## Circulation

**CIRCULATION VERIFICATION:**
Sworn statement

**BREAKDOWN OF CIRCULATION:**
- Oncology Nursing Forum and Clinical Journal of Oncology Nursing: 38,000
- ONS Voice: 50,000

## Rates

### EARNED RATES:
Rates are based on the total units run in a calendar year (i.e., 6 full pages and 6 half pages earn 12x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

### AGENCY COMMISSION:
15%

### DUAL RESPONSIBILITY:
Advertisers agree to accept dual responsibility for payment to the publisher if the advertiser’s agency does not remit payment within 90 days of the invoice date.

### B&W COMMERCIAL RATES

<table>
<thead>
<tr>
<th>ONS VOICE</th>
<th>B&amp;W COMMERCIAL RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>Full Page</td>
</tr>
<tr>
<td>1x</td>
<td>$5,177</td>
</tr>
<tr>
<td>6x</td>
<td>$5,100</td>
</tr>
<tr>
<td>12x</td>
<td>$4,993</td>
</tr>
<tr>
<td>18x</td>
<td>$4,891</td>
</tr>
<tr>
<td>24x</td>
<td>$4,784</td>
</tr>
<tr>
<td>36x</td>
<td>$4,682</td>
</tr>
<tr>
<td>48x</td>
<td>$4,580</td>
</tr>
<tr>
<td>60x</td>
<td>$4,473</td>
</tr>
<tr>
<td>72x</td>
<td>$4,371</td>
</tr>
<tr>
<td>96x</td>
<td>$4,264</td>
</tr>
</tbody>
</table>

### ONS COMBO DISCOUNT

A discounted rate schedule is available for advertisers who place the same ad unit in the same month of the Clinical Journal of Oncology Nursing or the Oncology Nursing Forum and ONS Voice.

### HOSPITAL RECRUITMENT RATES

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,525</td>
<td>$2,300</td>
<td>$1,675</td>
</tr>
<tr>
<td>6x</td>
<td>$3,425</td>
<td>$2,225</td>
<td>$1,600</td>
</tr>
<tr>
<td>12x</td>
<td>$3,300</td>
<td>$2,125</td>
<td>$1,475</td>
</tr>
</tbody>
</table>

### POSITIONS

In addition to earned B&W rate:
- Cover 2: 50%
- Cover 4: 50%
- Opposite table of contents: 20%
- Two-page inserts: 3x B&W rate
- Four-page inserts: 5x times B&W rate

### COLOR RATES

In addition to earned B&W rate:
- 4-Color: $2,150 per page
- LINE CLASSIFIED RATES:
The base fee is $475 net for an 18-line ad (42 characters per line) and $10 for each additional line. All line ads are non-commissionable.

### General Information

**The Clinical Journal of Oncology Nursing** is an official publication of the Oncology Nursing Society (ONS) and is directed to the practicing nurse specializing in the care of patients with an actual or potential diagnosis of cancer. The mission of the Clinical Journal of Oncology Nursing is twofold: to provide practical information necessary to care for patients and their families across the cancer continuum and to develop publication skills in oncology nurses.

**EDITOR:** Ellen Carr, RN, MSN, AOCN®

The mission of the Oncology Nursing Forum, an official publication of ONS, is to disseminate the findings from oncology nursing research and to foster the translation of research evidence to practice.

**EDITOR:** Anne Katz, PhD, RN, FAAN

**ONS Voice** is ONS’s official news magazine. Its mission is to (a) provide timely news and resources to oncology nurses that can be incorporated into daily practice, (b) communicate ONS updates and news, and (c) reinforce ONS as an industry leader and authority in the healthcare field.

**EDITOR:** Elisa Becze, BA, ELS
Oncology Nursing Society 2019 Media Kit

**Issuance & Closing Dates:**

**Oncology Nursing Forum**  
(Bimonthly)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/3/18</td>
<td>12/7/18</td>
<td>12/14/18</td>
</tr>
<tr>
<td>March</td>
<td>2/1/19</td>
<td>2/8/19</td>
<td>2/12/19</td>
</tr>
<tr>
<td>May</td>
<td>4/1/19</td>
<td>4/8/19</td>
<td>4/15/19</td>
</tr>
<tr>
<td>July</td>
<td>6/3/19</td>
<td>6/7/19</td>
<td>6/15/19</td>
</tr>
<tr>
<td>September</td>
<td>8/1/19</td>
<td>8/8/19</td>
<td>8/14/19</td>
</tr>
<tr>
<td>November</td>
<td>10/1/19</td>
<td>10/8/19</td>
<td>10/15/19</td>
</tr>
</tbody>
</table>

