2021 Advertising Media Kit
Why Partner With ONS?

The Oncology Nursing Society (ONS) is a professional association that represents 100,000 nurses and is the professional home to more than 35,000 members. As the main point of contact with patients and families, these nurses influence cancer care in all practice settings.

Membership Demographics

- **75% Nursing Titles**
  - 57% Staff Nurse
  - 8% Nurse Practitioner
  - 5% Nurse Navigator
  - 3% Clinical Nurse Specialist
  - 3% Clinical Trials Nurse

- **94% Oncology**
  - 74% Medical Oncology
  - 8% Blood & Marrow Transplant
  - 5% Surgical Oncology
  - 5% Radiation Oncology
  - 2% Palliative Care
  - 1% Prevention/Detection

- **79% Patient Care**
  - 6% Administration
  - 5% Education
  - 5% Research
  - 6% Other

- **94% Adult**
  - 4% Adult & Pediatric
  - 1% Pediatric
  - 1% Not Applicable

- **Primary Position**
  - Nursing Titles

- **Primary Specialty**
  - Oncology

- **Functional Area**
  - Patient Care

- **Patient Setting**
  - Top Five Primary Work Settings
    - Medical Unit - Oncology: 24%
    - Physician Office/Infusion Center: 22%
    - Hospital-Based Clinic: 21%
    - Bone Marrow Transplant Unit: 5%
    - School of Nursing: 4%

Nursing License Status

- 94% Registered Nurse
- 5% APRN

Source: ONS 2019 Member Data
ONS Advertising Portfolio

Share your message with more than 35,000 ONS members plus a larger community of nurses who care for patients with cancer through print advertising, digital banner ads, interstitials, and more. Contact your sales rep today to learn about the best options for your organization and to reserve space.

Print

Choose from three popular ONS publications to place your ad message: Clinical Journal of Oncology Nursing, Oncology Nursing Forum, and ONS Voice.

Digital

Expand your digital footprint with a combination of banner ads on the ONS website network or in one of our weekly e-newsletters.

Podcasts

Increase your brand awareness by sponsoring ONS’s popular Oncology Nursing Podcast.

ONS Advertising Sales Team

Companies 1-L
Liz Barrett • +1-202-367-1231
ebarrett@townsend-group.com

Companies M-Z
Kevin McDonnell • +1-202-367-1259
kmcdonnell@townsend-group.com
Clinical Journal of Oncology Nursing

The mission of the *Clinical Journal of Oncology Nursing* is to publish clinically relevant, evidence-based content for oncology nurses in diverse roles and practice settings to use when caring for those affected by cancer.

**Quick Facts**

- 96% are very satisfied/satisfied with CJON.
- 94% agree CJON is a must-read for oncology nurses.
- 56% read CJON articles both online and in print.

**Issuance & Closing Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials &amp; Inserts</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1/4/2021</td>
<td>1/6/2021</td>
<td>2/2/2021</td>
</tr>
<tr>
<td>August</td>
<td>7/2/2021</td>
<td>7/6/2021</td>
<td>7/27/2021</td>
</tr>
</tbody>
</table>

*Sources: Sworn statement, 2019 CJON Reader Survey*
Oncology Nursing Forum

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

Quick Facts*

- 94% are very satisfied/satisfied with ONF.
- 53% discussed items with others as a result of reading ONF.
- 47% read ONF articles both online and in print.

Issuance & Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials &amp; Inserts</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>2/3/2021</td>
<td>2/5/2021</td>
<td>3/2/2021</td>
</tr>
<tr>
<td>September</td>
<td>8/4/2021</td>
<td>8/6/2021</td>
<td>8/31/2021</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2021</td>
<td>10/4/2021</td>
<td>11/2/2021</td>
</tr>
</tbody>
</table>

*Sources: Sworn statement, 2019 ONF Reader Survey

Editor: Debra Lyon, RN, PhD, FNP-BC, FAAN
ONS Voice

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.

