



**2024**

**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

**Primary Position** 72%

### Nursing Titles

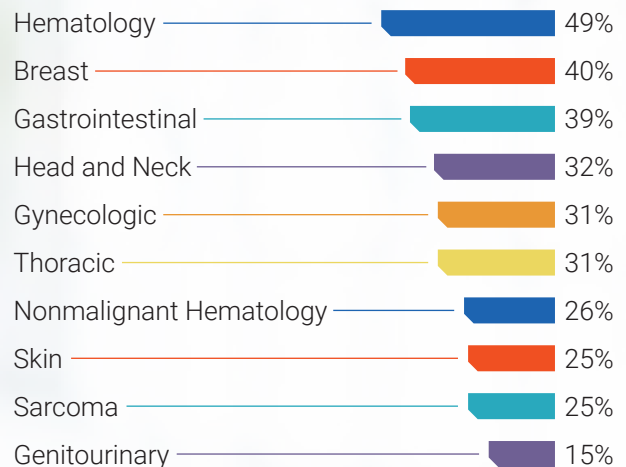
- 53% Staff Nurse
- 9% Nurse Practitioner
- 6% Nurse Navigator
- 2% Clinical Nurse Specialist
- 2% Clinical Trials Nurse

**Primary Specialty** 95%

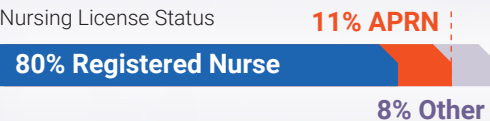
### Oncology

- 61% Medical Oncology
- 8% Medical-Surgical Oncology
- 7% Other
- 6% Blood & Marrow Transplant
- 5% Hematology
- 4% Radiation Oncology
- 3% Surgical Oncology
- 1% Palliative/End-of-Life Care

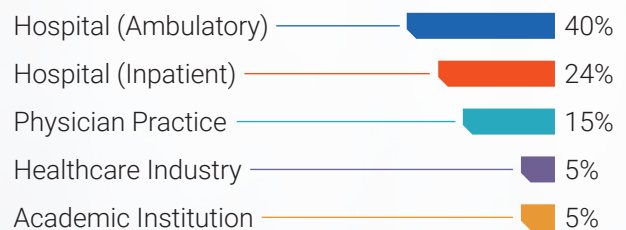
## Cancer Work Areas



**Nursing License Status**



## Top Five Primary Work Settings



\*Source: ONS 2022 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 two popular ONS print publications to place your ad message:

*Clinical Journal of Oncology Nursing and Oncology Nursing Forum*

## Digital

Expand your digital footprint with a combination of banner ads on the ONS website network, including the *ONS Voice* online news magazine, or in one of our weekly e-newsletters.

## Audio

Increase your brand awareness through advertising on ONS's popular *Oncology Nursing Podcast*.

### ONS Advertising Sales Team

**JT Hroncich**

404-347-4170

✉ [jt@adboomadvertising.com](mailto:jt@adboomadvertising.com)

**Carol Nettles**

404-347-1755

✉ [carol@adboomadvertising.com](mailto:carol@adboomadvertising.com)





# Clinical Journal of Oncology Nursing

The mission of the *Clinical Journal of Oncology Nursing (CJON)* 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\*



35,000 Circulation



Bimonthly Frequency

- ✓ 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

Issue	Closing Date	Materials & Inserts	Mail Date
February	1/3/24	1/12/24	1/31/24
April	2/28/24	3/8/24	3/26/24
June	5/1/24	5/10/24	5/30/24
August	7/3/24	7/12/24	7/30/24
October	8/28/24	9/6/24	9/24/24
December	10/30/24	11/8/24	12/4/24

### BONUS DISTRIBUTION

#### CJON February 2024

Will receive bonus distribution at 2024 ONS Congress®!



Editor: Joni Watson, DNP, MBA, RN, OCN®

\*Sources: Sworn statement, 2019 CJON Reader Survey

# Oncology Nursing Forum

The mission of the *Oncology Nursing Forum (ONF)* is to amplify oncology nursing science and support the translation of research evidence to practice and policy. The intent of *ONF* is to foster health equity for individuals, families, and communities affected by cancer through dissemination of research that transforms cancer care in health systems and communities.