**Clinical Journal of Oncology Nursing**  
(Bimonthly)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1/2/19</td>
<td>1/9/19</td>
<td>1/14/19</td>
</tr>
<tr>
<td>April</td>
<td>3/1/19</td>
<td>3/8/19</td>
<td>3/11/19</td>
</tr>
<tr>
<td>June</td>
<td>5/1/19</td>
<td>5/8/19</td>
<td>5/14/19</td>
</tr>
<tr>
<td>August</td>
<td>7/1/19</td>
<td>7/9/19</td>
<td>7/15/19</td>
</tr>
<tr>
<td>October</td>
<td>9/3/19</td>
<td>9/9/19</td>
<td>9/13/19</td>
</tr>
<tr>
<td>December</td>
<td>11/1/19</td>
<td>11/8/19</td>
<td>11/12/19</td>
</tr>
</tbody>
</table>

**ONS Voice**  
(monthly)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/3/18</td>
<td>12/7/18</td>
<td>12/14/18</td>
</tr>
<tr>
<td>February</td>
<td>1/2/19</td>
<td>1/9/19</td>
<td>1/14/19</td>
</tr>
<tr>
<td>March</td>
<td>2/1/19</td>
<td>2/8/19</td>
<td>2/12/19</td>
</tr>
<tr>
<td>April</td>
<td>3/1/19</td>
<td>3/8/19</td>
<td>3/11/19</td>
</tr>
<tr>
<td>May</td>
<td>4/1/19</td>
<td>4/8/19</td>
<td>4/15/19</td>
</tr>
<tr>
<td>June</td>
<td>5/1/19</td>
<td>5/8/19</td>
<td>5/14/19</td>
</tr>
<tr>
<td>July</td>
<td>6/3/19</td>
<td>6/7/19</td>
<td>6/15/19</td>
</tr>
<tr>
<td>August</td>
<td>7/1/19</td>
<td>7/9/19</td>
<td>7/15/19</td>
</tr>
<tr>
<td>September</td>
<td>8/1/19</td>
<td>8/8/19</td>
<td>8/14/19</td>
</tr>
<tr>
<td>October</td>
<td>9/3/19</td>
<td>9/9/19</td>
<td>9/13/19</td>
</tr>
<tr>
<td>November</td>
<td>10/1/19</td>
<td>10/8/19</td>
<td>10/15/19</td>
</tr>
<tr>
<td>December</td>
<td>11/1/19</td>
<td>11/8/19</td>
<td>11/12/19</td>
</tr>
</tbody>
</table>

**Mechanical Requirements**

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact American Medical Communications before ad is due for additional specifications. Submit in PDF format CMYK + any PMS colors; indicate PMS colors on digital proof. Convert spot colors to CMYK or PMS. All fonts must be embedded. Images must be high resolution. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

- **TRIM SIZE:** 8.125” x 10.875”
- **SPREAD TRIM SIZE:** 16.25” x 10.875”
- **BLEED:** 0.125” (8.375” x 11.125”)
- **LIVE MATTER:** 0.5” from trim and gutter (7.625” x 10.375”)
- **TYPE OF BINDING:** Oncology Nursing Forum: perfect bound  
  Clinical Journal of Oncology Nursing: perfect bound  
  ONS Voice: saddle stitched

**PAPER STOCK:**

- **Oncology Nursing Forum:**  
  Cover: 100# #3 Matte Cover  
  Body: 45# #4 Matte Text
- **Clinical Journal of Oncology Nursing:**  
  Cover: 100# #3 Matte Cover  
  Body: 45# #4 Matte Text
- **ONS Voice:**  
  Cover: 100# Orion Matte Cover  
  Body: 50# Orion Matte Text

**REPRODUCTION REQUIREMENTS:**

DIGITAL FILES REQUIRED.

**AD SIZES:**

- One Page (non bleed)  
  7” x 10”
- Full Page  
  (incl. 0.125” bleed)  
  8.375” x 11.125”
- Two-Page Spread  
  (incl. 0.125” bleed)  
  16.5” x 11.125”
- 1/2 Vertical  
  3.1875” x 10”
- 1/4 Page  
  3.1875” x 4.5”
- 1/2 Horizontal  
  7” x 4.5”

**INSERTS:**

- **Oncology Nursing Forum:** 40,000 required  
  (includes spoilage)
- **Clinical Journal of Oncology Nursing:** 40,000 required  
  (includes spoilage)
- **ONS Voice:** 52,500 required  
  (includes spoilage)

Paper weight: 100# maximum

Keep live matter 0.5” from trim edges. The book is trimmed 0.125” on all four sides.

Inserts that do not meet mechanical specifications are subject to a surcharge.

Publication requires approval of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please contact American Medical Communications for availability and other information required.

