



Oncology Nursing
Society



2026

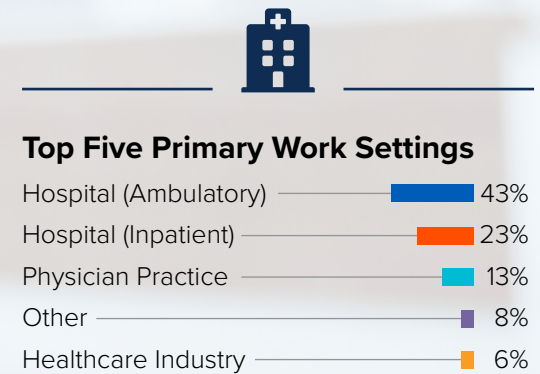
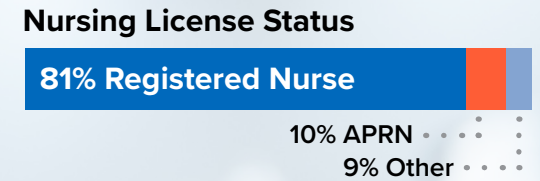
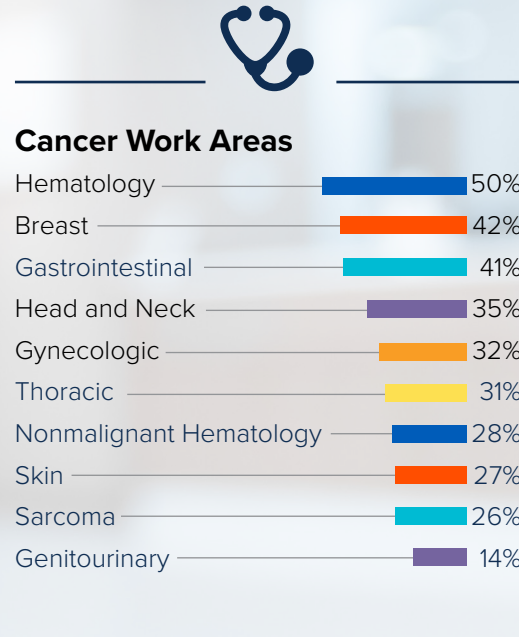
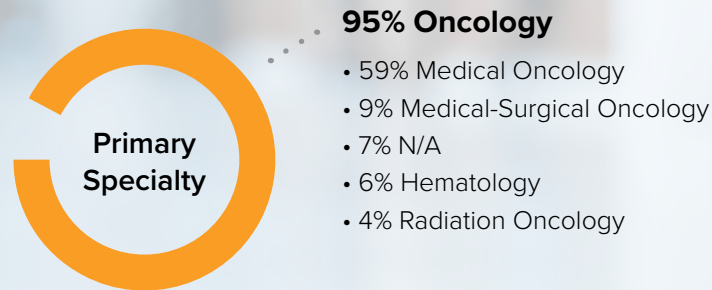
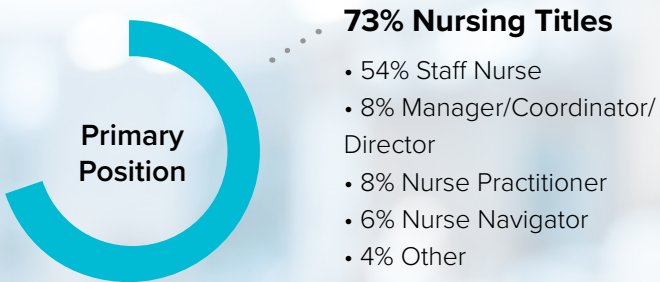
Advertising

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



Source: ONS 2025 Member Data

ONS Advertising Portfolio

Share your message with more than 35,000 ONS members, plus a broader community of nurses caring for patients with cancer. ONS offers a range of advertising opportunities, including print journals, digital banner ads, interstitials, e-newsletters, and podcasts. Contact your sales representative to identify the best mix for your organization and reserve your space.

Print

Choose from ONS's trusted journal publications to showcase your brand: *Clinical Journal of Oncology Nursing (Print Journal)* and *Oncology Nursing Forum (Print Issues and a Continuous Publishing Digital Model)*.