## Quick Facts\*



**35,000 Circulation**



**Bimonthly Frequency**

- ✓ 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

Issue	Closing Date	Materials & Inserts	Mail Date
January	11/29/23	12/8/23	12/27/23
March	1/31/24	2/9/24	2/28/24
May	4/3/24	4/12/24	4/30/24
July	5/29/24	6/7/24	6/25/24
September	7/31/24	8/9/24	8/27/24
November	10/2/24	10/11/24	10/29/24

### BONUS DISTRIBUTION

#### ONF March 2024

Will receive bonus distribution at 2024 ONS Congress®!



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

\*Sources: Sworn statement, 2019 ONF Reader Survey

# Gross Print Rates

## Commercial Rates

(CJON and ONF)

### 4-color

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$6,650	\$5,094	\$4,250
6x	\$6,592	\$5,037	\$4,198
12x	\$6,487	\$4,963	\$4,142
18x	\$6,382	\$4,906	\$4,064
24x	\$6,272	\$4,827	-
36x	\$6,167	\$4,774	-
48x	\$6,055	\$4,716	-
60x	\$5,950	\$4,653	-
72x	\$5,845	\$4,559	-
96x	\$5,735	\$4,448	-

### Black & White

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

### Premium Position Rates

(In addition to earned B&W rate)

**Cover 2:** 20%

**Cover 3:** 15%

**Cover 4:** 20%

**Opposite table of contents:** 15%

**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 (e.g., 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.

# Print Specifications & Policy

## Mechanical Requirements

SWOP standards apply. All supplied ads require color bars, registrations, and 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 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/gutter (7.625" x 10.375")

Ad Size	Dimensions
Full page (non-bleed)	7" x 10"
Full page (bleed)	8.375" x 11.125"
Two-page spread (bleed)	16.5" x 11.125"
1/2 vertical	3.1875" x 10"
1/2 horizontal	7" x 4.5"
1/4 page	3.1875" x 4.5"

## Binding & Paperstock

Perfect bound

**Cover:** 100# #3 Matte Cover

**Body:** 45# #4 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. Desktop inkjet printer proofs do not meet SWOP standards. AdBoom Advertising 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.

**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.

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 AdBoom Advertising 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 to Taylor Parker [taylor@adboomadvertising.com](mailto:taylor@adboomadvertising.com).

## AdBoom Advertising

Taylor Parker  
750 Hammond Dr  
Bldg 8, Ste 200  
Atlanta, GA 30328

## 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.



# Sponsored Content

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.

## Sponsored Content Guidelines

### \$5,000 per issue

- Space and materials are due one week prior to published issue closing date.
- Advertising content simulating editorial content must be clearly labeled as “Advertisement.”
- Advertorials may not include ONS or publication names or logos.
- All content is subject to approval by ONS.

## Enhance Your Sponsored Content 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.”





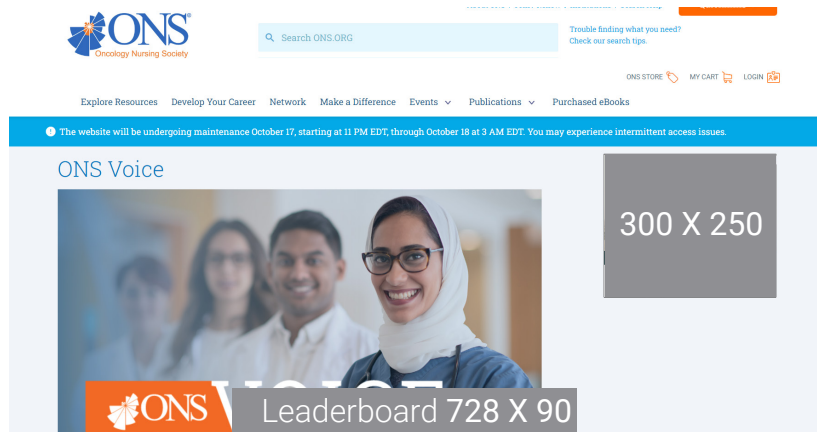
# Run-of-Network Banners

Showcase your brand and reach a captive target audience when you advertise across the ONS network of websites, including [ons.org](https://ons.org), [voice.ons.org](https://voice.ons.org), [ons.org/onf](https://ons.org/onf), and [ons.org/cjon](https://ons.org/cjon).

