



APRIL 17–22 • SAN DIEGO CONVENTION CENTER

# ADVERTISING OPPORTUNITIES

## AACR Journals Topical Collections

- 9+ unique collections of selected articles from the AACR journals covering a wide range of topics in cancer science and medicine

### Topics may include:

Tumor Evolution  
Tumor Metabolism  
Tumor Microenvironment  
Developmental Therapeutics  
Immuno-oncology  
AI and Data Science  
Prevention and Early Detection  
Clinical Research and Trials  
Cancer Health Disparities



## Ad Opportunities

- Distribution of 5,000 at kiosks in high-traffic areas at the convention center and the AACR Publications Booth
- Digital banner advertising also available. Please inquire for pricing.

## Ad Specifications

- 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

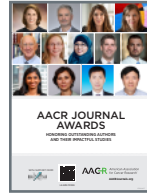
March 6, 2026

## Rates

Run of Book (ROB) - All issues .....\$4,000  
Single issue Sponsor.....\$2,500  
Covertip - All Issues.....\$10,000 (supplied)  
Cover 2.....\$4,500  
Cover 3.....\$4,250  
Cover 4.....\$5,000

## Journal Awards Program

The Journal Awards Program, an essential part of the AACR Publications Program, recognizes outstanding researchers and their impactful studies published in the AACR journals. This annual initiative seeks to celebrate and show appreciation for those whose unwavering commitment to advancing scientific knowledge aligns harmoniously with the AACR's mission.



## Ad Opportunities

- Single sponsor: "Supported by" on the cover, cover 4, signage at the AACR Journals Reception, slides that will be shown at the booth and in the sessions, and logo on Awards website
- Covers 2 and 3 positions available
- Distribution of 1,000

## Ad Specifications

- 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

March 6, 2026

## Rates

Single Sponsor.....\$5,500  
Cover 2.....\$1,895  
Cover 3.....\$1,725

## Geofencing

### Ad Opportunities

- Ads run April 15–25

### Ad Specifications

- 728 x 90 pixels
- 300 x 250 pixels
- 320 x 50 pixels
- 160 x 600 pixels
- 300 x 600 pixels

### Material Deadline

April 5, 2026

### Rates

10% SOV.....\$3,000

## Retargeting

### Ad Specifications

- 728 x 90 pixels
- 300 x 250 pixels
- 320 x 50 pixels
- 160 x 600 pixels
- 300 x 600 pixels

### Material Deadline

April 5, 2026

### Rates

\$150 CPM

For more information, contact Maura Paoletti at [maura.paoletti@wt-group.com](mailto:maura.paoletti@wt-group.com) or 443-512-8899, ext. 110.

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
- Top and middle banner, and advertorial story style placements available
- UTM code not accepted unless via bit.ly link due to character limitations

Digital Specifications

- Spots 1-4
  - 570 x 360 pixels
  - 72 dpi in a JPG format
  - Headline: Up to 44 characters
  - Body: Up to 30 words
- Top banner/Mid Leaderboard: 728 x 90 and 320 x 50 pixels

Material Deadline

March 12, 2026

Rate per Day

Premium Banner .....	\$5,550
Spot 1.....	\$4,850
Spot 2.....	\$4,350
Mid Leaderboard .....	\$4,025
Spot 3.....	\$3,350
Spot 4.....	\$2,850

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
- Receives Featured Exhibitor Recognition
  - Booth highlighted with logo on the digital map in Mobile App
  - Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App

Package B

- Limited to five advertisers
- Receives 10% SOV of Session and Home Page
- Receives one Push Notification
- Receives Featured Exhibitor Recognition
  - Listed in Featured Exhibitor drop down in Exhibitor Listing in Mobile App

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: high res pdf logo
  - Notifications: text limits and guidelines
  - Image background color should be web hex code (e.g. #5c5cef)
- All PNG format, max 200KB

Material Deadline

March 16, 2026

Rates

Package A .....	\$40,000
Package B .....	\$16,500

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
- Receives one push notification to be sent by AACR through the Mobile App

Rates

Featured Exhibitor .....	\$3,500
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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

Single.....	\$3,000
Multiple .....	\$2,500 ea.

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 AACR Journals Topical Collections

Rates

Single.....	\$4,000
Multiple .....	\$3,000 ea.

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