Digital

Expand your digital footprint with banner advertising across the ONS website network, including the *ONS Voice* online news magazine, or gain consistent visibility through placement in one of ONS's weekly e-newsletters.

Podcasts

Increase brand awareness by advertising on the *ONS Podcast™*, a popular audio channel reaching oncology nurses with timely conversations and expert insights.

ONS Advertising Sales Team

Companies 1-L

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

Companies M-Z

Hallie Brown • +1-202-367-1229
hbrown@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**	1/2/2026	1/9/2026	1/29/2026
April**	2/27/2026	3/6/2026	3/26/2026
June**	5/1/2026	5/8/2026	5/28/2026
August**	7/3/2026	7/10/2026	7/30/2026
October**	9/4/2026	9/11/2026	9/30/2026
December**	10/30/2026	11/6/2026	11/27/2026

*Sources: Sworn statement, most recent *CJON* Reader Survey

**Digital supplements may be available.

BONUS DISTRIBUTION

CJON April 2026

Will receive bonus distribution at 2026 ONS Congress® in May!



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

Print Rates

Commercial Rates (CJON and Forum)

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

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

EVEN MORE EXPOSURE

Additional frequency options are available upon request!

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, 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 Smithbucklin 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: Mike Stowe

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.

Oncology Nursing Forum

The mission of the *Oncology Nursing Forum (Forum)* is to amplify oncology nursing science and support the translation of research evidence to practice and policy. *Forum* follows a digital continuous publishing model; as articles complete the editing and peer review process, the final version is posted online. Readers can sign up to receive email alerts when new articles are published and/or access articles online on the e-Table of Contents page.

Quick Facts*



35,000 Circulation



Continuous Publish Model

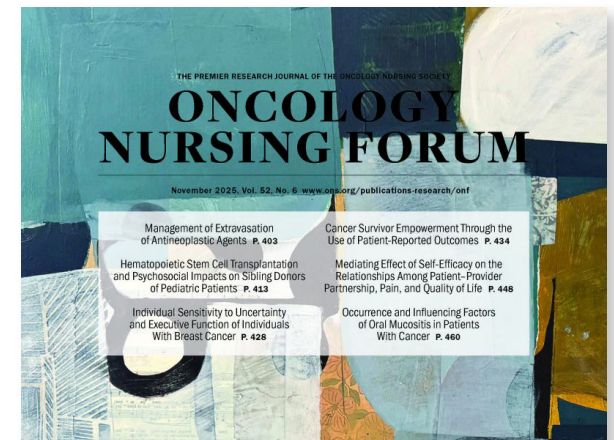
- ✓ 94% are very satisfied/satisfied with *Forum*.
- ✓ 53% discussed items with others as a result of reading *Forum*.

Issuance & Closing Dates

Issue	Closing Date	Materials & Inserts	Mail Date
March**	1/30/2026	2/6/2026	2/26/2026

*Sources: Sworn statement, most recent Forum Reader Survey

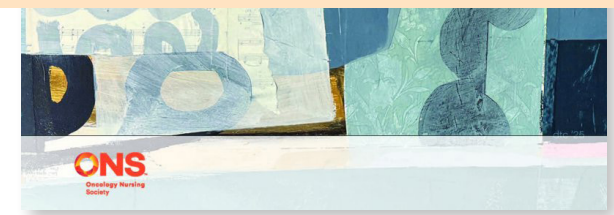
**Same as CJON Print Rates



BONUS DISTRIBUTION

Forum March 2026

Will receive bonus distribution at 2026 ONS Congress® in May!



Editor: Janine Overcash, PhD, APRN-CNP, FAANP, FAAN

Sponsored Content

Looking for a more in-depth and engaging way to reach oncology nurses? Advertorial opportunities across ONS publications offer the prestige and credibility of the ONS brand while allowing you to maintain control of your message. Choose from:

- A print advertorial in *CJON* or the one-print *Forum*
(\$10,000)
- A combined print and digital package with *CJON* plus a discounted digital reprint in *ONS Voice*
(\$10,000 for print + discounted rate \$5,000 for adding ONS Voice online)
- A fully digital advertorial in *ONS Voice* with a homepage feature and eNL inclusion
(\$10,000)



Highlight your products, services, and thought leadership through a case study or Q&A format to create meaningful engagement.

