

## ABOUT CURRENT ONCOLOGY

Published by Multimed Inc., and established in 1994, *Current Oncology* is a Canadian based and internationally distributed journal, published bi-monthly plus special supplemental issues devoted to specific areas of cancer care. *Current Oncology* represents a multidisciplinary medium encompassing health care workers in the field of cancer therapy to report upon and to review progress in the management of this disease.

*Current Oncology* is the only peer-reviewed journal covering Canadian oncologic practice in addition to reports and reviews of studies and primary research of global significance. Articles can address any aspect of cancer management from diagnosis through treatment and cost-benefit analysis, to cure and rehabilitation or palliation, but all must pass a rigorous peer review. Articles with an appeal that transcends disciplines and that attracts a broad audience of clinicians, researchers, and cancer patients searching for new insights and possible avenues of inquiry are particularly welcome.

## WHY PUBLISH WITH CURRENT ONCOLOGY?

*Current Oncology* is indexed in PubMed, Embase (Excerpta Medica Database), Scopus, Journal Selector, Crossref, Index Copernicus, DOAJ, Google Scholar, Emcare, INASP, Science Citation Index Expanded (SciSearch), and Journal Citation Reports/Science Edition. It is also a participant of the HINARI program, and is archived in PubMed Central. Recently, *Current Oncology* received its first impact factor of 1.820, and ranking of 129 out of 184. The journal impact factor is a measure of citation frequency that reflects the average number of citations to articles published in science and social science journals.

## ABOUT MULTIMED INC.



Multimed Inc., publisher of *Current Oncology*, is a Canadian-based international medical publishing and marketing corporation established in 1980. The firm is today recognized throughout the field for ingenuity, creativity, vision, and style in its publishing and project development portfolios.

## FROM THE GROUND UP

Multimed Inc. has a complete selection of publishing services and products, and delivers those services and products with proven expertise, reliability and professionalism. Multimed can develop your publications from manuscript, through all stages of production, to printing and final distribution. We specialize in research reports and journals for a broad range of organizations in the medical industry both in print and online. Our expertise also extends to online submission and peer review systems to ensure accurate and efficient manuscript management. As a result, our clients are empowered to achieve the full potential from their publications and to reach their marketing goals in print and beyond.

## CURRENT ONCOLOGY EDITORIAL BOARD

*Current Oncology's* editorial board includes the most respected researchers, authors, teachers, and practitioners in the field.

**EDITOR-IN-CHIEF** - Dr. Michael McLean, Toronto, Ontario  
**MANAGING EDITOR** - Dr. Martin Chasen, Montreal, Quebec  
**DEPUTY EDITOR** - Dr. Phil Gold, Montreal, Quebec  
**ASSOCIATE EDITOR (CHINA)** - Yu (Darwin) Cai, Guangzhou

## SECTION EDITORS

### BASIC RESEARCH IN CANCER

Michel Tremblay, Montreal, Quebec

### BIOMEDICAL ETHICS

David Benatar, Cape Town, South Africa

### BONE AND SOFT TISSUE ONCOLOGY

Robert Turcotte, Montreal, Quebec

### CANCER GENETICS

William Foulkes, Montreal, Quebec

### CANCER REHABILITATION AND SURVIVORSHIP

Martin Chasen, Montreal, Quebec

### CLINICAL TRIALS

Derek Jonker, Ottawa, Ontario

### KNOWLEDGE TRANSLATION

Eva Grunfeld, Toronto, Ontario

### MEDICAL ONCOLOGY

Michael McLean, Toronto, Ontario  
 Thierry Alcindor, Montreal, Quebec  
 Ron Feld, Toronto, Ontario

### NURSING

Doris Howell, Toronto, Ontario  
 Karin Olson, Edmonton, Alberta

### ONCOFERTILITY

Hananel Holzer, Montreal, Quebec

### ONCOLOGIC PATHOLOGY

R. Daniel Bonfil, Detroit, Michigan

### PALLIATIVE CARE

José Pereira, Ottawa, Ontario  
 Robin Fainsinger, Edmonton, Alberta

### PEDIATRIC ONCOLOGY

Eric Bouffet, Toronto, Ontario

### RADIATION ONCOLOGY EDITORS

Samy El-Sayed, Ottawa, Ontario  
 George Shenouda, Montreal, Quebec

### SURGICAL ONCOLOGY

Peter Metrakos, Montreal, Quebec

### TRANSLATIONAL RESEARCH

Gerald Batist, Montreal, Quebec  
 Victor Ling, Vancouver, British Columbia

### TUMOR MARKERS

Ricardo Moro, Richmond, British Columbia

### UPDATES AND DEVELOPMENTS IN ONCOLOGY

Richard J. Ablin, Tucson, Arizona  
 Phil Gold, Montreal, Quebec

### UROLOGIC ONCOLOGY

Fred Saad, Montreal, Quebec

## 2012 ADVERTISING RATES

Achieve the exposure your organization needs. Make your product highly visible to the oncology market.

