

# *Media Kit*

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# THE **CANCER** LETTER

## **The Cancer Letter: Weekly Cancer Research News, Founded 1973**

The Cancer Letter was founded in 1973 by journalist Jerry D. Boyd, two years after the U.S. Congress passed the National Cancer Act of 1971. The Act increased federal support for research, training, and public education to reduce the burden of cancer.

The Cancer Letter, published weekly, keeps oncologists, scientists, pharmaceutical and biotech industry executives, federal and state health officials, and patient advocates current with government research plans, industry and advocacy news, and grant opportunities.

In 1977, the company founded The Clinical Cancer Letter, a monthly newsletter on cancer clinical trials. In 1986, The Cancer Letter added a monthly business section, called Cancer Economics. In 1999, the name of the section was changed to Business & Regulatory Report. The company began a Web site in 1993 and launched an electronic edition of The Cancer Letter in 1998. Now, the entire archive of the company's publications are available online at [www.cancerletter.com](http://www.cancerletter.com).

The mission of The Cancer Letter Inc. is to produce high-quality information products in the field of oncology. The company's three newsletters are known for their journalistic independence, timeliness, and accuracy. The newsletters are supported through individual and institutional subscriptions and advertising sales.

## **About The Editors**

The Cancer Letter's editors are never afraid to tackle the most difficult or controversial topics in oncology. In doing so, the editors follow the Code of Ethics of the Society of Professional Journalists, which states that, "Journalists should be honest, fair, and courageous in gathering, reporting, and interpreting information." Company policy doesn't allow the editors to hold individual stock positions in healthcare, pharmaceutical, or biotechnology companies. The editors are members of the Society of Professional Journalists, the National Association of Science Writers, and the Association of Health Care Journalists.

Kirsten Boyd Goldberg, editor and publisher, joined the company in 1989, working alongside her father and company founder Jerry Boyd until his retirement in 1990. She started the company's Web site and electronic newsletters. Her reporting on the U.S. National Cancer Institute has won awards from the Society of Professional Journalists, Washington DC Professional Chapter. Prior to joining The Cancer Letter, Goldberg was a staff writer for Education Week, the national newspaper for K-12 education, from 1986-88. From 1985-86, she was news editor of The Reston (Va.) Connection. She is a graduate of the University of California, Berkeley, with a B.A. in economics (1984).

Paul Goldberg joined The Cancer Letter in 1986. He launched the newsletter's business section. His reporting on the pharmaceutical and biotechnology industry, FDA, and practitioners of unconventional therapy has been recognized by the Society of Professional Journalists, the Gerald Loeb Awards, and the Newsletter and Electronic Publishers Foundation. He was a reporter for the Wichita (Kan.) Eagle and The Reston Connection. He wrote two non-fiction books on the human rights movement in the former USSR. He is a graduate of Duke University with a B.A. in economics (1981).

# THE **CANCER** LETTER

## *Awards and Recognition*

- 2004 Robert D.G. Lewis Watchdog Award, Society of Professional Journalists, Washington D.C. Professional Chapter, for series on the agenda of NCI Director Andrew von Eschenbach. The Lewis award recognizes journalism aimed at protecting the public from abuses by those who would betray the public trust.
- 2004 Society of Professional Journalists, Washington D.C. Professional Chapter, First Place, Newsletter Washington Reporting, for series on the agenda of NCI Director Andrew von Eschenbach.
- 2003 Gerald Loeb Awards for Distinguished Business and Financial Journalism, Finalist, for series on ImClone Inc. The Loeb Award, presented by The Anderson School at UCLA, is the most prestigious award for business journalism in the U.S.
- 2003 Robert D.G. Lewis Watchdog Award, Society of Professional Journalists, Washington D.C. Professional Chapter, for series on ImClone.
- 2003 Newsletter and Electronic Publishers Foundation, Newsletter Journalism Awards, Best Investigative Reporting, third place, for series on ImClone Inc.
- 2003 Society of Professional Journalists, Washington D.C. Professional Chapter, First Place, Newsletter Washington Reporting, for series on ImClone Inc.
- 2001 Newsletter and Electronic Publishers Foundation, Newsletter Journalism Awards, second place, investigative reporting, for series on the National Dialogue on Cancer.
- 2001 Society of Professional Journalists Washington D.C Professional Chapter, Washington Dateline Award, Honorable Mention, for series on the National Dialogue on Cancer.
- 1999 Robert D.G. Lewis Award, Society of Professional Journalists, Washington D.C. Professional Chapter, for series on cancer treatment studies by Houston practitioner Stanislaw Burzynski.
- 1999 Newsletter and Electronic Publishers Foundation, Newsletter Journalism Awards, third place, investigative reporting, for series on cancer treatment studies by Houston practitioner Stanislaw Burzynski.
- 1999 Society of Professional Journalists, Washington D.C. Professional Chapter, first place, newsletter reporting, for series on Stanislaw Burzynski.
- 1998 Society of Professional Journalists, Washington D.C. Professional Chapter, Washington Dateline Award, honorable mention for series on mammography screening debate.