Sponsored Content Guidelines

\$10,000 per article

- Space and materials are due two weeks 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.

ADD-ON OPTION:

Enhance Your Sponsored Content by Sharing the Content Online

- *ONS Voice* homepage positioning for one week
- Choice of a leaderboard **or** medium rectangle ad on the ONS network (20,000 impressions) that promotes the sponsored article.
- Your content will also live on the *ONS Voice* website forever and be archived under “Sponsored Content.” - [Sponsored Article Guidelines](#)

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***, ***ons.org/voice***, ***ons.org/onf***, and ***ons.org/cjon***.

Website Stats*

- ✓ 258,546 Monthly Impressions
- ✓ 673,993 Monthly Pageviews
- ✓ 181,975 Average Monthly Users
- ✓ 2.06 Minutes On Site (Average)
- ✓ 10.30 Pages Per Visit (Average)

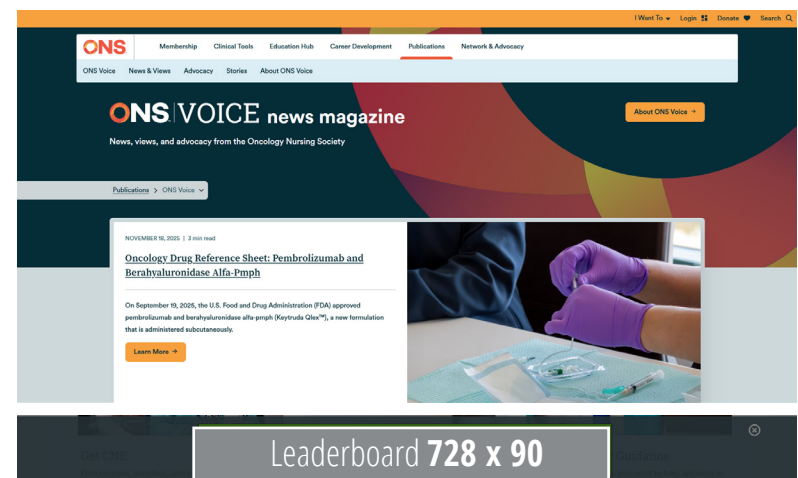
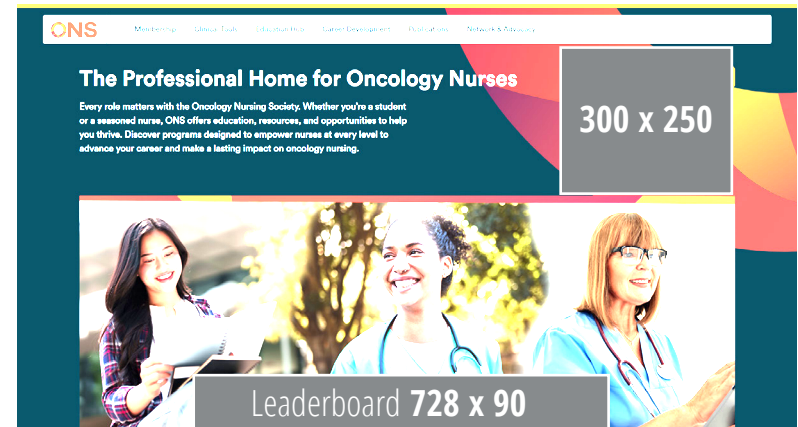
*Source: ONS, 1/1/25-10/31/25

Rates & Specs

Ad Size	Rate
Leaderboard (728 x 90)	\$265 CPM
Medium Rectangle (300 x 250)	\$180 CPM
Interstitial (300 x 250)	\$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 anorris@smithbucklin.com at least 10 business days prior to campaign launch.

