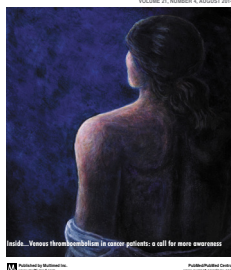


ABOUT CURRENT ONCOLOGY



Published by Multimed Inc., and established in 1994, *Current Oncology* is a Canadian based and internationally respected 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. The readership of *Current Oncology* consists of surgical, medical and radiation oncologists as well as an increasing number of oncologists on the international scene. In addition, *Current Oncology* is read by other health care professionals who treat patients with cancer including medical students and residents, nurses, as well as family physicians and general practitioners. We also reach professionals in the areas of basic sciences, bioethics, palliative care, and rehabilitation and survivorship. Thus the journal covers a full spectrum of topics in the area of academic cancer.

QUICK FACTS ABOUT CURRENT ONCOLOGY

- **Open Access** publication with full text articles freely available at www.current-oncology.com
- **Peer-reviewed** journal covering Canadian oncology practice
- Indexed and listed in **PubMed** and **PubMed Central**
- **Impact factor** of 1.785
- Over **173,000 website visits** annually

WHY PARTNER WITH CURRENT ONCOLOGY?

Current Oncology is your premier partner for reaching oncologists, specialists in allied disciplines, residents, nurses, and family physicians throughout Canada. *Current Oncology* draws the attention of these professionals 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 oncology practice in addition to reports and reviews of studies and primary research of global significance;
- 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, PubMed Central, and Excerpta Medica, among others; and
- an impact factor of 1.785, as published in the 2014 Journal Citation Reports, Science Edition (Thomson Reuters, 2015).

Current Oncology offers a variety of possibilities for disseminating your message including:

- **Publish with *Current Oncology***; Original Research, Guidelines, Consensus Statements, Clinical Trials and Reviews
- Industry related news and opinion pieces in our **e-newsletter**
- **Announcements** on our journal website (www.current-oncology.com)
- **Advertorials** within a print issue

FOR MORE INFORMATION CONTACT

Laura Hope, Project Manager, Multimed Inc.
905-875-2456 • laura_hope@multi-med.com

PUBLISH WITH CURRENT ONCOLOGY

Provide valuable and up-to-date educational material to our readership and oncology community by publishing with *Current Oncology*. All articles submitted to the journal undergo peer review and must be accepted prior to publication. Visit our "Information for Authors" page on our website for more information about publishing with the journal.

PUBLICATION FEES

Standard Publication Fee

Upon acceptance, the article will be published within 6 months, in either print & online or online only format. Publication format is determined by the Editor and journal production team. Our standard fees are:

Cost:

- Article Processing Fee: \$800 (includes up to four black & white published pages)
- Extra Page Charge: \$150 per black & white page for each additional published page over four pages.

Fast Track Publication Fee

Upon acceptance, the article will be published within 2-4 months. The article can be published in print & online or online only format. For fast track publication, contact Laura Hope at laura_hope@multi-med.com prior to article submission.

Cost:

- Print & Online Format: \$1,500 per published page (black & white), standard journal format
- Online Only Format: \$1,000 per published page, standard journal format

BENEFITS OF PUBLISHING WITH CURRENT ONCOLOGY

- Articles are freely and permanently accessible online in Open Access format, immediately upon publication. This model provides an author's work with the highest visibility and maximum exposure
- Distributed in print gratis to the Canadian oncology community
- Published articles are sent to and immediately available in PubMed Central (PMC)
- *Current Oncology* meets the requirements of the CIHR Policy on Access to Research Outputs
- Impact factor of 1.785, as published in the 2014 Journal Citation Reports (Thomson Reuters, 2015)
- Covered by the following major indexing services, therefore providing international reach of an article:
 - PubMed/PubMed Central
 - Embase
 - Science Citation Index Expanded (SciSearch)
 - Journal Citation Reports/Science Edition
 - EBSCOhost.com Research Databases
 - CrossRef
 - DOAJ (Directory of Open Access Journals)
 - Index Copernicus
 - Scopus

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OTHER OPPORTUNITIES

E-NEWSLETTER

Current Oncology distributes an e-newsletter on a bi-monthly basis (Feb, Apr, June, Aug, Oct and Dec). The newsletter reaches over 6,200 members (25% open rate) of the oncology community, and is an effective method to deliver various industry related communications including product launches and approvals, clinical trial updates, and reports and news from Oncology meetings.

Cost: \$1,500, per newsletter insertion

Specifications:

The following is to be provided in word document format:

- Headline (10 words or less)
- Full text of announcement (up to 300 words)

ANNOUNCEMENTS

Announcements may be posted on our website at www.current-oncology.com. Announcements are also an effective means to deliver various industry related communications including product launches and approvals, clinical trial updates, and reports and news from Oncology meetings. Our website has over 136,000 unique visitors annually (Google Analytics, Sept 2015).

Cost:

\$1,500, three month posting

\$2,500, six month posting

\$3,500, one year posting

Specifications:

The following is to be provided in word document format:

- Announcement headline (15 words or less)
- Brief Description of Announcement (50-100 words) (Optional)
- Full text of announcement (up to 350 words)

ONLINE STATISTICS (Sept 1, 2014-Aug 31, 2015)

173,817 visitors (↑ **37%** from previous year)

136,236 unique visitors (↑ **36%** from previous year)

Visited by **205** countries (**36%** Canada, **34%** USA, **30%** Int'l)

Average of **14,500** visitors per month

ADVERTORIALS

“Advertorials” refers to advertising where the client has sole editorial input. Advertorials may be used to present industry opinions on current issues or provide updated product/drug information.

Cost:

Black & White: \$2,850 per page

4 Colour: \$5,295 per page

Specifications:

- Advertorial must be supplied as high-resolution PDF (fonts embedded)
 - Trim size: 8.5 x 11 inches
 - Type page (standard printing area): 7.125 x 10 inches
 - Bleed size: 8.75 x 11.25 inches
- A distinction is maintained between advertorials and editorial content. All advertising, including advertorials, must be clearly identifiable as advertising and must not be confused with editorial content in format or appearance; it may not be associated with *Current Oncology* logos, trademarks or other markings.
- Print advertorials should be clearly labeled as advertising copy, horizontally, at the top of the page, in a point size that’s significantly larger than the body of the text, in a colour that contrasts with the background colour of the page. Similarly, the design and typeface of the advertorial should be markedly different from editorial content. The advertorial typeface and design should not deliberately mimic that of editorial content.

FOR MORE INFORMATION CONTACT

Laura Hope, Project Manager, Multimed Inc.
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TERMS AND CONDITIONS

ACCEPTANCE

Multimed Inc. and Editor have the right to decline or discontinue any advertisement, announcement, e-newsletter posting. It is the responsibility of the supplying company to ensure relevant materials are submitted to PAAB for review and clearance prior to distribution to health professionals.

PAYMENTS TERMS

For all articles, advertorials, e-newsletters and announcements payment is due net 30 days. The invoices will be issued upon publication in the journal for articles (with fast track) and advertorials; upon posting on our website for announcements; and upon email distribution in our e-newsletter. All pricing is in Canadian dollars and does not include applicable taxes.

FOR MORE INFORMATION CONTACT

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