



2023

Advertising

Media Kit



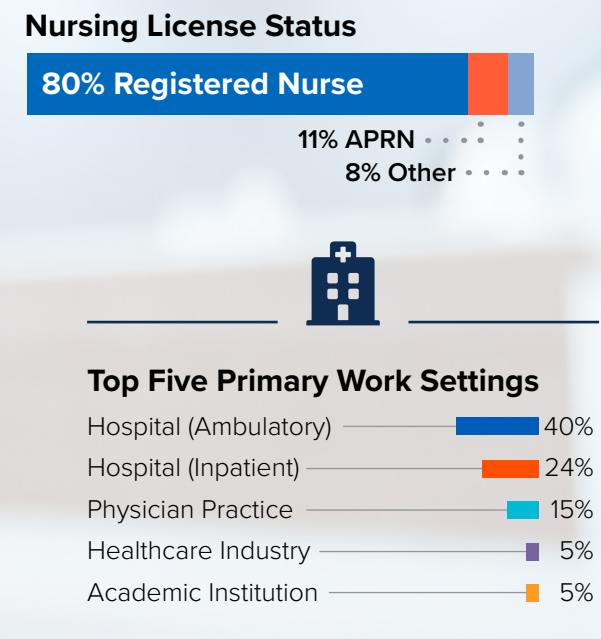
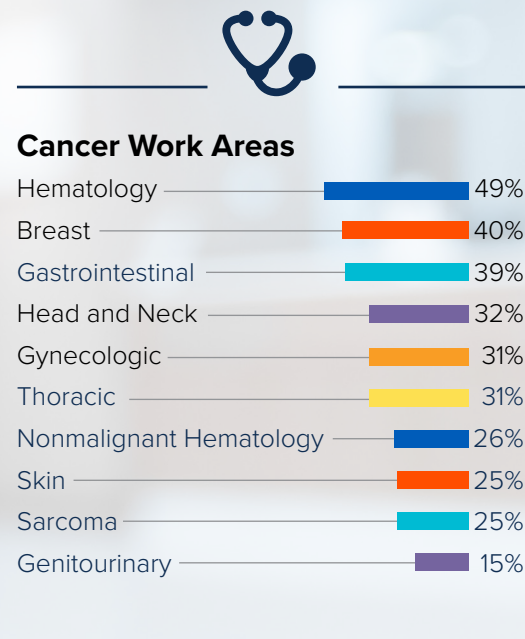
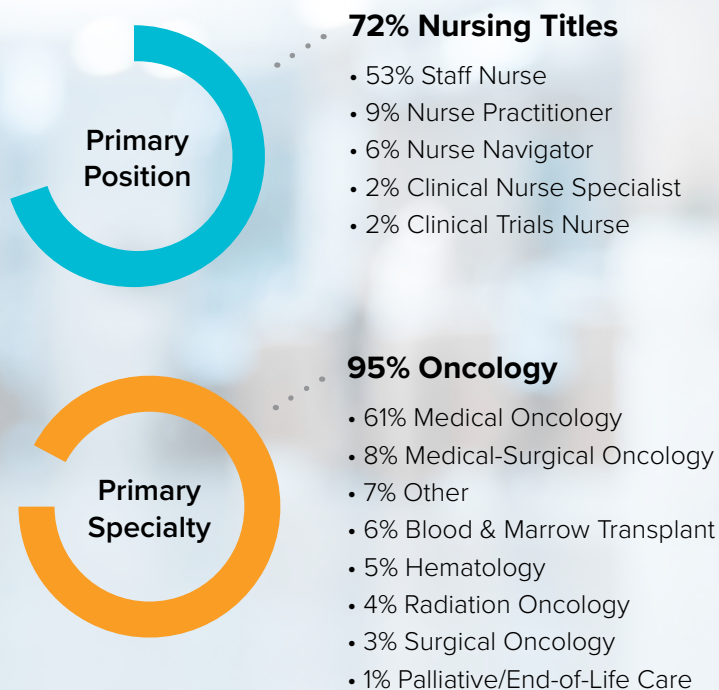
ons.org/marketing-opportunities

Updated October 2022

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



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.

Podcasts

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

ONS Advertising Sales Team

Companies 1-L

Liz Barrett • +1-202-367-1231
ebarrett@smithbucklin.com

Companies M-Z

Kevin McDonnell • +1-202-367-1259
kmcdonnell@smithbucklin.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	1/4/2023	1/13/2023	1/31/2023
April	3/1/2023	3/10/2023	3/28/2023
June	5/3/2023	5/12/2023	6/1/2023
August	7/5/2023	7/14/2023	8/1/2023
October	8/30/2023	9/8/2023	9/26/2023
December	11/1/2023	11/10/2023	12/1/2023

*Sources: Sworn statement, 2019 CJON Reader Survey



BONUS DISTRIBUTION

CJON April 2023

Will receive bonus distribution at ONS Congress 2023!

