

# 2020 Advertising Rate Card

## CA: A Cancer Journal for Clinicians



Published since 1950, **CA: A Cancer Journal for Clinicians** is the flagship journal of the American Cancer Society. **CA** reaches a diverse group of health professionals in oncology and provides up-to-date information on all aspects of cancer diagnosis, treatment, and prevention. In addition to publishing American Cancer Society guidelines and statistics, **CA** solicits comprehensive review articles on important cancer topics and issues.

### Advertising and Sales Office

**Stephen Donohue**, Account Manager–Display Advertising  
P: 781-388-8511 ~ E: [sdonohue@wiley.com](mailto:sdonohue@wiley.com)

**Kristin McCarthy**, Recruitment Advertising  
P: 978-609-4215 ~ E: [kmccarthy@wiley.com](mailto:kmccarthy@wiley.com)

**Helene Daniels**, Reprint Sales  
P: 781-388-8507 ~ E: [hdaniels@wiley.com](mailto:hdaniels@wiley.com)

For sponsorships, supplements, microsites, and custom projects, please contact: **Neil Adams**, Sales Director Health Sciences, [nadams3@wiley.com](mailto:nadams3@wiley.com)

### Editorial Office

**Ted Gansler**, MD, MBA, MPH, Editor

**Jin Kim**, Managing Editor ~ E: [jin.kim@cancer.org](mailto:jin.kim@cancer.org)  
Editorial Office, American Cancer Society, Atlanta, GA

**2018 Impact Factor:** 223.679

**ISI Journal Citation Reports® Ranking 2018:** 1/229 (Oncology)

### Publisher

**Wiley**, 111 River Street, Hoboken, NJ 07030

**Shawn Morton**, Journal Publishing Manager  
P: 201-748-8815 ~ E: [smorton@wiley.com](mailto:smorton@wiley.com)

### Circulation

**Circulation:** 23,330

**CA**, from the prestigious American Cancer Society (ACS) family of journals (including **Cancer** and **Cancer Cytopathology**), has the highest impact factor of all journals measured in ISI. **CA** reaches the core of hematology and oncology. This audience has been proven to influence treatment and other decisions. Get the broadest reach through this highly respected publication.

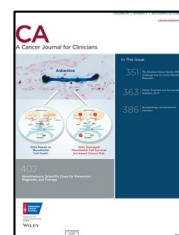
### Free Online Maximizes Usage

The **CA** website ([cacancerjournal.com](http://cacancerjournal.com)) is free to all global users online with no access restrictions or subscription charge. It is a companion website to the journals **Cancer** and **Cancer Cytopathology**, also from the ACS, and online advertising and sponsorship packages for all publications are available.

**Each month, this premier online resource averages\*:**

- 69,000+ unique visitors
- 75,000+ visits
- 150,000+ page views

\*Determined over a 12 -month period between June 2018 and May 2019



### Circulation Overview

HEMATOLOGY/ONCOLOGY PHYSICIANS	TOTAL MAILED
Hematology/Medical Oncology	3,490
Medical Oncology	3,976
Hematology	541
Gynecologic Oncology	472
Pediatric Hematology/Oncology	82
Radiation Oncology	1,040
Surgical Oncology	791
<b>SUBTOTAL: Hematology/Oncology Physicians</b>	<b>10,392</b>
HEMATOLOGY/ONCOLOGY NPs & PAs	
Nurse - Oncology	2,995
Nurse Practitioner - Oncology	3,575
Physician Assistant - Oncology	1,584
<b>SUBTOTAL: Hematology/Oncology NPs &amp; PAs</b>	<b>8,154</b>
<b>TOTAL HEMATOLOGY/ONCOLOGY PHYSICIANS/NPs and PAs</b>	<b>18,546</b>
OTHER PHYSICIANS	
Family Medicine/Practice	2,115
Internal Medicine	1,782
Obstetrics/Gynecology	887
<b>SUBTOTAL: Other Physicians</b>	<b>4,784</b>
<b>GRAND TOTAL</b>	<b>23,330</b>

### Paid Print Circulation

Institutions and individuals that do not qualify for free print issues are charged \$93.00 globally for a print subscription, which includes shipping and handling.

### Editorial Impact

**CA** has the highest impact factor of all journals measured in ISI: 223.679. The readership is loyal, committed, and enduring. Now in its 70th volume, it is a name in oncology that readers trust and rely upon. The Journal is also famous for publishing statistics and guideline articles on the biggest topics in oncology.

[cacancerjournal.com](http://cacancerjournal.com)

WILEY

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### Advertising Information

Print and online advertising and sponsorship packages are available for 1, 2, or 3 of the ACS publications. Contact your sales representative to see how participating with these journals can maximize your reach and message to the best audience in oncology and related fields.