Quick Facts*

- **50,000 Circulation**
- Monthly Frequency

**Top Actions Taken After Reading ONS Voice:**
- 69% discussed articles with others.
- 55% visited the ONS website.
- 42% used the information in patient education.
- 39% shared the magazine.

Columns & Departments

- Board Update
- ONS Leadership
- Leadership Q&A (online only)
- Latest News
- Another Perspective
- Nursing Research
- Journal Recap
- Health Policy and Advocacy
- Self-Care
- Advanced Practice
- Disease Site
- Drug Update
- Case Study
- Genomics

*Sources: Sworn statement, 2018 ONS Voice Reader Survey

Editor: Elisa Becze, BA, ELS
ONS Voice: Editorial Calendar

Every issue of ONS Voice has a featured theme, and ONS explores various angles of it in several articles that month. Please contact the sales team for more information. Editorial themes are subject to change.

Issuance, Themes, & Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Theme</th>
<th>Closing Date</th>
<th>Materials &amp; Inserts</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Social Isolation</td>
<td>1/4/2021</td>
<td>1/6/2021</td>
<td>2/2/2021</td>
</tr>
<tr>
<td>March</td>
<td>Screening and Prevention</td>
<td>2/3/2021</td>
<td>2/5/2021</td>
<td>3/2/2021</td>
</tr>
<tr>
<td>May</td>
<td>Diversity Across the Nursing Profession</td>
<td>4/1/2021</td>
<td>4/5/2021</td>
<td>4/27/2021</td>
</tr>
<tr>
<td>August</td>
<td>How ONS Position Statements Influence Practice</td>
<td>7/2/2021</td>
<td>7/6/2021</td>
<td>7/27/2021</td>
</tr>
<tr>
<td>September</td>
<td>Rare Cancers</td>
<td>8/4/2021</td>
<td>8/6/2021</td>
<td>8/31/2021</td>
</tr>
<tr>
<td>October</td>
<td>Evidence-Based Practice</td>
<td>9/2/2021</td>
<td>9/3/2021</td>
<td>9/28/2021</td>
</tr>
<tr>
<td>November</td>
<td>Symptom Biomarkers</td>
<td>10/1/2021</td>
<td>10/4/2021</td>
<td>11/2/2021</td>
</tr>
</tbody>
</table>
Advertorials

Looking for a more in-depth and engaging way to reach oncology nurses? Consider placing an advertorial in any of the ONS publications. Access the prestige and impact associated with the ONS brand while maintaining control of the message. Showcase your products, services, and thought leadership in a case study or Q&A format—the possibilities are endless. Contact your sales rep today to learn more.

Advertorial Guidelines

- Space and materials are due one week prior to published issue closing date.
- Advertising content simulating editorial content must be clearly labeled as “Advertisement.”
- Advertisers may submit up to four pages of content (see page 10 for print specifications).
- Advertorials may not include the ONS or publication names or logos.
- All content is subject to approval by ONS.
- Contact your sales rep for availability and pricing—writing and design services are also available for an additional fee.

Enhance your ONS Voice advertorial by sharing the content online!

Benefits include ONS Voice homepage positioning for one week, one social media promotional post, and a choice of a leaderboard or medium rectangle ad on the ONS network (20,000 impressions). Your content will also live on the ONS Voice website forever and be archived under “Industry Articles.” An online-only option is available for $7,500.
# Print Rates

