



## Peer-Reviewed Oncology Journals

Clinical  
Breast  
Cancer

### Unique, Disease-Specific Focus

Each journal focuses on specific tumor types, providing optimal brand exposure and education for physicians.

Clinical  
Colorectal  
Cancer

### Peer-Reviewed Credibility

Cancer Information Group journals are among the only peer-reviewed, US-based publications that focus solely on specific tumor types. Each journal features editorial boards composed of prominent thought leaders across the globe.

Clinical  
Lung  
Cancer

### Clinically Driven Content

Each journal features peer-reviewed original contributions, comprehensive reviews, and current case reports as well as our unique "Meeting Highlights" and "Mini-Review" reports taken from major oncology meetings each year. Also included are brief editorials of current news and the latest topics concerning cancer treatment.

Clinical  
Lymphoma  
& Myeloma

### Maximum Ad Exposure

Advertisements are limited to 6-8 ads per issue. This 1:8 ad-to-editorial ratio provides maximum exposure for our advertisers.

Clinical  
Genitourinary  
Cancer

### Distinctive Appearance

Each journal is fully illustrated and printed with 4-color processing on the highest quality, premium McCoy Silk stock. Cancer Information Group journals clearly distinguish themselves in both presentation and design.

Clinical  
Leukemia

Supportive  
Cancer  
Therapy

*Cancer Information Group  
is committed to bringing cutting-edge,  
disease-specific information to practicing medical oncologists.*



# Rates and Mechanical Requirements

## Trim Size

1. The journal trims 0.1875" off the top and 0.875" off the bottom, gutter, and outside edges.
2. The final trim size of the publication is 8.25" x 10.875".
3. Live matter should be kept to a minimum of 0.5" inside all trimmed edges, and a minimum margin of 0.5" should be allowed for binding.

## Unit Size

- Single page, non-bleed: 7.5" x 10"
- Single page, bleed: 8.75" x 11.5"
- Half page, non-bleed: 7.5" x 4.875"  
(Limited availability. Check with your sales representative for pricing.)

## Recommended Screens

Four color: 133, maximum 150

## Reproduction Requirements

### Acceptable File Types:

- Hi-resolution PDF for print
- Files must have a minimal resolution of 300 dpi, trim marks, and identification number
- Color ads require color proofs

## Binding

Perfect binding

## Paper Stock

1. Inside pages: 80# McCoy Silk Text
2. Cover: 120# McCoy Silk Cover

## Disposition of Reproduction Material

Destroyed after one year

## Loading Ads to FTP Site

There are two ways to place files on the FTP site: Through your web browsers *or* with an FTP client such as Fetch.

Please place information inside the Ads folder.

PER FTP login with browser:

Point your browser to the following URL:  
<ftp://perguest:percig@ftp.supportivecancertherapy.com/>

If prompted, enter this information:

Username: perguest  
Password: percig  
Directory: Ads

PER FTP login with Fetch:

Server: ftp.supportivecancertherapy.com  
Username: perguest  
Password: percig  
Directory: Ads

**Standard**  
Full Page  
Color: \$10,000  
B/W: \$5,000  
(net cost)

**Premium\***  
Back Cover c(4):  
\$35,000  
(net cost)

Inside Front c(2):  
\$27,500  
(net cost)

Opposite Editorial:  
\$17,500  
(net cost)

Opposite  
Table of Contents:  
\$17,500  
(net cost)

\*Price in addition to standard rates.  
Must commit to 4 issues if purchasing c(2 or 4)