## *Presentations at National Meetings & Conferences:*

- 2003 National Comprehensive Cancer Network Annual Meeting
- 2002 National Press Foundation, Washington D.C.
- 2001 National Breast Cancer Coalition Advocacy Training Conference, Washington D.C.
- 2001 National Cancer Institute Office of Communications, Rockville, Md.
- 2001 Joseph Bailes Roast, National Coalition of Cancer Survivorship and American Society of Clinical Oncology
- 2000 John Durant Roast, National Coalition of Cancer Survivorship and American Society of Clinical Oncology
- 1998 Breakthrough! How News Influences Health Perception and Behavior, NCI-Designated Cancer Centers Public Affairs Network, Cold Spring Harbor Laboratory, Cold Spring, N.Y.

# THE **CANCER** LETTER

## *More About Awards And Recognition:*

**THE CANCER LETTER** editors Kirsten Boyd Goldberg and Paul Goldberg received the 2004 Robert D.G. Lewis Watchdog Award from the Society of Professional Journalists, Washington, D.C., Professional Chapter, for their “exhaustive, authoritative, and bold examination of the agenda of the National Cancer Institute director appointed by President Bush.”

It is the third time and the second consecutive year The Cancer Letter has won the Lewis Award, given annually for the best example of journalism aimed at protecting the public from abuses by those who would betray the public trust. Last year, the newsletter received the Lewis Award for breaking the story in 2002 that the FDA’s refusal to file letter to ImClone Systems Inc. indicated that problems with clinical trials of Erbitux were more extensive than the company acknowledged. The Cancer Letter won the Lewis Award in 1999 for a series of stories on cancer treatment studies by Houston practitioner Stanislaw Burzynski.

The Cancer Letter’s coverage of NCI Director Andrew von Eschenbach also received first place for Newsletter Washington Reporting from the SPJ Washington chapter. The award honors reporting from Washington that contributes to a better understanding of the federal government.

The newsletter’s reporting demonstrated that von Eschenbach’s agenda is to loosen regulations governing clinical research, lower the bar for approval of cancer drugs, privatize tissue collection. The stories also uncovered the alliance between von Eschenbach’s NCI and the National Dialogue on Cancer, and demonstrated that the Dialogue’s public relations firm, Edelman, was involved in global marketing of tobacco and spinning the food industry’s message on obesity.

## *Paul Goldberg’s Television Appearances:*

- 2003 CNN Lou Dobbs “Moneyline”
- 2003 CNN Lou Dobbs “Moneyline” (two appearances)
- 1996 “60 Minutes”

# THE **CANCER** LETTER

## *About Our Subscribers*

The Cancer Letter and The Clinical Cancer Letter reach thousands of professionals in oncology and the pharmaceutical industry. Most subscribers receive the newsletters electronically, as PDF files in their email, or download it online through electronic site licenses with their companies or institutions. Following is a list of our site license customers whose employees have access to the newsletters online:

**Amgen Inc.**, 3,000 research and development staff.

**Dana-Farber Cancer Institute**, 2,000 staff.

**Duke Comprehensive Cancer Center**, 300 physicians and scientists.

**Harvard-MGH Cancer Center**, 782 senior scientists.

**H. Lee Moffitt Cancer Center & Research Institute**, 1,654 staff.

**Karmanos Cancer Institute**, 1,200 staff.

**Pfizer**, 13,000 research scientists.

**Roswell Park Cancer Institute**, 2,400 staff.

**U.S. Army Congressionally Directed Medical Research Programs**, 30 staff.

**University of Kentucky and Lucille P. Markey Cancer Center**, entire university has access.

**University of Pittsburgh Cancer Institute**, 500 faculty and staff.

**U.S. National Cancer Institute**, 4,000 staff and trainees.

In addition, the newsletters have 2,400 combined total individual subscribers throughout the field of oncology. We project a steady growth rate in subscriptions and site license customers due to increased interest in oncology as the population ages.

