

ADVERTISING OPPORTUNITIES

**Not responsible for any competitor conflict -
advertiser responsible for due diligence**

AACR Journals Topical Collections



Nine unique collections of Editor-curated articles from the AACR journals covering a wide range of topics in cancer science and medicine.

Distributed in print at the AACR Annual Meeting, Topical Collections showcase timely, high-impact research aligned with the meeting's most important topics, providing advertisers with a unique opportunity to reach a highly engaged audience. Topical Collections are also available online, driving increased web traffic, readership, and visibility before, during, and after the Annual Meeting.

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

- Print distribution of 5,000 at kiosks in high-traffic areas at the convention center and the AACR Publications Booth
- Digital banner advertising on AACR journals website 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

February 19, 2027

Rates

Run of Book (ROB) - All issues	\$4,000
Single issue Sponsor	\$2,000
Covertip - All Issues (supplied)	\$10,000
Cover 2	\$4,500
Cover 3	\$4,250
Cover 4	\$4,750

Convention Center Kiosks



- Strategically located around the convention center in high-traffic area where attendees can pick up the print copies of the AACR Journals Topical Collections 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.

AACR Journal Awards Program

The AACR Journal Awards Program recognizes outstanding research published across the AACR journal portfolio. Presented annually, these awards highlight significant scientific contributions and celebrate the investigators whose work is advancing our understanding of cancer and improving patient outcomes.

Ad Opportunities

Sponsorship: "Supported by" on an AACR Journal Awards Ad that will be in all issues of the Collections and on signage displayed at the AACR Journals Reception

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

February 19, 2027

Rates

Sponsorship	\$3,500
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Geofencing

Ad Opportunities

Ads run March 31-April 9

Ad Specifications

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

Material Deadline

March 20, 2027

Rates

10%	\$3,000
20% SOV	\$5,000

Retargeting

Ad Opportunities

Ads run March 31-April 9

Ad Specifications

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

Material Deadline

March 29, 2027

Rates

\$150 CPM

**For more information, contact Maura Paoletti at maura.paoletti@wt-group.com or 443-512-8899, ext. 110.
Consider year-round advertising to continue engaging with our audience.**

Contextual Advertising

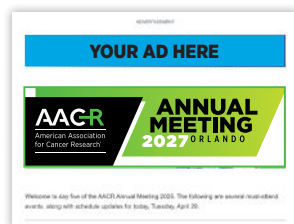
Banner ads are displayed alongside relevant research articles and scientific content, ensuring your message reaches readers actively engaged with topics aligned to your products, services, or areas of interest. This targeted approach maximizes visibility, increases relevance, and helps make the most of your advertising investment.

All content is freely available during the AACR Annual Meeting, driving increased traffic and expanding your potential audience.

Rates

\$90 CPM

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 advertorial story style placements available per email
Buy 5 spots, receive the 6th for free.
- Premium leaderboard and advertorial story style placements available each day of the Annual Meeting.
- UTM code not accepted unless via bit.ly link due to character limitations

Digital Specifications

• Advertorial Story:

- 570 x 360 pixels
- 72 dpi in a JPG format
- Headline: Up to 44 characters
- Body: Up to 30 words

• Leaderboard:

- 728 x 90 and 320 x 50 pixels

Material Deadline

February 23, 2027

Rate per Day

Premium Leaderboard.....	\$5,550
Spot 1*	\$5,500
Spot 2*	\$5,000
Spot 3*	\$4,500
Spot 4*	\$4,000
Spot 5*	\$3,500
Spot 6*	\$3,000

*Spots 1-6 can be either leaderboard or advertorial story sizes

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 1, 2027

Rates

Package A.....	\$40,000
Package B.....	\$16,750

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.

For more information, contact Maura Paoletti at maura.paoletti@wt-group.com or 443-512-8899, ext. 110.
Consider year-round advertising to continue engaging with our audience.