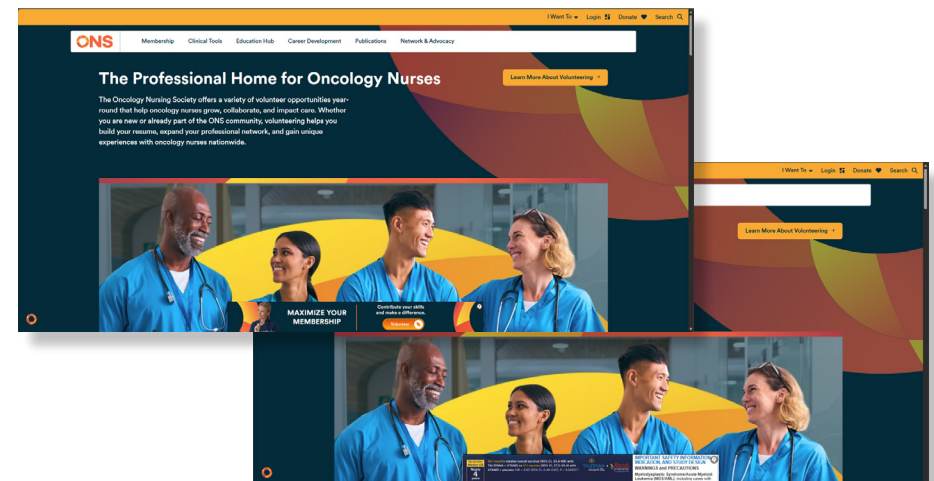
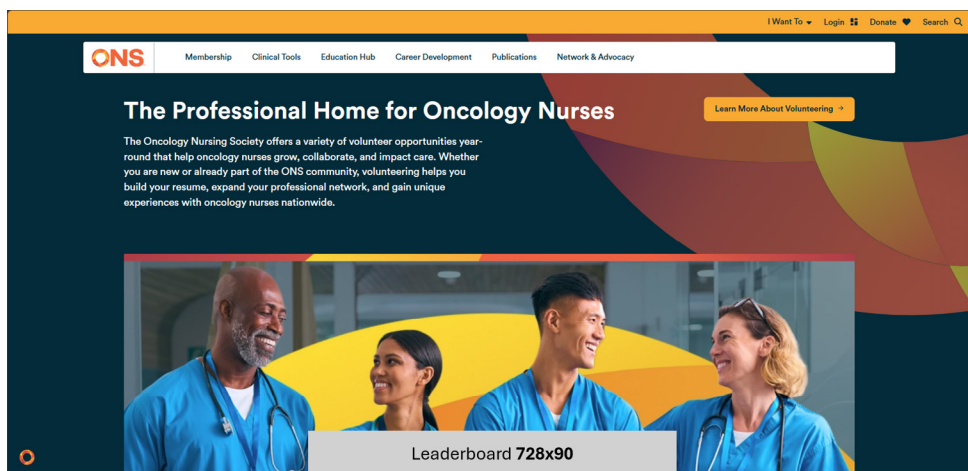


Homepage Ads

Put your brand at the center of the oncology nursing community with high-impact visibility on the ONS homepage. These premium placements appear in the homepage footer, offering consistent exposure to a highly engaged audience actively seeking clinical insights, professional resources, and industry solutions.

Key Metrics & Details

- ✓ **Exclusive Rotation:** Limited to just four advertisers per month.
- ✓ **Guaranteed Visibility:** Minimum of 20,000 impressions.
- ✓ **High-Value Placement:** Prominent homepage positioning in leaderboard format.
- ✓ **Targeted Audience:** Reach oncology nurses and cancer care professionals at the point of engagement.
- ✓ **Investment:** \$6,300 per month.



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*



65,000+ Monthly Users



Daily Updates & Weekly Email Digests

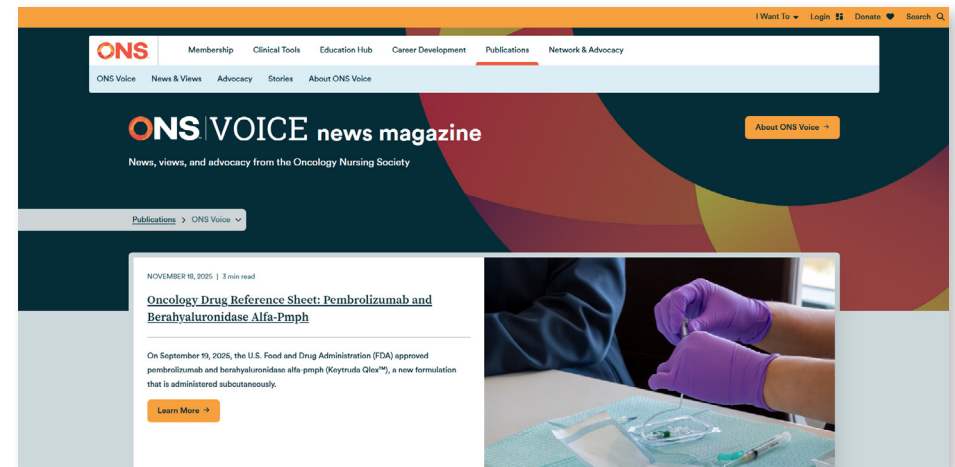
Top Actions Taken After Reading ONS Voice:

- ✓ 60% discussed articles with others.
- ✓ 52% used the information in patient education.
- ✓ 50% shared the article/e-newsletter.
- ✓ 43% visited other pages on the ONS website.

*Sources: Provided by ONS, 1/1/25–10/31/25

Columns & Departments

- ✓ Latest News
- ✓ Drug Reference Sheets
- ✓ Genetics & Genomics
- ✓ Advanced Practice
- ✓ Well-Being
- ✓ Health Policy & Advocacy
- ✓ ONS Leadership
- ✓ Stories From the Frontlines



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

Featured Themes

Repeat Biomarker Testing for Disease Progression

An In-Depth Look at Interventional Oncology

Triage in Oncology Nursing

Precision Oncology

Safe Handling in Interventional Oncology

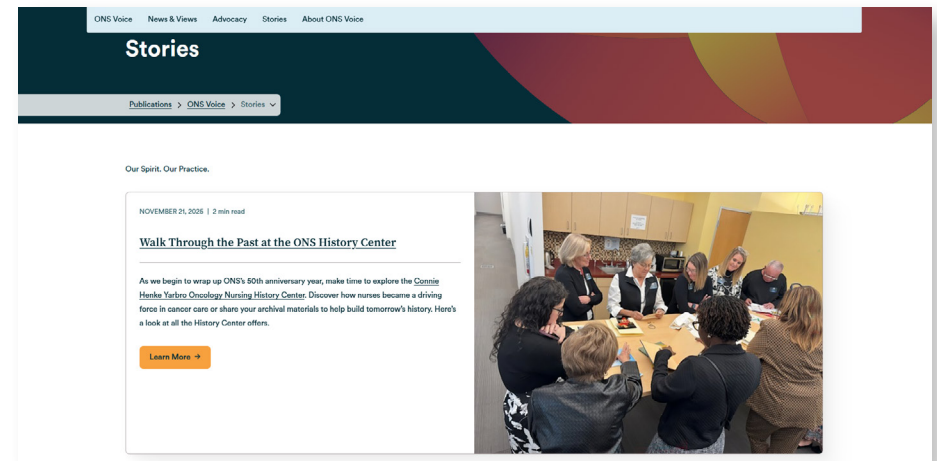
Radiodermatitis Guidelines Updates

Medical Misinformation

An In-Depth Look at Navigation

Pharmacogenomics Testing (e.g., DPD deficiency)

Photobiomodulation for Mucositis and Other Adverse Events



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: 26,954
 Nonmembers: 91,700
Total: 118,654

ONS Voice

Open Rate
 Member: 40%
 Nonmember: 31.8%
CTOR on Email
 Member: 1.2%
 Nonmember: 0.4%

*Source: ONS, 1/1/25-9/30/25

Rates & Specs

ONS Voice	Rate/Issue
100% SOV (All Banner Ads)	\$9,000
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 14 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: 27,410
 Nonmembers: 95,132
 Total: 122,542

*Source: emails, 1/1/25-8/19/25

ONS Weekly Update

Open Rate
 Member: 40%
 Nonmember: 30.9%

CTOR on Email
 Member: 0.9%
 Nonmember: 0.3%

Rates & Specs

ONS Weekly Update	Rate/Issue
100% SOV (All Banner Ads)	\$9,000
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 14 business days prior to campaign launch.

ONS Weekly Update



ONS E-Newsletters: Advocacy News

Sent every other 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.