## *About Our Target Audience*

**The Cancer Letter:** academic or practicing oncologists, drug, device, and biotech company executives and scientists, cancer center and hospital administrators, health organizations, patient advocacy groups, and legal, insurance, investment, and other professionals who follow federal regulation and government activities related to cancer research and cancer care.

**The Clinical Cancer Letter:** oncologists, nurses, other health professionals, pharmaceutical and biotech sales reps, and patients interested in following cancer research results.

# THE **CANCER** LETTER

## *Benefits of Advertising in The Cancer Letter*

### *The Cancer Letter is:*

**A trusted source of news** in oncology for more than 30 years, with a long history of providing valuable insight and actionable information about research, federal regulatory practices, and patient advocacy. This weekly resource maintains a broad and deep focus within the industry. Often, its enterprising stories receive attention from the general media. **Benefit to the advertiser:** By placing your advertising in a trusted source of information, you leverage The Cancer Letter's solid reputation and align your own offering with a valuable resource.

**Published weekly**, 46 times a year. **Benefit to the advertiser:** The exposure for your offering will reach thousands of readers week after week, consistently presenting your value proposition within a trusted environment. This will allow you to form solid, positive impressions of your business over time and to develop an increasingly positive regard to your offering in the mind of prospects over the course of several weeks.

**Flexible and fast** in responding to your advertising needs. Your ad materials are required only a week prior to publication date (4-color or more complex ads may require more time). **Benefit to the advertiser:** Fast turn-around time allows you to customize messaging to establish a dialogue with your prospects, allowing you to address industry "hot button" issues in a timely and flexible fashion. This shows your prospects that you are current and responsive to developments. Having your own space within the publication will allow you to refine your message as the market changes.

**Delivered electronically** via Adobe PDF to the vast majority of readers. **Benefit to the advertiser:** Your ad will get into the "In Box" and directly in front of the key leaders in oncology. Also, your ad can include clickable links to Web pages or e-mail addresses, providing for a direct response relationship with your prospects.

**Not a journal**, and not filled with a mind-numbing advertising section that readers skip over to get to the articles. **Benefit to the advertiser:** Ads in the usual 8-page or 12-page issue of The Cancer Letter or The Clinical Cancer Letter get seen and noticed.

### *The Clinical Cancer Letter is:*

**A monthly reference on clinical trials**, with regular features on newly opened cancer center trials, industry-sponsored studies, and NCI cooperative group trials. **Benefit to the advertiser:** Catch the eye of prospects by placing your advertising side-by-side with dynamic content that readers refer to regularly. Advertise to potential principle investigators and others interested in clinical trials.

# THE **CANCER** LETTER

## *Benefits of Advertising in The Clinical Cancer Letter*

**A succinct source of information on research results**, including coverage of presentations at oncology conferences. **Benefit to the advertiser:** Prospects will associate the value of the insights gained from reports on advances in oncology treatment with your offering, leveraging the "must-read" atmosphere of the reports into positive regard for your offering. You can time your advertising to coincide with oncology conferences, knowing that coverage of those meetings will be included in the newsletter.

**Delivered electronically** via Adobe PDF to most readers. **Benefit to the advertiser:** Like The Cancer Letter, your ad will reach the coveted space of the "In Box" of key leaders and influential players in oncology. Your ad can include clickable links to Web pages or e-mail addresses, providing a fast way to establish a direct relationship with prospects.

**Flexible and fast** in responding to your advertising needs. Although a monthly, The Clinical Cancer Letter does not require long lead times for placement or changes to advertising. **Benefit to the advertiser:** The ability to customize or change messages as needed shows your prospects that you are current and responsive. It also allows you to refine your message as the market changes.

**Read by care-givers and patients** in addition to other health-care professionals. **Benefit to the advertiser:** Your message can speak directly to care-givers and patients to inform them about your products.

# THE **CANCER** LETTER

## **THE CANCER LETTER**

### **Rate Card**

*The Cancer Letter*, a weekly newsletter, accepts display ads and preprinted inserts. We strive for a fast turn-around time (no more than two weeks) for publication from receipt of your materials, making this an ideal way of announcing conferences, new websites, a personnel search, a new clinical trial, or new products.