## Website Stats\*

- ✓ 714,286 Monthly Impressions
- ✓ 1,256,709 Monthly Pageviews
- ✓ 505,000 Monthly Unique Visits
- ✓ 3.37 Minutes On Site (Average)
- ✓ 7.57 Pages Per Visit (Average)

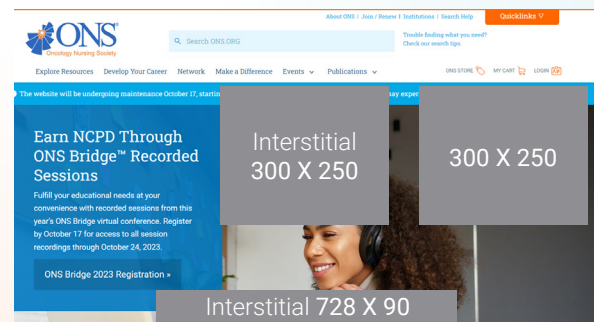
\*Source: ONS, 1/1/23-9/30/23



## Rates & Specs

Ad Size	Rate
Leaderboard (728 x 90)	\$180 CPM
Medium Rectangle (300 x 250)	\$180 CPM
Interstitial (300 x 250 or 728 x 90)	\$265 CPM

Minimum order of 20,000 impressions.



**File format:** JPG, GIF, PNG, and HTML5 accepted. Maximum file size 40 KB. Please send artwork and URL link to [taylor@adboomadvertising.com](mailto:taylor@adboomadvertising.com) at least 10 business days prior to campaign launch.

# ONS Voice

*ONS Voice* is ONS’s official online news magazine. Its mission is to provide readers with oncology nursing news, stories, and viewpoints from the Oncology Nursing Society and the diverse cancer care community to promote equitable access to high-quality care for those affected by cancer and to foster advocacy, inclusion, and collegiality in the profession.

## Quick Facts\*



55,000+ Monthly Users



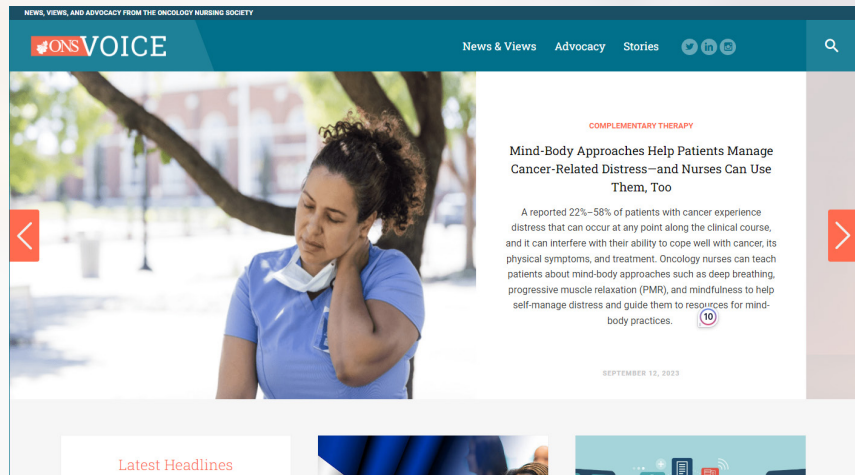
Daily Updates & Weekly Email Digests

Top Actions Taken After Reading *ONS Voice*:

- ✓ 60% discussed articles with others.
- ✓ 52% used the information in patient education.
- ✓ 50% shared the magazine.
- ✓ 43% visited the ONS website.

