ADVERTISING OPPORTUNITIES

DIGITAL MARKETING

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6  AACRMeetingNews.org
8  Industry Supported Event Listing
10  Featured Exhibitors
12  Ad Retargeting
14  Sponsored News Videos
MEETING DATES
FRIDAY, APRIL 8–WEDNESDAY, APRIL 13, 2022

EXHIBIT DATES
SUNDAY, APRIL 10–WEDNESDAY, APRIL 13, 2022

AACRMeetingNews.org
Discover the value of AACRMeetingNews.org — the official online news source and digital marketing resource for the AACR Annual Meeting 2022. Providing meeting highlights and session coverage to AACR members and meeting attendees, this site offers unparalleled exposure for your message. To ensure maximum visibility, a custom traffic acquisition plan uses multiple channels to drive targeted traffic to the site before, during, and after the Annual Meeting. For more information and advertising options, see page 6.
### Demographics

**Attendees by Primary Field of Research**  
(attendee had option to choose more than one field)

- 36.2% › Immunology and Immuno-oncology
- 34.7% › Tumor Biology
- 29.0% › Molecular Biology
- 27.9% › Clinical Research/Clinical Trials
- 26.0% › Cell Biology
- 20.8% › Experimental and Molecular Therapeutics
- 17.6% › Genetics and Genomics
- 13.5% › Carcinogenesis
- 13.1% › Pharmacology
- 9.2% › Epigenetics

**Attendees by Work Setting**

- 40.8% › Industry/Private Sector
- 34.5% › Academia
- 4.1% › Hospital/Clinic
- 3.9% › Government
- 2.4% › Non-Profit Institute
- 2.4% › Cancer Center (Non-NCI Designate)
- 2.2% › NCI Designated Cancer Center
- 1.3% › Association/Professional Organization
- 1.0% › Other
- 0.6% › Private Practice
- 0.5% › Foundation/Advocacy Organization

**Attendees by Geographical Location**

**Top 10 Countries Represented**

- 73.9% › United States of America
- 3.6% › United Kingdom
- 3.1% › China
- 2.8% › Japan
- 2.7% › South Korea
- 2.1% › Germany
- 1.6% › France
- 1.5% › Canada
- 0.96% › Switzerland
- 0.85% › Taiwan

**Top 10 States Represented**

- 19.5% › California
- 13.0% › Massachusetts
- 7.4% › Maryland
- 7.1% › New York
- 6.7% › New Jersey
- 6.2% › Pennsylvania
- 5.3% › Texas
- 3.5% › Georgia
- 2.6% › Illinois
- 2.5% › Florida

For more information, contact Melanie Holt, Event Media Strategist, at 913-491-4200 or mholt@tristarpub.com
AACRMeetingNews.org Email Package

Designed to provide continuous and broad exposure with maximum ROI, Annual Meeting email opportunities are a great way to deliver your message directly to thousands of AACR members, meeting attendees, and others in the cancer research community. By participating in part of the AACRMeetingNews.org Email Package, each supporter receives the additional visibility of a banner ad on AACRMeetingNews.org.

**2021 EMAIL METRICS**

27.17% Average Open Rate

**CONTENT**

Speaker interviews, session highlights, and the most up-to-date meeting news before, during, and after the Annual Meeting.

**DEADLINES**

See adjacent page for details.

**SPECIAL NOTES**

- Rates include a banner ad visible on 11 emails and a banner ad visible on AACRMeetingNews.org.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.

**11 EMAIL OPPORTUNITIES**

2,090,000 EMAILS SCHEDULED

*For illustration purposes only*
## Distribution Dates

<table>
<thead>
<tr>
<th>PRE-MEETING*</th>
<th>MEETING*</th>
<th>POST*</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 24, 2022</td>
<td>March 25 – May 5, 2022</td>
<td>April 21, 2022 – May 19, 2022</td>
</tr>
<tr>
<td>March 31, 2022</td>
<td>April 8 – April 13, 2022</td>
<td></td>
</tr>
</tbody>
</table>

### Audience

- Approximately 190,000+ recipients, including AACR meeting attendees, members, and others in the cancer research community

### Ad Space Deadline

- March 11

### Materials Deadline

- March 18

### Rate

- $37,100 Banner A
- $33,920 Banner B
- $31,270 Banner C
- $28,620 Banner D
- $26,500 Banner E

*Distribution dates are approximate and subject to change.