Display ads and preprinted inserts also will appear in **The Cancer Letter Interactive**, the electronic version. Any Web site or e-mail address will be hot-linked, offering advertisers one-click communications with readers. (Preprinted inserts longer than two pages containing color may make email delivery technically unfeasible, in which case they will not be included).

|              | 1x     | 6x     | 12x    | 24x    | 46x   |
|--------------|--------|--------|--------|--------|-------|
| Full page    | \$1420 | \$1280 | \$1205 | \$1065 | \$925 |
| Half page    | \$975  | \$875  | \$825  | \$780  | \$725 |
| Quarter page | \$675  | \$615  | \$570  | \$540  | \$525 |

**Ad Sizes** (height x width in inches):

Full page: 9.25 x 7

Half page: 4.5 x 7

Quarter page: 4.5 x 3.25

**Pre-Printed Inserts:** \$600 per page per insertion

**Additional Charge for Color:**

Two-color: \$600 per page or fraction

Three-color: \$700 per page or fraction

Four-color: \$1200 per page or fraction

**Agency Commission:** 15%

**Position:** Outside back cover provided on first-come basis with signed insertion order and/or prepayment.

*The Cancer Letter* cannot guarantee color matching on four-color ads. If color matching is required, please provide materials two weeks in advance of deadline for a price quote.

**The Cancer Letter** reserves the right to reject advertising that it deems inaccurate, misleading, or inappropriate for its readership. Copy will be reviewed by the publisher prior to placement.

# THE **CANCER** LETTER

## THE CLINICAL CANCER LETTER

*Cancer research news for clinicians*

### Rate Card

**The Clinical Cancer Letter**, a monthly newsletter, reaches more than 1,200 key oncologists, hospital administrators, patient advocates, pharmaceutical and biotech industry officials, and financial executives.

#### Display Ad Rates (black and white):

|              | 1x     | 6x     | 12x    |
|--------------|--------|--------|--------|
| Full page    | \$1020 | \$1080 | \$1005 |
| Half page    | \$575  | \$475  | \$425  |
| Quarter page | \$375  | \$350  | \$275  |

#### Ad Sizes (height x width in inches):

Full page: 9.25 x 7

Half page: 4.5 x 7

Quarter page: 4.5 x 3.25

**Pre-Printed Inserts:** \$600 per page per insertion

#### Additional Charge for Color:

Two-color: \$600 per page or fraction

Three-color: \$700 per page or fraction

Four-color: per page: \$1200 per page or fraction

**Agency Commission:** 15%

**Position:** Outside back cover provided on first-come basis with signed insertion order and/or prepayment.

**The Clinical Cancer Letter** cannot guarantee color matching on four-color ads. If color matching is required, please provide materials two weeks in advance of deadline for a price quote.

**The Clinical Cancer Letter** reserves the right to reject advertising that it deems inaccurate, misleading, or inappropriate for its readership. Copy will be reviewed by the publisher prior to placement.

# *Editorial Calendar*

## **The Cancer Letter:**

**Frequency:** Weekly, 46 times per year, published on Fridays, except for the month of August and the last two weeks of December.

**Editorial focus:** This award-winning newsletter provides the latest on cancer research funding, legislation, policy issues, drug development, and people in the news.

**Material close date:** Every Wednesday for Friday's issue. (Large, complicated ads may require longer processing time.)

## **The Clinical Cancer Letter:**

**Frequency:** Monthly, 12 times a year, published in the latter half of each month.

**Editorial focus:** News of clinical trials results, newly opened clinical trials, and other cancer research developments of interest to the practicing oncologist, oncology nurse, or other oncology health care professional or patient advocate, including diagnostic technology, cancer prevention and control, and supportive care.

**Material close date:** The 15th of each month.

## **Meeting coverage calendar:**

- January: American Society of Hematology annual meeting coverage.
- March: Society of Gynecologic Oncologists annual meeting coverage.
- April: American Association for Cancer Research annual meeting coverage.
- May: Radiation Oncology meetings.
- June: American Society of Clinical Oncology annual meeting coverage.
- October: Supportive Care: reports from the Inter-science Conference on Antimicrobial Agents and Chemotherapy.
- December: San Antonio Breast Cancer Symposium coverage

# THE **CANCER** LETTER

## *Advertising Information—How to Contact Us:*

For questions or interest in advertising in The Cancer Letter  
or The Clinical Cancer Letter , please contact:

Kirsten Boyd Goldberg  
The Cancer Letter Inc.  
news@cancerletter.com  
PO Box 9905  
Washington, D.C. 20016  
202-362-1809 x.11

## *Reference Materials*

For further information about The Cancer Letter, Inc., and our publications,  
please visit our Web pages at: [www.cancerletter.com](http://www.cancerletter.com)

## *For Subscriptions:*

**Print subscription** orders and customer service: 1-800-513-7042

**E-subscriptions** order from [www.cancerletter.com](http://www.cancerletter.com)

**Customer service:** 1-800-513-7042

**Editorial:** 202-362-1809; fax 202-318-4030

**Mail:** PO Box 9905, Washington DC 20016