

# 2010 Ad Sizes & Rates

## PRINT – ONCOLOGY BUSINESS REVIEW

### RATES\* (Four Color, Run of Book)

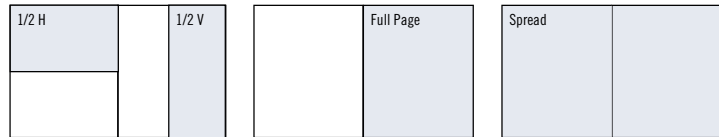
Unit	1x	3x	6x
1/2 page	\$4,180	\$3,980	\$3,680
Full Page	5,205	5,050	4,750
Spread	8,225	8,025	7,725

\*B&W ads will be discounted by 20%

### STANDARD SIZES

Ad Page Dimensions	Width	Height
1/2 page (vertical)	4.5"	10.875"
1/2 page (horizontal)	9	5.4375
Full page	9	10.875
Spread	18	10.875

>> Premium Positions and Special Projects placement are available in '10. Contact us to learn more about Back Cover, Cover Position 2, 3, 4, Table of Contents, Inserts, Cover Tip-on/in, Belly Bands, and supplement positions.



### CLOSING DATES

ISSUE	CLOSING DATE	ISSUE	CLOSING DATE	ISSUE	CLOSING DATE
January '10	12/15/09	May '10	04/19/10	September '10	08/16/10
March '10	02/15/10	July '10	06/21/10	November '10	10/18/10

## DIGITAL – OBR daily & www.oncbiz.com

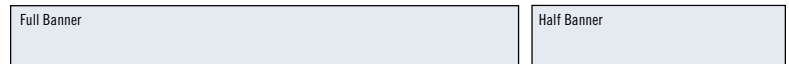
### PREMIUM POSITION RATES

Size	IMU	Per Month
Full Banner	468 x 60	\$3,000

### STANDARD POSITION RATES

Size	IMU	Per Month
Square	234x60	\$2,250

>> Webcast production, hosting, and advertising, as well as Web-exclusive special projects are available in '10. Contact us to learn more about OBR's rich-media advertising channels and solutions.



### NEW FOR 2010: US ONCOLOGY RSS NEWS FEED TEXT-BASED ADS

OBR daily is the exclusive provider of daily news to the US Oncology intranet portal. You can reach this unique, coveted audience of **1000 oncologists plus 2000 healthcare providers** by embedding a text-based ad into the OBR Daily RSS news feed. Text based ads can include multiple links; copy provided by sponsor. **Monthly ad unit:** \$3,500 per insertion.

**To Advertise with OBR** via our print and digital communication channels, please contact Don Sharpe at (415) 332-3327 or don@oncbiz.com.