APPLIED RADIATION ONCOLOGY™

MEDIA PLANNER 2015

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Applied Radiation Oncology is a quarterly physician-authored journal published in print and online, featuring educational, practical, and actionable information for radiation oncology professionals striving to enhance the efficacy, value, and quality of radiotherapy.

Circulation to radiation oncologists and medical physicists includes: Print edition 5000+ and digital edition 5400+.

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***Applied Radiation Oncology* is published quarterly: February, June, September, and December**

APPLIED RADIATION ONCOLOGY™ MEDIA PLANNER 2015

Reach 3,800+ radiation oncology professionals in print and 5400+ with our digital edition

***Applied Radiation Oncology* is published 4 times a year: March, June, September, and December**

Journal Advertising Rates (4-color)

	1X	2X	3x	4X
Spread	$6000	5750	5500	5000
Full Page	$3500	3250	3000	2500
Half Page	$2000	1750	1500	1250

Premium Positions

C2 .... +$750 C3 .... +$500

C4 .... +$1000 TOC .... +$500

Website Advertising Rates (one month display)

	1X	6X	12X
Leaderboard (728 × 90 px)	$2000	1750	1500
Rectangle (300 × 250 px)	1250	1000	750

Other Web Opportunities

Video Ad $2995

Webinar Sponsorships

- Promotional $14,995
- CME $19,995

E-mail Distribution (5,100+ radiation oncologists)

- Issue Announcement .... $3995 (Exclusive Sponsorship)
- Clinical Case or Quiz .... $4995 (Exclusive Sponsorship)
- Conference Top 10 Sessions .... $3995 (Exclusive Sponsorship)
- Letter from Editor .... $1995 (top banner); $1595 (middle); $995 (lower)
- E-newsletter .... $1995 (top banner); $1595 (middle); $995 (lower)
- Promotional E-blast $3995

Production Information

For Journal ads:

- Publication trim size is $8^1/_8 \times 10^7/_8$.
- Electronic format: High-resolution pdf is required.
- Email your pdf to barbara@appliedradiology.com.
- Ad materials are held for one year from the last insertion
- Direct your production questions to:
  Barbara Shopiro, Art Director/Production Manager
  Email: barbara@appliedradiology.com

For email or online ads:

- Formats accepted are: jpg, png, or gif.

Sizes for Journal ads (in inches, width × depth)

Space	Bleed size	Trim size
1 page	$8^3/_8 \times 11^1/_8$	$8^1/_8 \times 10^7/_8$
1/2 page horiz.	$8^3/_8 \times 5^9/_{16}$	$8^1/_8 \times 5^7/_{16}$

Sizes for email or online ads (in pixels, width × depth)

Leaderboard	728 px × 90 px
Rectangle	300 px × 250 px

Terms

Earned Rates
Based on total number of insertions within a 1-year period. Space purchased by a parent company and subsidiaries is combined for frequency rate.

Rate Adjustments
If more or fewer insertions are used during a contract year, the rate will be adjusted to reflect the actual number of insertions used.

Payment Terms
Net 30 days. Credit card payments by MasterCard, Visa, Discover, and American Express are accepted.

Closing Dates and Cancellation
Advertising reservation closing is 20 days preceding the month of issue, and the ad material deadline is 10 days preceding the month of issue. Cancellations are required in writing prior to the ad material closing date. Cover schedules can be cancelled only upon written notice 60 days before the closing date.

Contact Adam Sansolo for for advertising information at: (201) 575-2242 or Adam@AppliedRadiology.com

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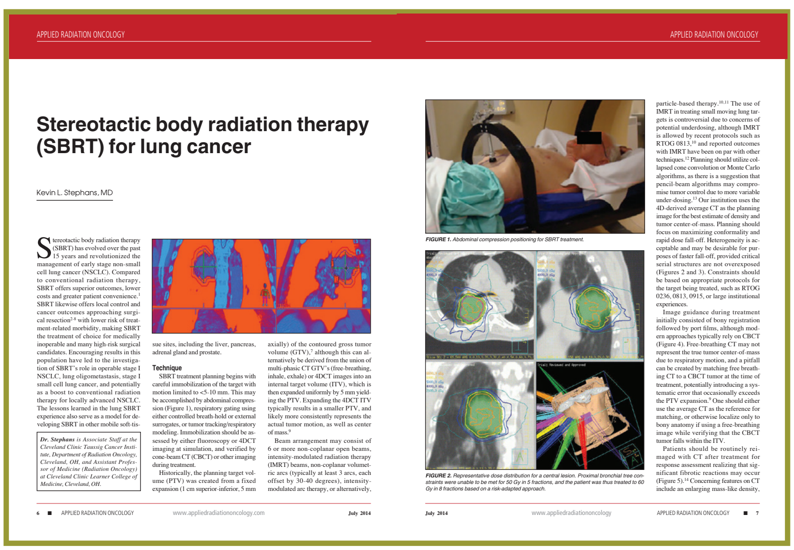
2015 Editorial Calendar

Month (space reservation & material deadlines)	Topics	Events
March reserve by 02-11; materials by 02-13	***Focus: Liver cancer*** Liver resection for hepatocellular carcinoma Turf wars in liver cancer treatment Economics of proton therapy Technology Trends: Radiation oncology quality vs safety	ESTRO, April 24-28 National Proton Conference, March 30-April 2 ACRO 2015 Annual Meeting, May 14-16
June reserve by 05-20; materials by 05-22	***Focus: Brain tumors in pediatrics*** Proton beam therapy for pediatric brain tumors SBRT and SRS for pediatric CNS/spine/brain cancer Technology Trends: IMRT	AAPM 2015, July 12-16
September reserve by 08-26; materials by 08-28	***Focus: Head and neck cancer*** IGRT and ART for head and neck Head and neck treatment planning Technology Trends: Advances in treatment planning	ASTRO 2015, October 18-21
December reserve by 11-18; materials by 11-25	***Focus: Gynecological cancer*** Uterine cancer treatment Image-guided brachytherapy for gynecologic malignancies Technology Trends: Proton therapy	



Each issue of *Applied Radiation Oncology* features physician-authored, board-reviewed articles and cases as well as a Technology Trends article, which reviews the most recent techniques and equipment keeping our readers up to date with the newest features available in the marketplace.

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