Editor: Ellen Carr, PhD, RN, AOCN®

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



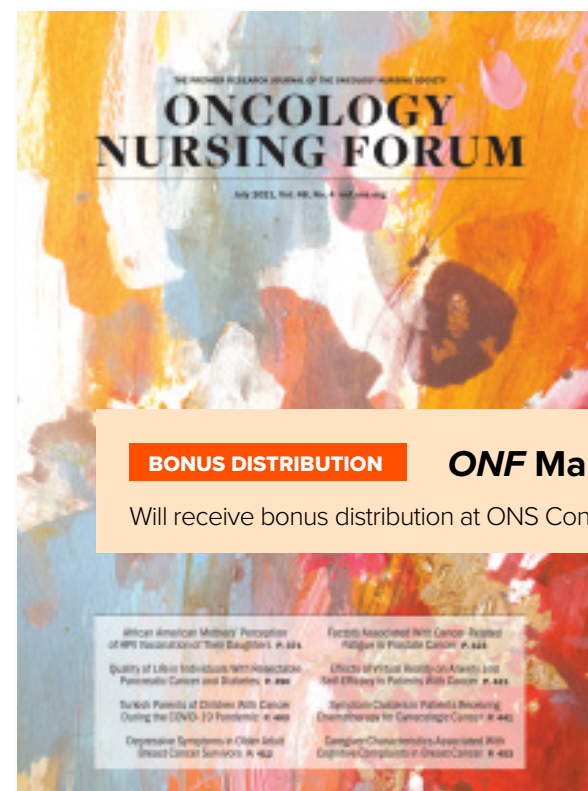
Bimonthly Frequency

- ✓ 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	12/1/2022	12/9/2022	12/27/2022
March	2/1/2023	2/10/2023	3/1/2023
May	4/5/2023	4/14/2023	5/2/2023
July	6/1/2023	6/9/2023	6/27/2023
September	8/2/2023	8/11/2023	8/29/2023
November	10/4/2023	10/13/2023	10/31/2023

*Sources: Sworn statement, 2019 ONF Reader Survey



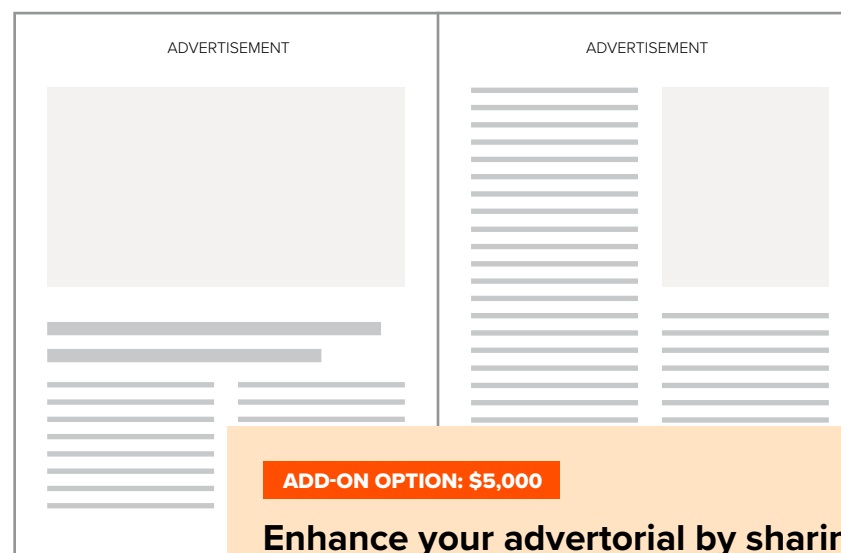
Editor: Debra Lyon, RN, PhD, FNP-BC, FAAN

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 8 for print specifications).
- Advertorials may not include 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.



ADD-ON OPTION: \$5,000

Enhance your 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

Commercial Rates (CJON and ONF)

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	-

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	-

Hospital Recruitment Rates (CJON and ONF)

Black & White

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,525	\$2,300	\$1,675
6x	\$3,425	\$2,225	\$1,600
12x	\$3,300	\$2,125	\$1,475

4-color

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$5,725	\$4,500	\$3,875
6x	\$5,625	\$4,425	\$3,800
12x	\$5,500	\$4,325	\$3,675

Premium Position Rates

(In addition to earned B&W rate)

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 (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, visit 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.

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 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:

Smithbucklin
Allison Norris
2001 K Street, NW, 3rd Floor North
Washington, DC 20006
Phone: +1-202-367-2495
anorris@smithbucklin.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.