### PRINT AD RATES

Why advertise? *Current Oncology* is distributed to up to 3200 members of the Canadian Oncology community. Our readership consists of Canadian surgical, medical and radiation oncologists. In addition, it is seen by other health care professionals who treat patients with cancer: including a strong medical student and resident readership, as well as family physicians and general practitioners.

Print advertisements can be placed in any of our six regular issues for 2012.

Covers (4 colour)	1 Issue	6 Issues	
Outside Back	\$5,450	\$5,180	
Inside Front	\$5,340	\$5,075	
Inside Back	\$5,250	\$4,995	
Inside Pages	1 Issue	3 Issues	6 Issues
4 Colour - Double Page Spread	\$8,155	\$7,585	\$6,525
4 Colour - Full Page	\$4,100	\$3,800	\$3,280
4 Colour - Half Page	\$2,710	\$2,520	\$2,165
Black & White - Full Page	\$2,165	\$2,015	\$1,730
Black & White - Half Page	\$1,410	\$1,310	\$1,125
Facing Editorial Premium: 15%			
Opposite TOC Premium: 20%			
<b>Prescribing Information Rate (Black &amp; White)</b>			
\$1,040 per page			

#### Notes:

- All pricing is in Canadian Dollars, and does not include applicable taxes
- All rates above are on a per issue basis
- Discounted frequency rates are based on the number runs for an advertisement within the 2012 publication year (Jan 1 - Dec 31)

### ELECTRONIC BANNER ADVERTISING RATES

**1 Year Contract (Rotating at Footer) ..... \$1,450**

Rotating banner ads will appear at the foot of the *Current Oncology* website. Click-through rates are tracked and reported. Increase your website traffic by showcasing your products, services or website in one of our banner ads. Contact Laura Hope for further details.

## CIRCULATION / READERSHIP

**Total circulation of up to 3200.**

Why is *Current Oncology* a vital media purchase? Because *Current Oncology* is distributed and read by a growing community of engaged and knowledgeable oncologists, specialists in allied disciplines, residents, nurses, and family physicians throughout Canada. Our circulation includes the following groups and specialties:

- Drug Information Centres
- Hematologists
- Integrative Oncology
- Internal Medicine
- Medical Libraries
- Medical Oncologists
- Medical Physicists
- Nuclear Medicine
- Nurses
- Obstetrics & Gynecology
- Oncology Residents
- Palliative Care
- Pathologists
- Patient Support Groups & Non-Profit Organizations
- Pediatrics
- Pharma/Oncology
- Physician/General Practice (inc. members of CAGPO)
- Radiation Oncologists
- Surgical Oncologists
- Urologists
- Other Specialists (including BMT, Breast Cancer, Internal Medicine, Cancer Education, Developmental Therapeutics, Gastroenterology, General Surgery, Laboratory Researchers, Leukemia/Lymphoma, Liver and Pancreas Tumors, Lung Cancer, Genetics, Medical Physics, Neurology, Neurosurgery, Ophthalmology, Orthopedic Surgery, Otolaryngology, Psychiatry, Respiriology, Dermatologists, Clinical Trials)

## CURRENT ONCOLOGY ONLINE

*Current Oncology* is rapidly developing a significant online presence at [www.current-oncology.com](http://www.current-oncology.com). The journal website is visited by more than 850 users per week and more than 3,700 visitors per month.

### ANNUAL ONLINE STATISTICS

Visitors: .....	44,471
Unique Visitors: .....	29,867
Time on Site: .....	3:09
Average Pages/Visit: .....	4:53

### Breakdown by Location

Canadian Visitors: .....	39%
USA Visitors: .....	23%
International Visitors: .....	38%

**MECHANICAL REQUIREMENTS**

**PRINT ADS**

- Printed offset lithography

**FULL PAGE:**

- Trim size: 8.5×11 inches
- Type page (standard printing area): 7.125×10 inches
- Bleed size: 8.75×11.25 inches

**HALF PAGE:**

- Type page: 7.125×5 inches
- Bleed size: image size 0.125 to 0.25 larger

**ARTWORK MUST BE SUPPLIED AS**

- High-resolution PDF (fonts embedded) on CD
- High-resolution print of advertisement and BPI

**ELECTRONIC BANNER ADS**

- Static ads must be submitted in GIF, JPG, or PNG format at 468 x 60 pixels.

**2012 INSERTION AND MATERIAL DATES**

Please submit Insertion Orders and Material for *Current Oncology* by the following dates:

<b>February 2012</b>	<b>April 2012</b>
<b>Volume 19, Number 1</b>	<b>Volume 19, Number 2</b>
Insertion: December 14, 2011	Insertion: February 13, 2012
Material: January 5, 2012	Material: March 5, 2012
<b>June 2012</b>	<b>August 2012</b>
<b>Volume 19, Number 3</b>	<b>Volume 19, Number 4</b>
Insertion: April 12, 2012	Insertion: June 13, 2012
Material: May 3, 2012	Material: July 4, 2012
<b>October 2012</b>	<b>December 2012</b>
<b>Volume 19, Number 5</b>	<b>Volume 19, Number 6</b>
Insertion: August 15, 2012	Insertion: October 15, 2012
Material: September 5, 2012	Material: November 5, 2012

Please send contracts, insertion orders, production material, or any related inquiries to:

**LAURA HOPE**

**Multimed Inc.**

66 Martin Street, Milton, ON L9T 2R2  
 Telephone: 905-875-2456 Fax: 905-875-2864  
 E-mail: laura\_hope@multi-med.com

**ADVERTISING TERMS AND CONDITIONS**

**ACCEPTANCE**

Multimed Inc. has the right to decline any advertisement. Advertisements must be received by the material due date. The publisher has the right to cancel or discontinue any advertisement.

