core features of malignant tumors. In 2022, the most recent update to the Hallmarks provided yet further dimensionality, adding four more defining characteristics of tumors: nonmutational epigenetic reprogramming, polymorphic microbiomes, senescent cells, and unlocking phenotypic plasticity. The AACR Journals proudly present this collection of Cancer Hallmarks-related content, including new Reviews related to the Hallmarks authored by thought leaders and recent Research Articles from across our journal portfolio.

Ad Opportunities
• Covers 2, 3, 4, ROB, and covertip available
• Distribution at kiosks in high traffic areas at the convention center

Ad Specifications
• Distribution of 1,000
• 8.125” x 10.875” with .125” bleed
• Format: PDF, JPG, TIF, EPS, or AI
• Resolution: 300 dpi
• CMYK; no spots or RGB
• Material Deadline: February 16, 2024

Rates
ROB.....................................................$1,995
Cover 2.............................................$2,695
Cover 3.............................................$2,395
Cover 4.............................................$3,495
Covertip (supplied)..........................$6,000

For more information, contact Maura Paoletti. maura.paoletti@wt-group.com | 443-512-8899, ext. 110
Digital Opportunities

DAILY ALERTS
- Promote your presence at the Annual Meeting and drive traffic to your booth
- Delivered by AACR directly to the inbox of registered attendees
- Email features important conference news, program updates, and late-breaking information
- Six spots available per email (advertiser selects spot and day to determine rate; subject to availability)
- Premium banner and advertorial story style placements available
- Shortened or vanity URLs or links with UTM code will not be accepted

Digital Specifications
- Spots 1-5
  - 570 x 360 pixels
  - 72 dpi in a JPG format
  - Headline: Up to 44 characters
  - Body: Up to 30 words
- Premium banner: 600 x 74 and 320 x 50 pixels
- Material Deadline: February 13, 2024

Rates
- Premium Banner ............................................. $5,350
- Spot 1 ....................................................... $4,650
- Spot 2 ....................................................... $3,725
- Spot 3 ....................................................... $3,225
- Spot 4 ....................................................... $2,675
- Spot 5 ....................................................... $2,175

MOBILE APP
Package A
- Limited to one Advertiser
- Receives 100% SOV of Splash Page
- Receives 50% SOV of Session and Home Page
- Receives ONE Push Notification

Package B
- Limited to Five Advertisers
- Receives 10% SOV of Session and Home Page
- Receives ONE Push Notification

Digital Specifications
- Splash Screen: 1280 x 1280 pixels, 72 dpi with transparent background
- Shared Home and Session Page Banners - 640 x 160 pixels, 72 dpi
  - Landing page URL, mobile optimized recommended
  - Text must be readable at 320 x 80 pixels
  - Map Logo: logo size for the featured exhibitor map logos
  - Notifications: text limits and guidelines
  - Image background color should be web hex code (e.g. #5c5cef)
- All PNG format, max 200KB
- Material Deadline: February 21, 2024

Rates
- Package A ........................................... $40,000
- Package B ........................................... $15,000

PUBLICATIONS SPECIAL COLLECTIONS
Digital Specifications
- 728 x 90, 300 x 250, and 300 x 600 pixels, 72 dpi
- Format: GIFs, JPEGs, and SWFs accepted
- Max size 99KB
- Material Deadline: February 16, 2024

For more information, contact Maura Paoletti.
maura.paoletti@wt-group.com | 443-512-8899, ext. 110

Convention Center Kiosks
- Strategically located around the convention center in high-traffic area where attendees can pick up print content from the AACR Journals
- Advertiser may supply logo and QR code
- Advertiser receives a ROB (4C) ad in the Special Collections

Rates
- Single ...................................................... $6,000
- Multiple .................................................... $5,000

Additional Mobile App Opportunities
FEATURED EXHIBITOR
- Limited to FOUR exhibitors (booth size 20’ x 20’ or larger)
- Booth highlighted with logo on the digital map in Mobile App
- Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App

Rates
- Featured Exhibitor ..................................... $2,500

PUSH NOTIFICATION
- Limited Availability (15 in total)
- One push notification to be sent by AACR through the Mobile App
- Advertiser must select time slot from provided schedule (contract required to secure time slot)

Rates
- Push Notification ........................................... $1,500