To **ENHANCE** your email marketing campaign, please see page 6 to gain maximum ROI through served impressions.
AACRMeetingNews.org

As the official online news source for the Annual Meeting, the AACR Meeting News website offers a unique opportunity to reach both your domestic and international audience. Through engaging content and ad server integration, the website provides supporters with meaningful impressions and significant data for ROI tracking.

### 2021 METRICS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>41,231</td>
</tr>
<tr>
<td>Sessions</td>
<td>60,181</td>
</tr>
<tr>
<td>Pageviews</td>
<td>86,193</td>
</tr>
</tbody>
</table>

### CAMPAIGN PERIOD

Ads will be placed approximately March 24 and will remain visible until December 31, 2022 unless otherwise specified by the advertising company.

### DEADLINES

- February 25: Ad space/payment
- March 4: Ad materials due

**INQUIRE** with your Event Media Strategist on how to optimize and increase impressions through ad buyout options.

### TRAFFIC ACQUISITION PLAN

AACRMeetingNews.org will be promoted through the following customized marketing initiatives, designed to increase impressions and optimize ROI:

- **ASSOCIATION-SUPPORTED EMAILS**
- **CALL-TO-ACTION GRAPHIC ON ASSOCIATION WEBSITE**
- **INFLUENCER SOCIAL CHANNELS**
- **DAILY SOCIAL MEDIA POSTS**
- **LINK ON THE AACR HOMEPAGE (AACR.ORG)**
- **LINK ON THE MEETING EVENT PAGE (AACR.ORG/AACR2022)**
- **DASHBOARD ICON ON THE AACR ANNUAL MEETING 2022 MOBILE APP**
- **DAILY ALERTS SENT VIA THE AACR ANNUAL MEETING 2022 MOBILE APP**
**ADVERTISING RATES**

Ad placement on all news pages.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Docked Bottom Banner</td>
<td>$15,000</td>
</tr>
<tr>
<td>Leaderboard (3)</td>
<td>$13,250/each</td>
</tr>
<tr>
<td>Banner (7)</td>
<td>$8,100/each</td>
</tr>
<tr>
<td>Top Half-page (3)</td>
<td>$11,050/each</td>
</tr>
<tr>
<td>Bottom Half-page (3)</td>
<td>$9,970/each</td>
</tr>
<tr>
<td>Medium Rectangle (3)</td>
<td>$5,940/each</td>
</tr>
<tr>
<td>Sidebar Video (1)</td>
<td>$8,270</td>
</tr>
<tr>
<td>Sponsored Content (2)</td>
<td>$15,700/each</td>
</tr>
<tr>
<td>Video Upgrade</td>
<td>$8,480/each</td>
</tr>
<tr>
<td>Image Gallery Upgrade</td>
<td>$10,070/each</td>
</tr>
</tbody>
</table>

**SPECIAL NOTES**

- See page 16 for information on TriStar’s policy regarding third-party ad tag requirements.
- Contact your Event Media Strategist for ad specifications.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.
- Banner availability assumes five banners are sold as part of the AACRMeetingNews.org Email Packages. See page 4.

**UPGRADE** your ad buy with a Featured Exhibitor listing for **ONLY $1,100!**

Rate is exclusive to participants advertising on AACRMeetingNews.org.

For more information, contact Melanie Holt, Event Media Strategist, at 913-491-4200 or mholt@tristarpub.com
Industry Supported Event Listing

Elevate your Industry Supported Event with a designated space on AACRMeetingNews.org to highlight program information and market your event to the AACR audience. Event promotions include a highlighted listing and ad visibility on the Industry Supported Event Schedule and an Exclusive Detail Page, providing measurable ROI for your event engagement and campaign performance.

**OPPORTUNITY INCLUDES**

- Highlighted listing on the Industry Supported Event landing page and Schedule on AACRMeetingNews.org
- Rotating half-page ad and banner ad on the Industry Supported Event list pages, displayed with equal SOV
- Exclusive detail page on AACRMeetingNews.org for your sponsored content and event details
- Exclusive top half-page ad and banner ad on your dedicated detail page

**ADVERTISING RATE**

$4,560 per event

**SPECIAL NOTES**

- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.
- Contact your Event Media Strategist for ad specs and additional information regarding ad space and material deadlines.
For more information, contact Melanie Holt, Event Media Strategist, at 913-491-4200 or mholt@tristarpub.com.
Featured Exhibitors

Stand out and highlight your presence with a listing on the Featured Exhibitors landing page of AACRMeetingNews.org. This new opportunity ensures measurable ROI while allowing you to share your exhibitor information, PDF attachments, video, images, and more with the AACR audience.

