits and tests for office use
- Continuing medical education offerings
- Graduate medical education or other healthcare training/research opportunities
- Practice management products, including makers of electronic health records, billing and coding
- Relevant event advertising, i.e., meetings, conventions, and congress
- Relevant classified ads

Advertising copy must meet the following requirements

- The advertisement must clearly identify the advertiser and the product or service being offered
- Advertisements must not be deceptive or misleading, either by affirmative statement or omission
- Advertisements will not be accepted if they appear to violate the AMA's principles of medical ethics
- Advertisements for employment must conform to all applicable Federal laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, or handicap
- The word "advertisement" may be required based on the discretion of MediCom Oncology's editor
- Advertisements may link off-site to a commercial website if viewers are not prevented from returning to the MediCom Oncology Digest or other previously viewed screens
- Content of the linked off-site posting must remain consistent during advertising period, no alterations will be acceptable once approved.

ACCME standards for commercial support

- As an ACCME accredited provider, MediCom Oncology's advertising guidelines will comply with the ACCME standards for commercial support. These guidelines are outlined in Standard 4 of the ACCME Standards for Commercial Support.
- Computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content.
- Additional information may be found at <http://www.accme.org>

Disclaimer

MediCom Oncology reserves the right to remove any advertising after posting, if these requirements and/or guidelines have not been met. The appearance of an advertisement in a MediCom Oncology publication or on its websites is neither a MediCom Worldwide, Inc. guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect will appear in MediCom Oncology publications and on its websites.