Rates & Specs

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

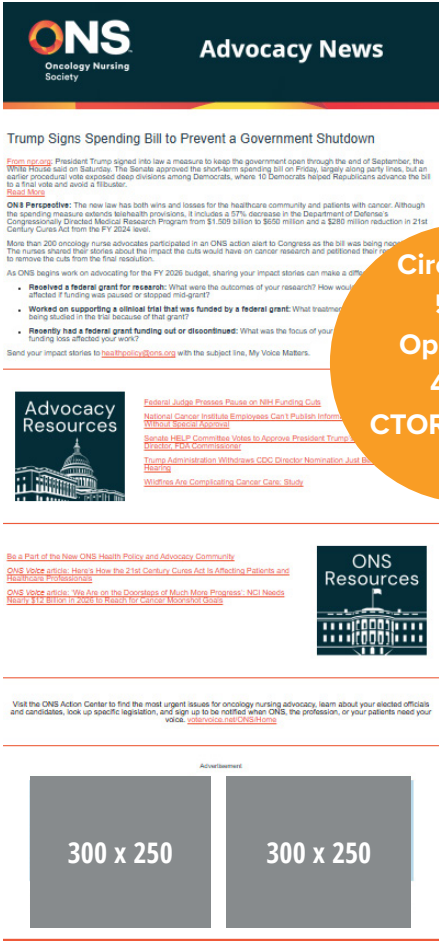
*Rate includes a weekly send for one month.

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 14 business days prior to campaign launch.

ONS Advertising Sales Team

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

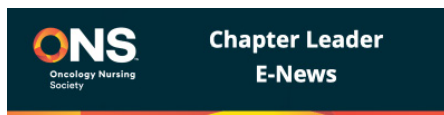
Companies M-Z
 Hallie Brown • +1-202-367-1229
hbrown@smithbucklin.com



Circulation
5,144
Open Rate
44.7%
CTOR on Email
2.1%

ONS E-Newsletters: Chapter Leader E-News

Distributed monthly, *Chapter Leader E-News* is delivered to over 1200 ONS chapter officers and board members nationwide. This targeted e-newsletter showcases a broad range of timely and relevant articles from every department within ONS, the Oncology Nursing Foundation (ONF), and the Oncology Nursing Certification Corporation (ONCC). Designed to inform, connect, and empower members in all 200 ONS chapters across the United States, Chapter Leader E-News is an essential tool for chapter leadership engagement and organizational impact.



Greetings from ONS Chapter Relations!

Annual and Treasurer Reports Now Available
 The [2023 Annual Report](#) (to be completed by the 2023 Chapter Presidents) and the [2023 Treasurer Report](#) (to be completed by the 2023 Chapter Treasurers) are now available. As a reminder, these reports are due by January 31st, 2024. If you have any questions or need any assistance, please contact chapter@ons.org.

ONS 8 Congress™ Early Bird Registration and Late-Breaking Abstracts Open
 The 8th Annual ONS Congress is packed with sessions and opportunities to advance oncology nursing practice and leadership. Encourage your chapter members to explore the [abstracts](#) and [register their bid](#) by March 26, 2024, for early-bird savings. Plus, [discover abstracts](#) in research and industry-supported categories are now being accepted—submit by January 15 to share your latest findings.

Don't miss this chance for your chapter to be a part of the momentum driving oncology nursing progress. See you in San Antonio, May 13-17, 2024.

Updates From ONS

Last Chance to Join the 2024 Chapter Challenge!
 Celebrate ONS's 50th anniversary by [submitting a bid to advance oncology nursing](#). Your [Possibilities](#) campaign will fund essential resources, innovative programs, and honor the [champions](#) of our profession.

