

# 2012 Ad Sizes & Rates

## Oncology Business Review (OBR green)

### RATES\* (Four Color/B&W, Run of Book)

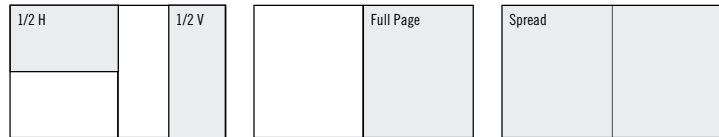
Unit	1x	3x	6x
1/2 page	\$2,695	\$2,425	\$2,156
Full Page	3,850	3,465	3,080
Spread	6,160	5,544	4,928

\*All rates are net to Caribou Publishing, LLC.

### STANDARD SIZES

Ad Page Dimensions	Width	Height
1/2 page (vertical)	4.25"	11"
1/2 page (horizontal)	8.5	5.5
Full page	8.5	11
Spread	17	11

>> Premium Positions and Special Projects placement are still available in '12. Contact us to learn more about Back Cover, Cover Position 2, 3, 4, Table of Contents, Inserts, Tip-on/in, Belly Bands, On-Serts, and supplement positions.



### CLOSING DATES

ISSUE	CLOSING DATE	ISSUE	CLOSING DATE	ISSUE	CLOSING DATE
January '12	12/16/11	May '12	04/20/12	September '12	08/24/12
March '12	2/17/12	July '12	06/22/12	November '12	10/19/12

## OBR daily & Oncbiz.com

### PREMIUM POSITION RATES

Size	IMU	Per Month
Full Banner	468 x 60	\$3,500

### STANDARD POSITION RATES

Size	IMU	Per Month
Square	234x60	\$3,000

>> Webcast production, hosting, and advertising, as well as web-exclusive special projects are available in '12. Contact us to learn more about OBR's rich-media advertising channels and solutions as well as availability of premium positions.

### 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.

### OBR DAILY READERSHIP EMAIL BLASTS:

We can send customized e-blasts to our readership. You choose the message and the delivery time, and we provide the views and clicks. This is a very effective way to get your message across. **E-blast ad unit:** \$3,500 per blast.

**To Advertise with OBR** via our digital communication channels,  
contact us at [ads@oncbiz.com](mailto:ads@oncbiz.com)