## Black & White Commercial Rates

*Clinical Journal of Oncology Nursing and Oncology Nursing Forum*

<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>$4,450</td>
<td>$2,894</td>
<td>$2,050</td>
</tr>
<tr>
<td>6x</td>
<td>$4,392</td>
<td>$2,837</td>
<td>$1,998</td>
</tr>
<tr>
<td>12x</td>
<td>$4,287</td>
<td>$2,763</td>
<td>$1,942</td>
</tr>
<tr>
<td>18x</td>
<td>$4,182</td>
<td>$2,706</td>
<td>$1,864</td>
</tr>
<tr>
<td>24x</td>
<td>$4,072</td>
<td>$2,627</td>
<td>-</td>
</tr>
<tr>
<td>36x</td>
<td>$3,967</td>
<td>$2,574</td>
<td>-</td>
</tr>
<tr>
<td>48x</td>
<td>$3,855</td>
<td>$2,516</td>
<td>-</td>
</tr>
<tr>
<td>60x</td>
<td>$3,750</td>
<td>$2,453</td>
<td>-</td>
</tr>
<tr>
<td>72x</td>
<td>$3,645</td>
<td>$2,359</td>
<td>-</td>
</tr>
<tr>
<td>96x</td>
<td>$3,535</td>
<td>$2,248</td>
<td>-</td>
</tr>
</tbody>
</table>

## Hospital Recruitment Rates

*Clinical Journal of Oncology Nursing and Oncology Nursing Forum*

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
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</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>
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</table>

## ONS Voice

<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>$5,332</td>
<td>$3,482</td>
<td>$2,431</td>
</tr>
<tr>
<td>6x</td>
<td>$5,253</td>
<td>$3,404</td>
<td>$2,348</td>
</tr>
<tr>
<td>12x</td>
<td>$5,143</td>
<td>$3,320</td>
<td>$2,266</td>
</tr>
<tr>
<td>18x</td>
<td>$5,038</td>
<td>$3,215</td>
<td>$2,189</td>
</tr>
<tr>
<td>24x</td>
<td>$4,928</td>
<td>$3,162</td>
<td>-</td>
</tr>
<tr>
<td>36x</td>
<td>$4,822</td>
<td>$3,052</td>
<td>-</td>
</tr>
<tr>
<td>48x</td>
<td>$4,717</td>
<td>$2,889</td>
<td>-</td>
</tr>
<tr>
<td>60x</td>
<td>$4,607</td>
<td>$2,842</td>
<td>-</td>
</tr>
<tr>
<td>72x</td>
<td>$4,502</td>
<td>$2,732</td>
<td>-</td>
</tr>
<tr>
<td>96x</td>
<td>$4,392</td>
<td>$2,627</td>
<td>-</td>
</tr>
</tbody>
</table>

## Color & Position Rates

(In addition to earned B&W rate):

- **Add 4-color:** $2,200
- **Cover 2:** 50%
- **Cover 3:** 35%
- **Cover 4:** 50%
- **Opposite table of contents:** 20%
- **Two-page inserts:** 3x B&W open rate
- **Four-page inserts:** 5x B&W open rate

For inserts over four pages, please contact your sales rep.

## 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.

## Acceptance of Advertising

All advertisements are subject to review and approval by ONS.

## Ad Placement Policy

Interspersed within articles

ONS COMBO DISCOUNT

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

Mechanical Requirements
SWOP standards apply. All supplied ads require color bars, registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Submit in PDF format CMYK. Convert any spot colors to CMYK. All fonts must be embedded. Images must be high resolution. File and proof should include bleed 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/gutter (7.625" x 10.375")

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (non-bleed)</td>
<td>7&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full page (bleed)</td>
<td>8.375&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Two-page spread (bleed)</td>
<td>16.5&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>3.1875&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.1875&quot; x 4.5&quot;</td>
</tr>
</tbody>
</table>

Binding & Paperstock
Clinical Journal of Oncology Nursing and Oncology Nursing Forum: Perfect bound
Cover: 100# #3 Matte Cover
Body: 45# #4 Matte Text
ONS Voice: Saddle stitched
Cover: 100# Orion Matte Cover
Body: 50# Orion Matte Text

File Format
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.