## Columns & Departments

- ✓ Latest News
- ✓ Drug Reference Sheets
- ✓ Genetics & Genomics
- ✓ Advanced Practice
- ✓ Cultural Competency
- ✓ Well-Being
- ✓ Health Policy & Advocacy
- ✓ ONS Leadership



\*Sources: Provided by ONS, 7/1/21–6/30/22

# 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.

## Featured Themes

### Featured Themes

Oncology and Non-Oncology Collaboration to Care for Patients With Cancer

Survivorship Providers and Centers for AYA Patients

Bedside Nurse's Role In Drug Approvals

Use of Technology and AI

How to Get Involved in Nursing Research

How to Integrate Oncology in Undergrad Curricula

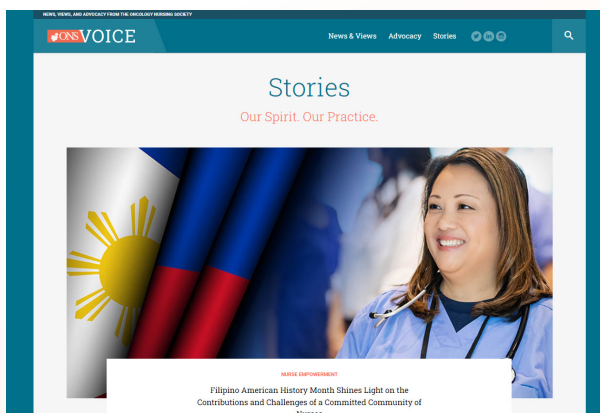
Building Nurses as Leaders

Creative Staffing Solutions

Universal Health Literacy Precautions

Cancer and the Microbiome

Alternative Funding Programs



# ONS E-Newsletters: *ONS Voice*

Delivered every Wednesday, the *ONS Voice* E-Newsletter is a weekly digest of the latest oncology nursing news and information published on the *ONS Voice* website, driving nurses to read the full content online.

## E-Newsletter Stats\*

**Circulation**  
**Members:** 27,476  
**Nonmembers:** 91,682  


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**Total:** 119,158

*ONS Voice*  
**Open Rate**  
**Members:** 42.5%  
**Nonmembers:** 34.3%  
  
**CTOR on Email**  
**Members:** 0.79%  
**Nonmembers:** 0.23%

\*Source: ONS, 1/1/23-9/30/23

## Rates & Specs

<i>ONS Voice</i>	Rate/Issue
100% SOV (All Banner Ads)	\$6,000
Per Banner Ad	\$3,000
Sponsored Content + Logo	\$3,000

**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) and a PNG logo file (maximum size 315 x 114 pixels, set on a transparent background). Send artwork and URL link to [taylor@adboomadvertising.com](mailto:taylor@adboomadvertising.com) at least 10 business days prior to campaign launch.

## ONS Voice

The screenshot shows the ONS Voice e-newsletter layout. At the top, it says 'Your Weekly News Update September 1, 2021'. Below this are several article sections:

- New This Week:** A short article about nurses' needs and burnout.
- CLINICAL PRACTICE:** 'Non-Hodgkin Lymphoma Symptoms, Diagnosis, Treatment, and Survivorship Recommendations' with a 'Read More' link.
- SELF-CARE:** 'How Will You Define Your New Normal?' with a '300 X 250' size indicator and a 'Read More' link.
- NURSE NAVIGATION:** 'Brain Tumor Navigator Role Bridges the Intersection of Cancer and Neuroscience' with a 'Read More' link.
- GENETICS & GENOMICS:** 'What Is a Genomic Variant?' with a '300 X 250' size indicator and a 'Read More' link.
- FINANCIAL ADVOCACY:** 'Billing and Coding Breakdown Helps Nurses Recognize the Realities of Reimbursement' with a 'Read More' link.
- TRENDING ARTICLES:** A list of three trending articles with 'Read More' links.
- Sponsored Content + Logo:** A large grey box at the bottom for sponsored content.



# ONS E-Newsletters: *ONS Weekly Update*

In inboxes every Monday, the *ONS Weekly Update* promotes ONS programs, resources, products, tools, courses, books, and other offerings, including important ONS-related dates and deadlines for actions like abstract submissions, award applications, conference registrations, and more.

