

2020 Advertising Rate Card

Cancer



Published since 1948, **Cancer** is one of the oldest peer-reviewed journals in oncology. **Cancer** provides a forum for the exchange of information among the oncologic disciplines concerned with the etiology, course, and treatment of human cancer. **Cancer** strives to be comprehensive—delivering something for everyone involved in cancer research or practice.

Advertising and Sales Office

Steve Donohue, Manager – Display Advertising

P: 781-388-8511 ~ E: sdonohue@wiley.com

Kristin McCarthy, Recruitment Advertising Sales

P: 978-609-4215 ~ E: kmccarthy@wiley.com

Helene Daniels, Reprint Sales

P: 781.388.8507 ~ E: hdaniels@wiley.com

For sponsorships, supplements, microsites, and custom projects, please contact: Neil Adams, Sales Director Health Sciences, nadams3@wiley.com

Publisher

Wiley, 111 River St. Hoboken, NJ 07030

Shawn Morton, Journal Publishing Manager

P: 201-748-8815 ~ E: smorton@wiley.com

Circulation

Total Circulation: 691

Coverage: United States and International

Editorial Office

Fadlo R. Khuri, MD, Editor-in-Chief

Carissa Gilman, Managing Editor ~ E: carissa.gilman@cancer.org

Editorial Office, American Cancer Society, Atlanta, GA

2018 Impact Factor: 6.102

ISI Journal Citation Reports® Ranking: 2018: 32/229

(Oncology)

Advertising Information

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.

Contact your Advertising Manager about combination print and online programs or for details about advertising across specialty areas.

Ask about digital advertising opportunities in *Cancer*

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Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$910	\$637	\$414
6x	\$882	\$618	\$402
12x	\$855	\$599	\$389
24x	\$828	\$580	\$377
36x	\$801	\$561	\$364
48x	\$774	\$541	\$352
60x	\$746	\$522	\$340
72x	\$719	\$503	\$327
84x	\$692	\$484	\$315
96x	\$664	\$465	\$302
108x	\$637	\$446	\$290
120x	\$610	\$427	\$277

Cover and Preferred Position (In addition to earned B&W rate):

2nd Cover	35%
3rd Cover	25%
4th Cover	50%
Opposite Table of Contents	10%

Positions available on a non-cancelable basis.

Color Rates (in addition to earned B&W rate):

4-color process:	\$1,379
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Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%.

Other services: Wiley has a large selection of advertising opportunities; contact your account manager for more information.

Issuance & Closing Dates

Frequency: 24x per year

Mailing Type: 1st class, polybagged

2020 Closing Dates:

Vol/ Issue	Cover Date	Space Reservation	Material Due	Inserts Due
126:1	January	11/12/19	11/19/19	11/26/19
126:2	January	12/5/19	12/12/19	12/19/19
126:3	February	12/19/19	12/26/19	1/2/20
126:4	February	1/2/20	1/9/20	1/16/20
126:5	March	1/17/20	1/24/20	1/31/20
126:6	March	1/30/20	2/6/20	2/13/20
126:7	April	2/14/20	2/21/20	2/28/20
126:8	April	2/28/20	3/6/20	3/13/20
126:9	May	3/16/20	3/23/20	3/30/20
126:10	May	3/31/20	4/7/20	4/14/20

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2020 Closing Dates:

Vol/ Issue	Cover Date	Space Reservation	Material Due	Inserts Due
126:11	June	4/10/20	4/17/20	4/24/20
126:12	June	4/27/20	5/4/20	5/11/20
126:13	July	5/11/20	5/18/20	5/25/20
126:14	July	5/27/20	6/3/20	6/10/20
126:15	August	6/10/20	6/15/20	6/22/20
126:16	August	6/30/20	7/7/20	7/14/20
126:17	September	7/13/20	7/20/20	7/27/20
126:18	September	7/28/20	8/4/20	8/11/20
126:19	October	8/6/20	8/13/20	8/20/20
126:20	October	8/28/20	9/4/20	9/11/20
126:21	November	9/10/20	9/17/20	9/24/20
126:22	November	9/29/20	10/5/20	10/12/20
126:23	December	10/12/20	10/19/20	10/26/20
126:24	December	10/27/20	11/3/20	11/10/20

Bonus Distribution:

Vol/ Issue	Issue	Conference
125.8	April 15, 2020	American Association for Cancer Research
125.10	May 15, 2020	Oncology Nursing Society
125.11	June 1, 2020	American Society of Clinical Oncology
125.19	October 1, 2020	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"	5.5"
Bellybands	18.25"	4.5"
Cover Tips	7"	5"

Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 600 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd at PrintAdTraffic@wiley.com prior to submitting a file via FTP.

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- Set up document to trim size and include 0.125" bleed.
- All fonts & 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™, match print, 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

- Insert supplied size: 8.375" x 11.1875", includes 0.1875" trim from top, 0.125" trim from bottom, outside edges, and gutter; live matter to be 0.5" from trim. Jogs to top. Supply multiple leaf inserts folded; if backup required, supply flat 100 lb. text weight maximum for single leaf and 80 lb. text weight maximum for multiple leaf. Multiple leaf inserts over 4 pages must be delivered to the printer folded and sealed at the head (unless spot glued) for proper binding.
- BRMs: 4.25" x 6" minimum, allow 0.1875" head and 0.125" gutter trim and 0.1875" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock: .007.
- Submit a sample of insert to your advertising sales representative for approval.
- Carton packing preferred; quantity, publication, and issue must be marked on outside of the carton.
- A service charge will be rendered for special printer services or unusual inserts that cause bindery slow-downs or incur additional printer charges. All such requests must be submitted prior to printing for approval.
- Consult your advertising sales representative for rates and more information.

Paper Stock: Inside pages: 60 lbs. coated; Covers: 8 pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

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

Wiley

Attn: Al Liburd, Advertising Specialist

111 River Street, Hoboken, NJ 07030

P: 201-748-8754 ~ E: PrintAdTraffic@wiley.com

Contracts and insertion orders to:

Attn: Steve Donohue

101 Station Landing, Suite 300, Medford, MA 02155

P: 781-388-8511 ~ E: sdonohue@wiley.com

Ship inserts to:

Sheridan PA (SPA)

Attn: Angie Myers

Cancer, Volume: _____ Issue: _____

450 Fame Avenue

Hanover, PA 17331

717-632-3535 X8131

E: angie.myers@sheridan.com



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