Proofs
Proofs must be produced from the final file submitted and conform to SWOP standards. For a list of current SWOP-approved proofs, visit [www.swop.org/certification/certmfg.asp](http://www.swop.org/certification/certmfg.asp). Desktop inkjet printer proofs do not meet SWOP standards. The Townsend Group cannot guarantee color match unless an acceptable proof is provided to Lane Press.

Advertorials
Advertising content simulating editorial content must be clearly labeled “Advertisement.” Content is subject to approval by ONS.

Inserts
Advertisers are required to provide preprinted material for inserts. Printing services are available for an additional fee. Please inquire for a quote.

Clinical Journal of Oncology Nursing and Oncology Nursing Forum:
Quantity: 38,000 (includes spoilage)
Paper weight: 100# maximum
Keep live matter 0.5" from trim edges. The book is trimmed 0.125" on all sides.

ONS Voice:
Quantity: 52,500 (includes spoilage)
Paper weight: 100# maximum
Untrimmed size must be 8.625" (includes 0.125" face and 0.375" high folio lap) x 11.125".

ONS Voice inserts require a binding high folio lap as it is a saddle stitched magazine. Please supply folded with the following extras:
- 0.125" Head trim
- 0.125" Foot trim
- 0.375" High folio lap

Inserts that do not meet specifications are subject to a surcharge. Publication requires approval of all inserts by submission of PDF file and sample paper stock. Contact The Townsend Group for availability and other information required.

Cover Tips
Maximum Size: 8.125" x 8.25"
NOTE: If client is providing the files 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.

Delivery of Material
Please send artwork via WeTransfer.com:
The Townsend Group
Allison Norris
2001 K Street, NW, 3rd Floor North
Washington, DC 20006
Phone: +1-202-367-2495
anorris@townsend-group.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.

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.
Run-of-Network Banners

Showcase your brand and reach a captive target audience when you advertise across the ONS network of websites, including ons.org, voice.ons.org, onf.ons.org, and cjon.ons.org.

Website Stats*

- 740,000 Monthly Impressions
- 756,000 Monthly Pageviews
- 502,000 Monthly Unique Visits
- 1.5 Minutes On Site (Average)
- 4.8 Pages Per Visit (Average)

*RSource: Google Analytics, 7/1/19 - 6/30/20; SmartAd Server, 1/1/20 - 7/31/20

Rates & Specs

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$160</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250)</td>
<td>$160</td>
</tr>
<tr>
<td>Interstitial (300 x 250 or 728 x 90)</td>
<td>$250</td>
</tr>
</tbody>
</table>

Minimum order of 20,000 impressions. Rate for Leaderboard and Medium Rectangle is $200 CPM in April and May.

File format: JPG, GIF, PNG, and HTML5 accepted. Maximum file size 40 KB. Please send artwork and URL link to anorris@townsend-group.com at least 10 business days prior to campaign launch.
ONS E-Newsletters

Sent every week, ONS e-newsletters are a powerful way to engage your audience online. Placing your message alongside their weekly alerts keeps you top-of-mind when important content arrives in their mailbox.

E-Newsletter Stats*

<table>
<thead>
<tr>
<th>Circulation</th>
<th>ONS Voice</th>
<th>ONS Weekly Update</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member: 30,000</td>
<td>Member: 26%</td>
</tr>
<tr>
<td></td>
<td>Nonmember: 62,500</td>
<td>Nonmember: 16%</td>
</tr>
<tr>
<td>Total: 92,500</td>
<td>Member: 23%</td>
<td>Member: 26%</td>
</tr>
<tr>
<td></td>
<td>Nonmember: 16%</td>
<td>Nonmember: 16%</td>
</tr>
</tbody>
</table>

*Source: Real Magnet, 1/1/20 - 6/30/20

<table>
<thead>
<tr>
<th>CTR on Email</th>
<th>ONS Voice</th>
<th>ONS Weekly Update</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member: 9%</td>
<td>Member: 11%</td>
</tr>
<tr>
<td></td>
<td>Nonmember: 7%</td>
<td>Nonmember: 6%</td>
</tr>
</tbody>
</table>

