Advertise with ASCO's *Cancer In The News*

**OPENS BY PLATFORM**

- Desktop: 53%
- Tablet: 8%
- Mobile: 39%

**REACH ONCOLOGY PROFESSIONALS**

- 17,060 U.S. Circulation
- 46% Gross Open Rate
- 59% Monthly Open Rate
- 47% Mobile Open Rate
- 99.85% Delivery Rate

**ABOUT**

*Cancer In The News* is the official briefing of the American Society of Clinical Oncology and is a highly valued member benefit. It is delivered Monday through Friday by 8 a.m. EST. The American Society of Clinical Oncology is the leading professional oncology society dedicated to overcoming cancer. Its members represent all oncology disciplines and specialties in the United States.

**ASCO MEMBERS BY BOARD CERTIFICATION**

- 35% Medical Oncologists
- 34% Internal Medicine
- 26% Hematologists
- 16% Other
- 4% Radiation Oncologists
- 4% Surgeons
- 3% Pediatricians
BENEFITS OF ADVERTISING WITH ASCO’S CANCER IN THE NEWS

Exclusive Delivery to a 100% Qualified Audience

ASCO Association Branded

Responsive Email Design Across All Platforms

20% Minimum SOV, Limited Digital Ad Units Available

ISI and/or Black Box Ad Solutions

Specialty, List Match, & Geo-Targeting Available

ROI STUDY

An international pharmaceutical company conducted a campaign to increase awareness in the U.S. oncology market via ASCO’s Cancer in the News. There was a 22% increase in the company’s familiarity among patient-seeing doctors after five months.

Lift Results

15 point lift in familiarity with company

22 point lift in familiarity among the non-academic, patient-seeing population

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