**INSERTION ORDERS**

All orders must be received prior to the insertion date in writing. Specific conditions are to be specified on the order.

**MATERIAL REQUIREMENTS**

Materials must comply to Multimed’s material requirements. Existing material will be repeated if new material is not received by the material due date. Hard copy proofs must be supplied for all electronically supplied print ads. Color proofs are required for all color ads.

**AD PLACEMENT**

Specific position requests at the run of book rate will be considered but, no guarantee is made unless the position premium has been provided for in the contract or insertion order.

**CANCELLATION**

After the insertion due date has passed, cancellations are no longer accepted. Multimed has the right to charge for any cancelled space after this date. Unfulfilled frequency commitments will be readjusted and the difference will be invoiced.

## WHY PARTNER WITH CURRENT ONCOLOGY?

*Current Oncology* is your premier partner for reaching a diverse, growing community of engaged and knowledgeable oncologists, specialists in allied disciplines, residents, nurses, family physicians, and patients and their families throughout Canada. *Current Oncology* is drawing the attention of these professionals and the interested public because of its combination of integrity, credibility, and high-value content as exemplified in

- an editorial board that includes some of the most respected researchers, authors, teachers, and practitioners in the field;
- status as the only peer-reviewed journal covering Canadian oncologic practice in addition to reports and reviews of studies and primary research of global significance;
- an academic focus and a commitment to the research model espoused by the National Cancer Institute of Canada and the Canadian Institutes of Health Research;
- a consistently high quality of submissions, leading to acceptance of the journal for indexing in the U.S. National Library of Medicine's PubMed database, Journal Selector, and *Excerpta Medica*, among others; and
- an impact factor of 1.820, as published in the 2010 Journal Citation Reports, Science Edition (Thomson Reuters, 2011)

Your company or organization can work with *Current Oncology* publisher Multimed Inc. to leverage their 30 years of experience in medical publishing to achieve your communication goals. *Current Oncology* offers a variety of participation possibilities for disseminating your message; developing relationships with the research, practice, or patient communities; or publishing your own innovations and discoveries.

### CONTACT INFORMATION

#### PRINT AND ONLINE ADVERTISING, SPONSORED ARTICLES

**LAURA HOPE**

**Multimed Inc.**

66 Martin Street, Milton, ON L9T 2R2

Telephone: 905-875-2456 Fax: 905-875-2864

E-mail: [laura\\_hope@multi-med.com](mailto:laura_hope@multi-med.com)

#### SUPPLEMENTS, REPRINTS AND LICENSING

**HEATHER SHAND**

**Multimed Inc.**

66 Martin Street, Milton, ON L9T 2R2

Telephone: 905-875-2456 Fax: 905-875-2864

E-mail: [heather\\_shand@multi-med.com](mailto:heather_shand@multi-med.com)

## ADDITIONAL PARTNERING OPPORTUNITIES

### SPONSORED ARTICLES

Achieve visibility as a major provider of valuable, up-to-date educational material to the *Current Oncology* readership. Sponsoring an article in the journal will have two major outcomes. First, it will showcase your Oncology products within a published article of the journal. Secondly, it will demonstrate to the Canadian medical community the ongoing commitment of your company to the education of Canadian physicians, particularly those in the Oncology area. Another benefit of sponsoring an article is "Fast Track Publishing". We will place a priority on your submitted articles to ensure a quick turnaround and flexible publishing dates. Publication sponsorship of accepted articles is also available!

<b>PRINT + ONLINE</b>	\$1,500
<i>(per black and white page (standard journal format), not including honorarium, colour pages are quoted upon request)</i>	
<b>ONLINE ONLY</b>	\$1,000
<i>(per standard journal format page, not including honorarium)</i>	

### SUPPLEMENT SPONSORSHIP

*Current Oncology* has published a variety of supplements on a range of topics, all dedicated to providing in-depth information to our readership. Supplements provide valuable up-to-date educational material to the Canadian oncology community.

Professional supplements are an ideal way to publish:

- Meeting/conference proceedings
- Abstracts from meetings/conferences (not peer reviewed)
- Results of meetings or seminars
- Review articles on a dedicated subject
- Consensus guidelines and statements

### REPRINTS AND LICENSING FEES

Commercial reprints are an excellent way for companies to promote and inform the medical community about their activities and products. *Current Oncology's* reprints are produced to the highest standards of quality, with specially designed covers and customization options including an advertising or promotional message, extra information or a company logo.

Articles from *Current Oncology* can be translated into any language and produced as translated reprints. Licensing and/or royalty arrangements can be made in order to give your company the flexibility you require.