## E-Newsletter Stats\*

### Circulation

**Members:** 27,476  
**Nonmembers:** 91,682

**Total:** 119,158

\*Source: ONS,  
1/1/23-9/30/23

### *ONS Weekly Update*

#### Open Rate

**Members:** 42.5%  
**Nonmembers:** 34.3%

#### CTOR on Email

**Members:** 0.79%  
**Nonmembers:** 0.23%

## Rates & Specs

ONS Weekly Update	Rate/Issue
100% SOV (All Banner Ads)	\$6,000
Per Banner Ad	\$3,000
Sponsored Content + Logo	\$3,000

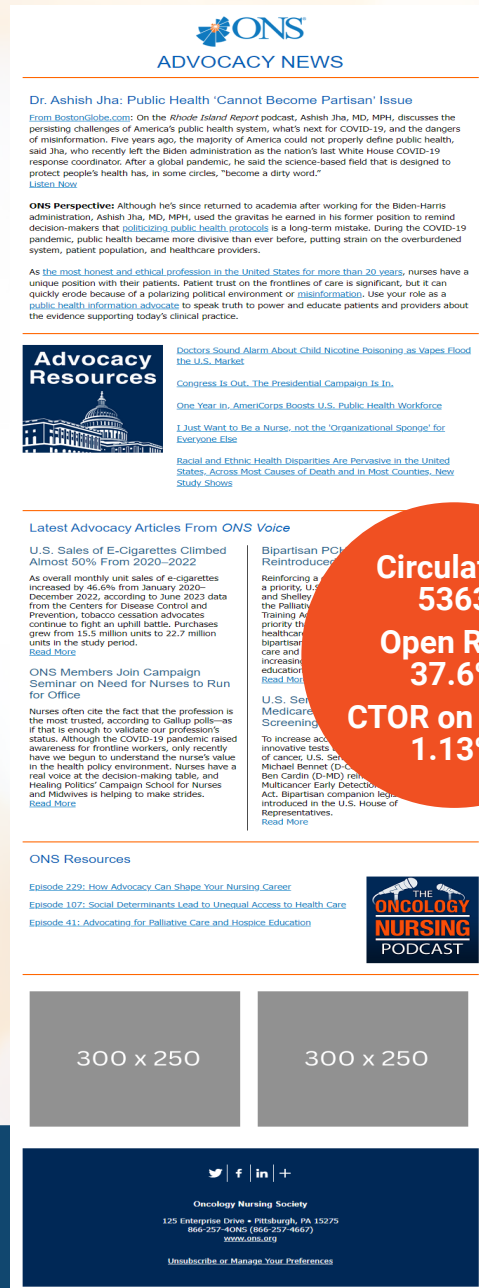
**File format:** 300 x 250 pixels. JPG, GIF, PNG, and HTML5 accepted. Maximum file size 40 KB. Please submit sponsored content as a Word document (headline: 80 characters max, including spaces | copy: 600 characters max, including spaces) and a PNG logo file (maximum size 315 x 114 pixels, set on a transparent background). Send artwork and URL link to [taylor@adboomadvertising.com](mailto:taylor@adboomadvertising.com) at least 14 business days prior to campaign launch.

### ONS Weekly Update

The screenshot shows the top portion of an email newsletter. It features the ONS logo, the title 'WEEKLY UPDATE • SEPTEMBER 4, 2023', and a navigation bar with links like 'Home', 'About Us', 'Contact Us', and 'Privacy Policy'. The main content area includes several articles with titles such as 'Learn the Latest in Blood and Marrow Transplantation Research and Implementation in Practice', 'Prepare for blood and marrow transplant certified nurse (BMTCP) certification with the second edition of ONS's BMTCP certification Review Manual', and 'Expand Your Professional Network and Make Meaningful Connections During ONS Bridge™'. There are also sections for 'Featured NCPD Opportunities' and 'Research Grant Applications Now Open'. At the bottom, there are advertisements for 'ONCC' and 'More than 200 episodes, many with free NCPD!'. A 'Sponsored Content + Logo' section is also visible at the very bottom.