**COVER TIPS:**

Maximum Size: 8.125” x 8.25”

NOTE: If client is providing the files for American Medical Communications to print, please include a bleed of 0.125”. If client is providing preprinted material, they must be trimmed to spec.

Bellybands, cover wraps, and printed polybags are also accepted. Contact your sales representative for pricing and available issues.

**ACCEPTANCE OF ADVERTISING:**

All advertisements are subject to review and approval by ONS.

**AD PLACEMENT POLICY:**

Interspersed within articles
Digital File Specifications

FILE FORMATS:
Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4); EPS; TIFF. All high-resolution images and fonts must be embedded. TIFF and EPS files must conform to the following minimum resolution specifications: grayscale and color images: 300 dpi; combination grayscale and color images: 500–900 dpi; line art (bitmap) images: 900–1200 dpi. Do not nest EPS files.

PAGE LAYOUT:
Files should be created according to the publication’s trim, with a minimum bleed of 0.125” on all sides. Keep live matter 0.5” from trim. Crop marks and SWOP color bars must be included, position 0.5” outside trim. Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:
Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp. Desktop inkjet printer proofs do not meet SWOP standards. American Medical Communications cannot guarantee color match unless an acceptable proof is provided to Lane Press.

DISPOSITION OF MATERIAL:
Reproduction material will be held one year from last insertion.

Delivery of Material

MEDIA DELIVERY OF ADS:
CD-ROM or DVD. All disks must be labeled with the following: journal title, issue date, advertiser, agency name, agency contact, and phone number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:
Please email John Salesi (jsalesi@americanmedicalcomm.com) prior to submitting a file via FTP.

Address: ftp://199.193.117.104
Log In: ONSftp
Password: Onsguest1
Folder: ONS_FTP

INSERTION ORDERS TO:
American Medical Communications
Judi Skalak
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
Fax 732.862.1116
jskalak@americanmedicalcomm.com

R.O.B. AD MATERIAL TO:
American Medical Communications
John Salesi
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
Fax 732.862.1116
jsalesi@americanmedicalcomm.com

INSERT SHIPPING INFORMATION:
Lane Press
Attn: Terry Maxwell
87 Meadowland Drive
South Burlington, VT 05403
Clearly mark packaging with ONS, publication, and issue month.

Advertising & Sales Office

630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732.490.5530
Fax 732.862.1116

ACCOUNT MANAGER:
Kim Silverman
610.888.3783
ksilverman@americanmedicalcomm.com

RECRUITMENT CLASSIFIEDS:
Lauren Morgan
267.980.6087
lmorgan@americanmedicalcomm.com

PRODUCTION MANAGER:
John Salesi
jsalesi@americanmedicalcomm.com

DIGITAL AD OPERATIONS MANAGER:
Kelly Gavin
kgavin@americanmedicalcomm.com

Cancellations

Cancellations in advertising by the advertiser or its agency may not be made after the closing date for the publication or product unless otherwise agreed to by both parties in writing.

If materials for a new ad are not received by the due date, ONS has the right to run the most recent ad. If no prior ad is available, ONS will run a house ad and the client will be responsible for the cost of the original insertion order.

Advertisials

Advertising content simulating editorial content must be clearly labeled “Advertisement.”
Digital Opportunities

RUN-OF-NETWORK BANNERS

- $155 CPM
- Interstitials $250 CPM

MONTHLY WEBSITE STATS – ONS NETWORK
(ons.org, voice.ons.org, onf.ons.org, cjon.ons.org)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewability</td>
<td>70%</td>
</tr>
<tr>
<td>Monthly Impressions</td>
<td>350,000</td>
</tr>
<tr>
<td>Monthly Pageviews</td>
<td>550,000</td>
</tr>
<tr>
<td>Monthly Unique Visits</td>
<td>113,000+</td>
</tr>
<tr>
<td>Avg. Time On Site</td>
<td>4:09</td>
</tr>
<tr>
<td>Avg. Pages Per Visit</td>
<td>3.6</td>
</tr>
<tr>
<td>Avg. Banner CTR</td>
<td>0.12%</td>
</tr>
<tr>
<td>Avg. Interstitial CTR</td>
<td>2%</td>
</tr>
</tbody>
</table>

ONS VOICE WEEKLY E-NEWSLETTER

RATES

100% SOV: $5,000
50% SOV: $2,500

E-NEWSLETTER STATS

REACH:
- Members: 33,000
- Nonmembers: 35,000
- Total: 68,000

OPEN RATE:
- Member: 20.95%
- Nonmember: 14.84%

CLICK THROUGH ON EMAIL:
- Member: 2.42%
- Nonmember: 1.52%