Rates & Specs

<table>
<thead>
<tr>
<th>ONS Voice</th>
<th>Rate/Issue</th>
<th>ONS Weekly Update</th>
<th>Rate/Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% SOV</td>
<td>$5,000</td>
<td>100% SOV</td>
<td>$7,000</td>
</tr>
<tr>
<td>Per Banner Ad</td>
<td>$2,500</td>
<td>Per Banner Ad</td>
<td>$2,500</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>$3,000</td>
<td>Sponsored Content</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

File format: 300 x 250 pixels. JPG, GIF, PNG, and HTML5 accepted. Maximum file size 40 KB. Please submit sponsored content as a Word document (Headline: 80 characters max, including spaces | Copy: 600 characters max, including spaces). Send artwork and URL link to anorris@townsend-group.com at least 10 business days prior to campaign launch.
ONS Dedicated eBlasts

New in 2021, send a custom marketing message directly to more than 100,000 ONS members and nonmembers with ONS’ new dedicated email opportunity. Submit your own HTML template and our marketing team will do the rest.

**eBlast Specs & Guidelines**

**$8,000 per eBlast**

- Must be for a white paper, thought piece, informational post, webinar, or other resource of value to ONS members. It cannot be a marketing brief, product release, or similar promotional material.
- All emails must include the following language at the top of the message: The following message is a paid advertisement from an ONS advertiser [or supporter].
- Limited to 4 sends per month, weekends only. Contact sales rep for availability.
- Materials are due at least 7 business days before deployment.
- All content is subject to approval by ONS.
- See full [ONS Dedicated eBlast guidelines & requirements](ons.org/marketing-opportunities).

The following message is a paid advertisement from an ONS advertiser [or supporter].

If you no longer wish to receive emails from ONS supporters, update your email preferences below. Note that you will no longer receive any ONS emails if you choose to "unsubscribe."
ONS Advocacy News E-Newsletter

Sent every week, ONS Advocacy News is delivered to more than 4,000 ONS members engaged in Health Policy Advocacy.

This targeted e-newsletter features articles of interest covering a variety of health policy news topics, the ONS perspective of these articles, health policy issues, and promotion of podcasts and webinars, related to Health Policy Advocacy.

Rates & Specs

<table>
<thead>
<tr>
<th>ONS Advocacy News</th>
<th>Rate/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% SOV</td>
<td>$5,000</td>
</tr>
<tr>
<td>Per Banner</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

*Rate includes a weekly send for one month.

File format:
- 300 x 250 pixels
- JPG, GIF, PNG, and HTML5 accepted
- Maximum file size 40 KB

Space/Materials
- Contact sales rep for availability
- Artwork due at least 10 business days prior to campaign launch
- Send artwork and URL link to anorris@townsend-group.com
The Oncology Nursing Podcast

Bringing together the unique perspectives of subject matter experts, ONS’s podcast series delves into clinical conversations important to oncology nursing—like new advancements in immunotherapy treatments, career development, and more. Immensely popular with ONS members, many podcast episodes qualify for free nursing continuing professional development.

Podcast Stats*

- **14,500+ Downloads Per Month**
- **2,000+ Downloads Per Episode**

*Source: ONS Podcast Stats, 1/1/20 - 6/30/20

Podcast Sponsorship

**$3,750 per episode**

Sponsor Benefits:
- Three announcer-read spoken advertisements:
  - One 15-second pre-roll message within first two minutes of the episode
  - One 30-second mid-roll message
  - One 15-second post-roll message within the last two minutes of the episode
- 15,000 run-of-network impressions to promote the episode
- Sponsor recognition in ONS social media post on Twitter or LinkedIn
- Sponsor recognition in ONS Voice weekly e-newsletter