**OPPORTUNITY INCLUDES**

- Featured Exhibitors Page
  - Alphabetical listing on the Featured Exhibitors landing page
  - Banner ad on the Featured Exhibitors landing page (displayed with equal share of voice)

- Exclusive Detail Page
  - Exclusive detail page for your custom exhibitor content
  - Exclusive top banner ad

**ADVERTISING RATE**

$2,100 per listing

**SPECIAL NOTES**

- Must be an official AACR Annual Meeting exhibitor to participate. Only participating exhibitors will be included in the exhibitor listing.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.
- Contact your Event Media Strategist for ad specs and additional information regarding ad space and material deadlines.
For illustration purposes only. Formatting is subject to change based on content.

**FEATURED EXHIBITORS PAGE**

![Top Banner Ad](image)

**Exhibitor Listing**

<table>
<thead>
<tr>
<th>LOGO</th>
<th>Featured Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Booth Number: 12345</td>
</tr>
</tbody>
</table>

**EXCLUSIVE DETAIL PAGE**

![Top Banner Ad](image)

**Exhibitor Details**

- **PDF Document**
- **PDF Document**

**Video Upgrade**

**Image Gallery Upgrade**

**UPGRADE your Featured Exhibitor listing!** Increase the value of your Featured Exhibitors listing with the video and image gallery upgrade. $1,500 per upgrade

For more information, contact Melanie Holt, Event Media Strategist, at 913-491-4200 or mholt@tristarpub.com
Retargeting
Ad retargeting is a vital component of any digital marketing strategy! This powerful tool for conversion optimization allows you to target, reach, and influence your desired audience anytime, anywhere.

Access the AACR Audience

21,000+
AACR Annual Meeting attendees

AACR AUDIENCE*

47,000+
AACR Members

Researchers in all areas of cancer

Clinicians

Patient advocates

Health Care Professionals

60% of viewers notice and consider purchasing products from retargeted ads!*

*eMarketer
Quantifiable ROI

Track your campaign’s performance with access to real-time metrics on a customized analytics dashboard. Analyze performance with a detailed and downloadable breakdown of views, clicks, and geographic reach to optimize your future campaigns.

<table>
<thead>
<tr>
<th>VIEWS</th>
<th>CLICKS</th>
<th>UNIQUE CLICKS</th>
<th>REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>29,440</td>
<td>133</td>
<td>129</td>
<td>7,764</td>
</tr>
</tbody>
</table>

**ADVERTISING RATE**

$13,250 per 50,000 impressions

**SPECIAL NOTES**

- Retargeting deadlines will be based on the preferred campaign period.
- Prepayment is required in full.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Event Media Strategist to discuss scope of work and associated costs.
- See page 15 for special notes and considerations.
Sponsored News Videos  EXCLUSIVE OPPORTUNITY

Leveraging highly engaging video news content, this exclusive sponsorship is the ideal platform for promoting your product, brand, or meeting activities.

OPPORTUNITY INCLUDES

- Exclusive sponsorship of AACRMeetingNews.org video content
- Text and logo recognition at the beginning and end of each AACRMeetingNews.org video
- Logo and clickable URL displayed at the end of each news video
- Recognition beneath the video description with logo and clickable URL on each video post page

DEADLINES

February 4  Ad space/payment
February 18  Logo artwork due

ADVERTISING RATE

$40,000

SPECIAL NOTES

- Rate includes recognition on a minimum of six news videos posted on AACRMeetingNews.org. Video content and final number of videos to be determined by AACR.
- Opportunity is exclusive to one sponsor.
GENERAL NOTES
1. All advertisements are subject to approval by AACR.
2. AACR reserves the right to update the rate card based on project developments.
3. The AACR reserves the right to decline sponsorship or advertising requests for products/services that compete with those offered and/or published by the AACR. For publishers who are exhibitors at the AACR Annual Meeting, special conferences, and AACR News, general, program-wide ads may be requested, but not ads that are journal specific.
4. Circulation is based on projected registration and participation in the event at the time of rate card distribution. There will be no monetary adjustment should numbers decrease.
5. The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Event Media. The advertiser and/or its agency (representative) grants TriStar Event Media the rights and license to use, reproduce, transmit, and distribute all creative material supplied by or on behalf of the advertiser.
6. Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. TriStar will not credit the advertiser based on data shortfalls from the analytics presented. These terms do not apply to ad retargeting.
7. TriStar Event Media does not offer any guarantees regarding non-human traffic, which is consistent with industry standards for sponsorship advertising. Spam filtering to remove invalid clicks and impressions is executed via the Google Ad Manager platform; TriStar relies on Google to implement best practices and standards to reduce invalid traffic for quality reporting.
8. TriStar Event Media does not offer viewability threshold guarantees. Viewability is dependent on device type and ad unit. When developing its advertising inventory, TriStar prioritized placements that provide the strongest ROI and visibility.
9. Companies selecting retargeting services must comply with all applicable laws, regulations, and policies established by the contracted ad exchanges. Creatives will be reviewed for compliance of these requirements. Ads that include sensitive content may be manually reviewed before they can serve. Ad exchanges reserve the right to reject or block submitted content at any time. Some exchanges allow pharmaceutical manufacturers to advertise in select countries only. TriStar recognizes the policies established to maintain a safe and positive experience for users.
10. Email circulation includes both domestic and international recipients. For specific targeting opportunities, inquire with your Event Media Strategist.