# ONS E-Newsletters: *Advocacy News*

Sent every week, *Advocacy News* is delivered to more than 5,000 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 on these articles, health policy issues, and promotion of podcasts and webinars related to health policy advocacy.



**Circulation**  
5363

**Open Rate**  
37.6%

**CTOR on Email**  
1.13%

## Rates & Specs

ONS Advocacy News	Rate/Issue
100% SOV (All Banner Ads)	\$5,000
Per Banner Ad	\$2,500

\*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.

Send artwork and URL link to [taylor@adboomadvertising.com](mailto:taylor@adboomadvertising.com) at least 10 business days prior to campaign launch.

### ONS Advertising Sales Team

**Carol Nettles**  
404-347-1755  
[carol@adboomadvertising.com](mailto:carol@adboomadvertising.com)

**JT Hroncich**  
404-347-4170  
[jt@adboomadvertising.com](mailto:jt@adboomadvertising.com)

# ONS Dedicated E-Blasts

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

## E-Blast Specs & Guidelines

### \$8,000 per e-blast

- Must be for a white paper, think piece, informational post, webinar, or other resource of value to ONS members. It cannot be a marketing brief, product release, or similar promotional material. File must be in HTML format.
- 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 [2024 eblast specs document](#).

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



**Circulation**  
111,571  
**Open Rate**  
37.7%  
**CTOR on Email**  
0.17%

If you no longer wish to receive emails from ONS, update your preferences below. Note that you will no longer receive any ONS emails if you choose to unsubscribe.

# 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, the podcast has many episodes that qualify for free nursing continuing professional development.

## Podcast Stats\*



45,000+  
Downloads Per Month



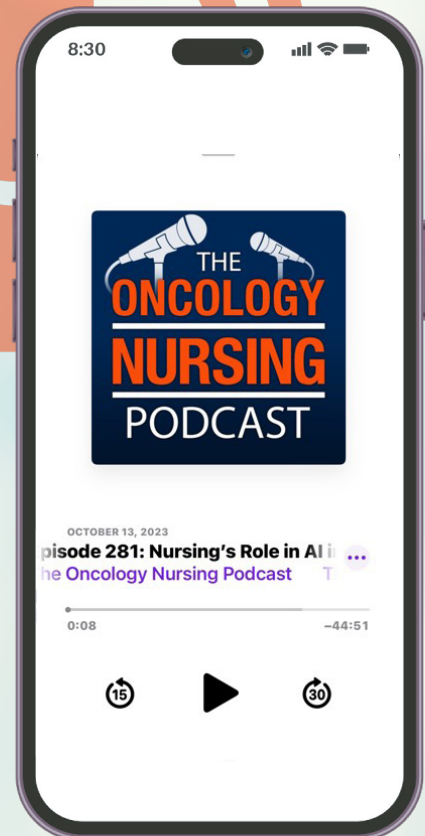
6,200+  
Downloads Per Episode

\*Source: ONS, 1/1/23-9/30/23

## Podcast Sponsorship \$3,750 per episode

### Sponsor Benefits:

- Three announcer-read spoken advertisements:
  - One 15-second pre-roll message within the 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







## ONS Headquarters

125 Enterprise Drive  
Pittsburgh, PA 15275  
**Toll free:** 866-257-4667  
☎ +1-412-859-6100  
✉ [help@ons.org](mailto:help@ons.org)  
🌐 [www.ons.org](http://www.ons.org)

## Advertising Sales Team

**JT Hroncich**  
☎ 404-347-4170  
✉ [jt@adboomadvertising.com](mailto:jt@adboomadvertising.com)  
**Carol Nettles**  
☎ 404-347-1755  
✉ [carol@adboomadvertising.com](mailto:carol@adboomadvertising.com)

## Production Contact

Taylor Parker  
Advertising Production Manager  
750 Hammond Dr Bldg 8, Ste 200  
Atlanta, GA 30328  
(404) 709-2724  
✉ [taylor@adboomadvertising.com](mailto:taylor@adboomadvertising.com)