Recognize an Inspiring Mentor: Nominations Open for Prestigious Awards
 Nominations are open for the [Connie Henke Mentor Excellence in Cancer Nursing](#) and [Connie Henke Mentor Excellence in Oncology Nursing](#) awards. Encourage your chapter members to nominate the [mentors](#) who inspire and guide their peers. Recipients will be celebrated at [ONS 8 Congress](#) in San Antonio, Texas. [Submit your nomination by January 21, 2024.](#)

Circulation
1,440

Open Rate
49.7%

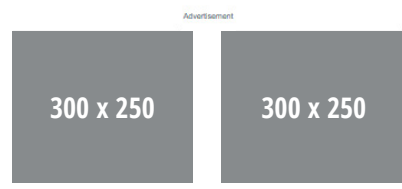
CTOR on Email
3.1%

ADVOCACY SPOTLIGHT

2023 ONS End-of-Year State Accomplishments
 This year, ONS identified several state legislative issues impacting oncology nurses and their patients – tracking more than 380 bills across 50 states throughout the state legislative process. ONS and its coalition partners have seen numerous wins in key areas that are critical for patients with cancer and oncology nurses in 2023.

Biomarker Testing Coverage: This year, Connecticut ([H.B. 6771](#)), Nebraska ([L.B. 77](#)), and New Jersey ([L.B. 2163](#)) all enacted legislation that ensures health plans to cover biomarker testing. [Click here to learn more about these bills.](#)

ONS is continuing to monitor legislation in Massachusetts ([H.B. 2777](#) / [S.B. 801](#)), which most recently passed out of the Health Care Financing Committee, and in Ohio ([H.B. 343](#)), which will carry over to 2024.

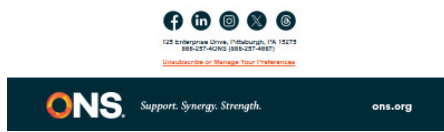


Rates & Specs

Chapter Leader eNews	Rate/Month
100% SOV (All Banner Ads)	\$6,000
Per Banner	\$3,000

*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 14 business days prior to campaign launch.



ONS Dedicated E-Blasts

Send a custom marketing message directly to more than 117,000 ONS members and nonmembers with ONS's dedicated email opportunity. Submit your own HTML template, and our marketing team will do the rest.

E-Blast Specs & Guidelines

\$10,000 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 14 business days before deployment.
- All content is subject to approval by ONS.
- See full [ONS Dedicated E-Blast guidelines & requirements](#).

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

Circulation
117,119
Open Rate
33.3%
CTOR on Email
0.24%

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."

The ONS 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



6,000+
Downloads Per Episode

*Source: ONS, 1/1/25-9/30/25

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 X or LinkedIn
- Sponsor recognition in *ONS Voice* weekly e-newsletter



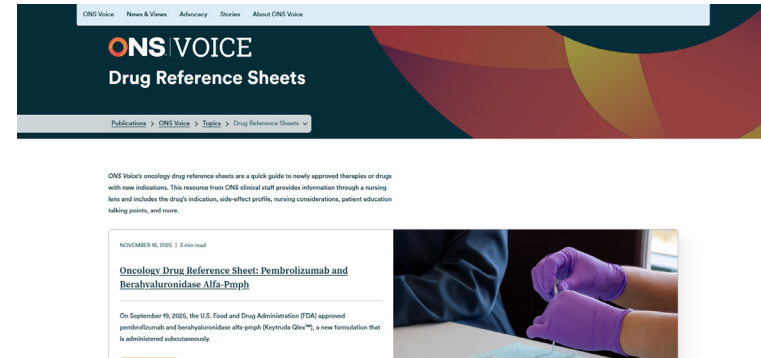
ONS Sponsorship Opportunities

Oncology Drug Reference Sheet Sponsorship

\$5,000 per month

NEW! Drug reference sheets are among the most popular content the news magazine publishes. Sponsors will receive name and logo recognition at the top of all drug reference sheets that are published during the duration of their sponsorship as well as:

- Recognition by name when the drug reference sheet is promoted in the e-newsletter
- Placement: Logo and recognition line



ONS Voice Article Sponsorship

\$5,000 per article

Sponsors will receive name and logo recognition at the top of an article that *ONS Voice* independently develops as well as:

- Receive recognition by name when the article is promoted in the e-newsletter
- Placement: Logo and recognition line





Oncology Nursing Society

ONS Headquarters

125 Enterprise Drive
Pittsburgh, PA 15275
Toll free: 866-257-4667
Phone: +1-412-859-6100
help@ons.org
www.ons.org

Advertising Sales Team

Companies 1-L

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

Companies M-Z

Hallie Brown • +1-202-367-1229
hbrown@smithbucklin.com

Production Contact

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