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Policy on Ad Placement:** Ads will be placed run of book between, but not within, articles and regulated as necessary to meet editorial adjacency requirements. Please contact your sales rep for information on premium positions.

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

### Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$4,250	\$2,975	\$1,934
6x	\$4,123	\$2,886	\$1,876
12x	\$3,995	\$2,797	\$1,818
24x	\$3,868	\$2,707	\$1,760
36x	\$3,740	\$2,618	\$1,702
48x	\$3,613	\$2,529	\$1,644
60x	\$3,485	\$2,440	\$1,586
72x	\$3,358	\$2,350	\$1,528
84x	\$3,230	\$2,261	\$1,470
96x	\$3,103	\$2,172	\$1,412
108x	\$2,975	\$2,083	\$1,354
120x	\$2,848	\$1,993	\$1,296

### Color Rates

(in addition to earned B&W rate):

4-color process:	\$1,760
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### Cover and Preferred Positions

(in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
Opposite Table of Contents:	15%

Positions available on a non-cancelable basis.

**Inserts:** Rates are determined using the black and white earned rate per number of insert pages plus 10%.

### Issuance & Closing Dates

Frequency: 6x per year

2020 Closing Dates:

Vol/ Issue	Cover Date	Space Reservation	Material Due	Inserts Due
70:1	Jan/Feb	12/16/19	12/23/19	12/28/19
70:2	Mar/Apr	2/10/20	2/17/20	2/22/20
70:3	May/June	4/9/20	4/16/20	4/23/20
70:4	July/Aug	6/11/20	6/18/20	6/25/20
70:5	Sep/Oct	8/12/20	8/19/20	8/26/20
70:6	Nov/Dec	10/12/20	10/19/20	10/24/20

### Bonus Distribution:

Issue	Conference
Mar/Apr	American Association of Cancer Research
May/June	American Society of Clinical Oncology
May/ June	Oncology Nursing Society
Sep/Oct	UICC World Cancer Congress

### Mechanical Requirements

Trim Size: 8" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.375"	10"
1/2 page horizontal	7"	4.875"
1/4 page	3.375"	4.875"
Two-page spread	15"	10"
1/2 page horizontal spread	15"	4.875"
Page Sizes, Bleed	Width	Depth
Full page	8.375"	11.1875"
1/2 page vertical	4.25"	11.1875"
1/2 page horizontal	8.375"	5.5"
Two-page spread	16.5"	11.1875"
1/2 page horizontal spread	16.5"	11.1875"



## CA: A Cancer Journal for Clinicians

### Submission of Display Ads

- Indicate journal, volume, and issue with ad material.
- High-resolution digital media required (minimum 600 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic transfer (preferred): Al Liburd, Advertising Specialist, at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com) prior to submitting a file via FTP.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- 4/color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.

**If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.**

### Insert Requirements

Multi-page inserts are to be furnished folded (Three samples).

**Sizes: 2-page inserts:** 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".

**Trimming:** Head 0.125", foot no less than 0.125" or more than 0.875", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.

**Stock weights acceptable:** Not to exceed 80 lb. coated.

**Packing instruction:** Carton packing preferred, with quantity, publication name, ad month clearly indicated.

### Paper Stock

**Inside pages:** 60 lb. coated

**Covers:** 8 pt. coated 2 sides

**Halftone Screen:** 133

**Type of Binding:** Perfect

### Technical Specifications

All creative for the ad (the file to be used or related artwork) must be provided when placing an ad.

File types accepted: GIF, JPEG, and PNG. SWF (Flash) files accepted for website ads only. Third-party ad tags are also accepted.

Animated GIF files are poorly supported in email and we recommend static (no animation) for creative that will be distributed via email.

Web address (target URL) must be provided when placing an ad. Size should be under 39 kB (30,000 bytes) and a resolution of 300 dpi.

Electronic transfer (preferred): Contact Advertising Specialist at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com).

### Contacts

**Ship all advertising material as well as 2 insert examples to:**

#### Wiley

Attn: Al Liburd, Advertising Specialist  
CAAC, Vol \_\_\_, Issue \_\_\_  
111 River Street, Hoboken, NJ 07030  
E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)

#### Ship inserts to:

#### Hess Print Solutions (HPS)

Attn: Audrey Thomas  
CAAC, Volume: \_\_\_, Issue: \_\_\_\_  
3765 Sunnybrook Road  
Brimfield, OH 44240  
E: [audreyt@bangprinting.com](mailto:audreyt@bangprinting.com)