NON-EXHIBITOR ADVERTISING
Non-exhibiting companies may participate in the corporate support and advertising opportunities for a 25 percent premium fee.

FINANCIAL CONSIDERATIONS
TERMS AND CONDITIONS
1. Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, payment.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Event Media.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. Full payment is due upon space reservation and/or agreement signature for all convention center sponsorships, out-of-home opportunities, hotel tactics, and retargeting services, without exception.
5. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement, when applicable.
6. A minimum $650 late fee will be charged for materials received after the specified due date. Digital assets received after the extended materials deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, association approval, etc.
7. Digital ads requiring reformatting/ manipulation by TriStar Event Media on the advertiser’s behalf will incur a minimum fee of $500, with final cost to be determined by the scope of work.
8. TriStar Event Media will be diligent in providing the highest quality products and services. TriStar Event Media will not provide any refunds or discounts on advertisements due to issues beyond the publisher’s control.
9. All invoices are payable in USD and may be paid via check, ACH, credit card, or wire transfer. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a $40 processing fee. These fees cannot be waived.
10. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
11. TriStar Event Media reserves the right to contact the agency/ representative’s client and association for all outstanding balances if the agency’s account is delinquent. However, no action on the part of TriStar Event Media shall relieve the agency of its liability for outstanding amounts due.
12. TriStar Event Media reserves the right to prohibit future advertising if an account is past due 90 days.
13. TriStar Event Media reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar Event Media shall refund monies paid for participation in the publications or service. TriStar Event Media is not obligated to offer or replace the canceled publication or service.
Ready to advertise?
For advertising reservations, contact:

Melanie Holt  
Event Media Strategist  
mholt@tristarpub.com

Hilary Bair  
Event Media Strategist  
hbair@tristarpub.com

Nan Blunk  
Event Media Strategist  
nblunk@tristarpub.com

File Submission Specifications

SUBMITTING FILES
Contact your TriStar representative for login information and upload instructions.

THIRD-PARTY AD TAGS
CHANGING OF CREATIVES
Creative changes during the campaign period are not allowed without permission and approval from TriStar and the Association. Non-compliance will result in ads being removed. There will be no financial reimbursement for the campaign period not fulfilled. Approved creative changes may be subject to a change-out fee.

PERSONALLY IDENTIFIABLE INFORMATION (PII) COLLECTION
No advertising shall include any pixels, tags, or any other type of information collection software code (i.e. any such pixel, tag, code or device commonly referred to as a “Pixel”), nor place any beacons, cookies, or other information collection devices on the browsers of users. Specifically, advertisers may not use such pixels to collect any PII with respect to any user of the site referenced in this rate card. Advertiser will not link any non-PII that is collected to any PII that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

INTERNAL REDIRECT TAGS
Google Ad Manager compatible internal redirect tags are required when submitting third-party ad tags. This applies to website ads only.

FOR AD SPECIFICATIONS OR MATERIAL SUBMISSION QUESTIONS, CONTACT:

CYNDY GALATE  
Project Coordinator  
cgalate@tristarpub.com  
913-491-4200, ext. 455

T: 913-491-4200  
TriStarEventMedia.com

SEND ADVERTISING PAYMENTS TO  
Accounts Payable  
TriStar Event Media, LLC  
7285 W. 132nd Street, Suite 300  
Overland Park, KS 66213

PAYMENT OPTIONS
Payments may be made via check, ACH, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a $40 processing fee. These fees cannot be waived.