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



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

Editor: Elisa Becze, BA, ELS

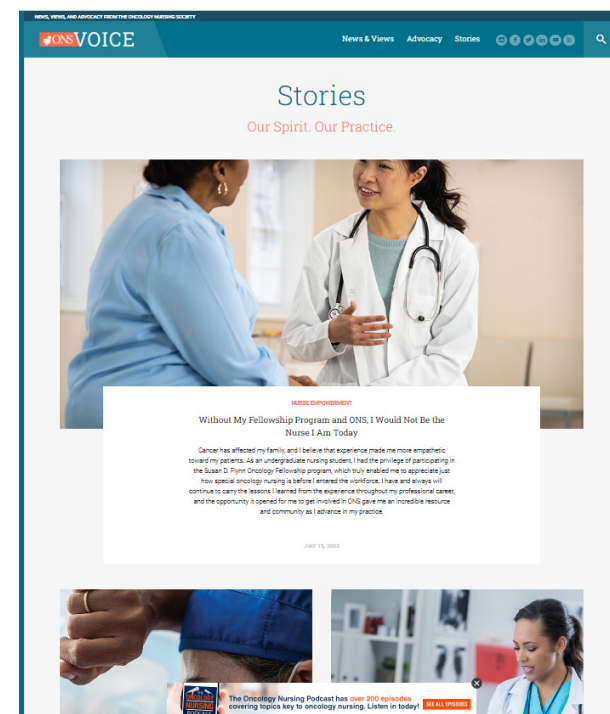
ONS Voice: Editorial Calendar

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.

Monthly Themes

Issue	Featured Theme
January	Licensure, Scope of Practice, and Reporting
February	Workplace Violence
March	Disabilities and Cancer
April	Advance Care Planning
May	Nurses' Role in Oral Therapies
June	Transgender Patient Populations
July	Patriotic Nursing Roles: VA System and Public Health
August	Medical Marijuana
September	Beyond Compassion Fatigue: Moral Injury and Trauma
October	Transitions in Care Settings
November	New Evidence and Innovations for Access Devices and Central Lines
December	Patient Education Assessments and Resources



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*, *ons.org/onf*, and *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)

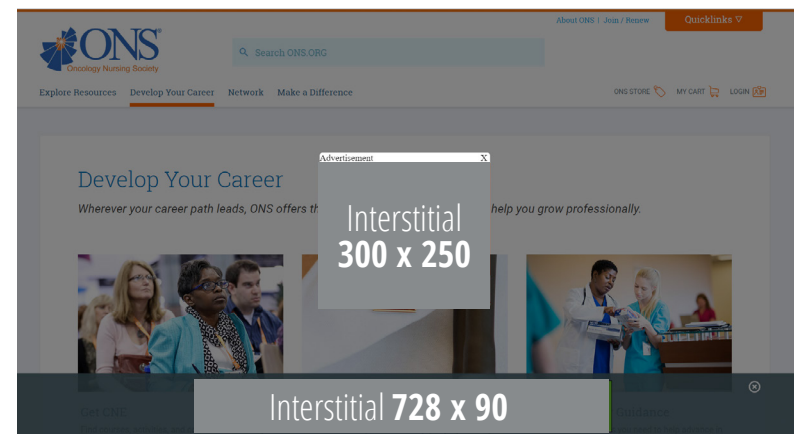
*Source: Google Analytics, 7/1/21–6/30/22; Equativ, 1/1/22–7/31/22

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. 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@smithbucklin.com at least 10 business days prior to campaign launch.



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: 27,000

Nonmembers: 75,000

Total: 102,000

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

ONS Voice

Open Rate

Member: 26.75%

Nonmember: 19.97%

CTOR on Email

Member: 1.12%

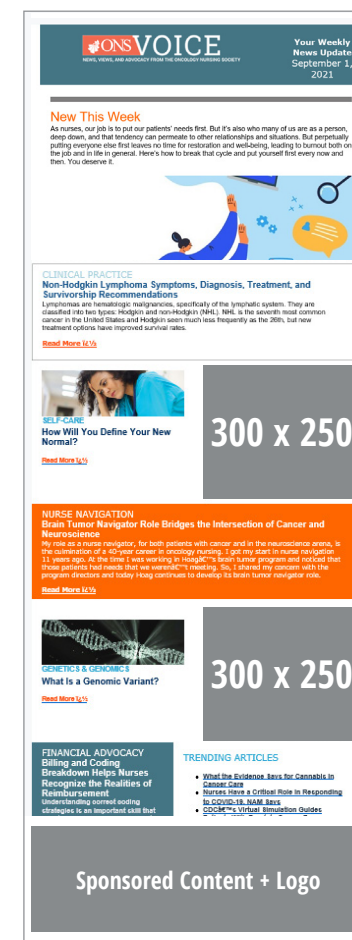
Nonmember: 0.4%

Rates & Specs

ONS Voice	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 anorris@smithbucklin.com at least 10 business days prior to campaign launch.

ONS Voice



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: 27,000

Nonmembers: 75,000

Total: 102,000

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

ONS Weekly Update

Open Rate

Member: 38.3%

Nonmember: 30.56%

CTOR on Email

Member: 0.90%

Nonmember: 0.3%

Rates & Specs

ONS Weekly Update Rate/Issue

ONS Weekly Update	Rate/Issue
100% SOV (All Banner Ads)	\$8,500
Per Banner Ad	\$3,000
Sponsored Content + Logo	\$3,000

ONS Weekly Update

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 anorris@smithbucklin.com at least 10 business days prior to campaign launch.

ONS E-Newsletters: Advocacy News

Sent every week, *ONS 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.

Rates & Specs

ONS Advocacy News	Rate/Month
100% SOV (All Banner Ads)	\$5,000
Per Banner	\$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 anorris@smithbucklin.com at least 10 business days prior to campaign launch.

ONS Advertising Sales Team

Companies 1-L

Liz Barrett • +1-202-367-1231
ebarrett@smithbucklin.com

Companies M-Z

Kevin McDonnell • +1-202-367-1259
kmcdonnell@smithbucklin.com



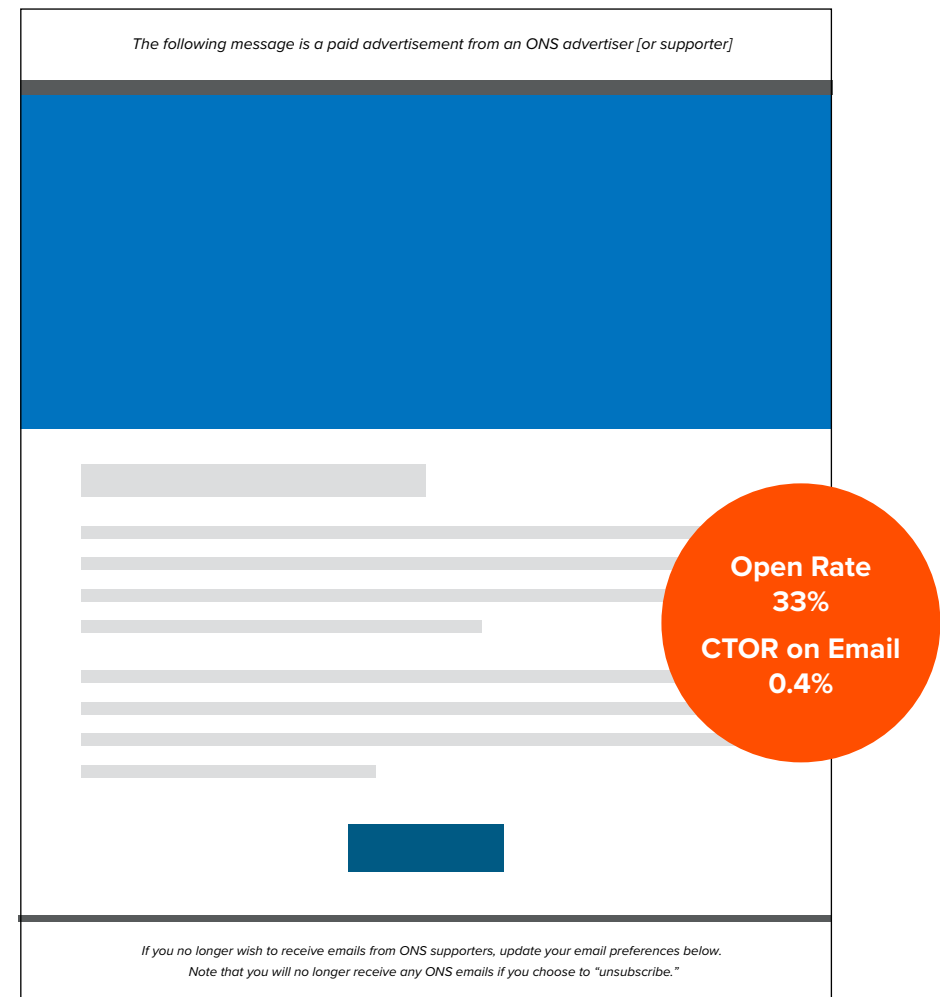
ONS Dedicated E-Blasts

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 [ONS Dedicated E-Blast guidelines & requirements](#).



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

Podcast Stats*



27,000+
Downloads Per Month



6,200+
Downloads Per Episode

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

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

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Advertising Sales Team

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