

ManagedCare Oncology

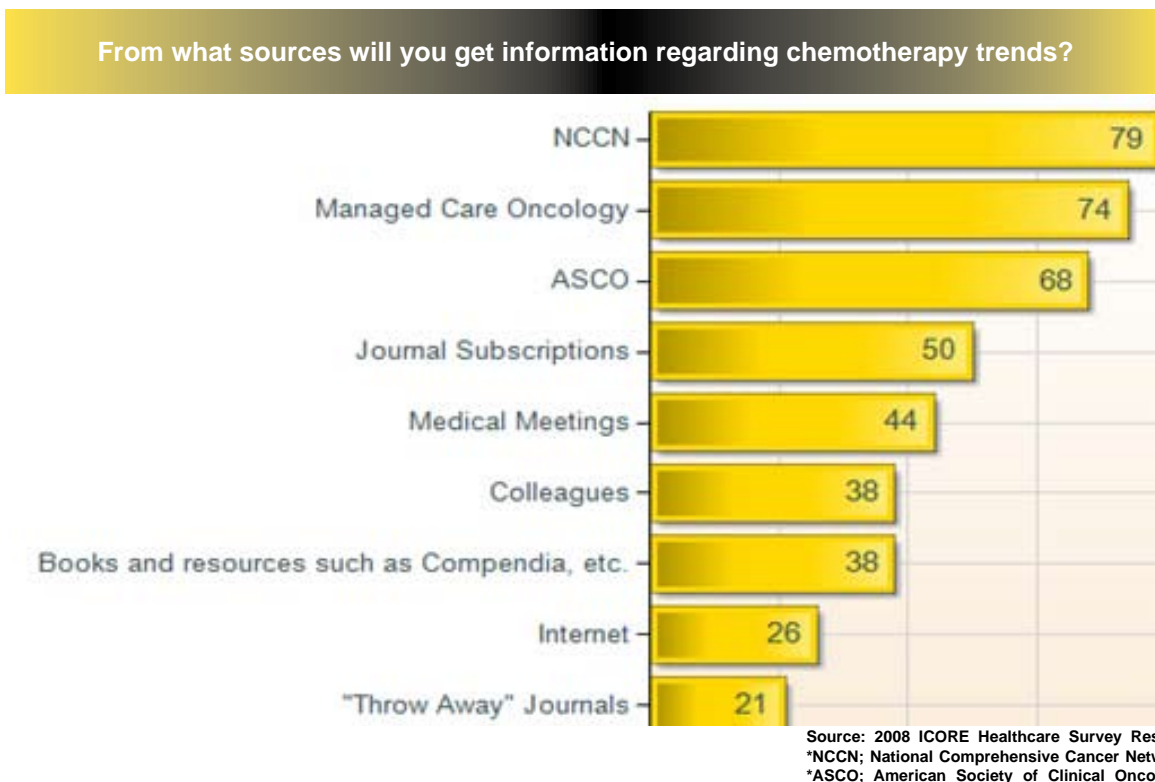
For Decision Makers in Managed Care



For Decision Makers in
Managed Care
Cancer Treatment
2009 Media Information

Managed Care Oncology is the only comprehensive, peer-reviewed source of oncology related information for health plans.

Today, Managed Care Oncology is the second most frequently used source of oncology information for payors, as shown in this research of payors representing half the US commercial insurance lives:



In 2006 Managed Care Oncology was launched to be the single best source for unbiased oncology related information to more than 900 U.S. payors, more than 100 payor vendors and over 4000 Oncologist. The content of the articles and features are reviewed by our editorial board who are industry experts in both Cancer care and Managed Care.

Managed Care Oncology Editorial Advisory Board

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Editorial

Managed Care Oncology empowers managed-care decision makers on how to equitably and responsibly care for their member/patient population.



Lastest in cancer treatment, plus

- Drug Review from the MCO's Perspective
- Integrating Clinical Trials into Reimbursement Strategies
- New Strategies for Appropriate Oncology Reimbursement
- Improving Oncology Value with Payor Initiatives
- Web Links, Journal Reviews, and Answers to Payor Questions
- What's Coming and/or Approved in the Oncology Pipeline
- Utilization and Cost Benchmarks
- OnCore's Compendia of Oncology Drugs

2009 Editorial

Quarter 1 - Leukemia

Quarter 3 - Pancreatic Cancer*

Quarter 2 - Cervical Cancer

Quarter 4 - Skin Cancer (Melanoma)

*The Quarter 3 issue will be distributed at our 6th Annual Oncology Summit

Circulation

Managed Care Oncology is distributed to over 18,000 clinical and financial decision-makers within health plan/payers, providers, and other oncology-care specialists.

The readership of **Managed Care Oncology** is comprised of nearly 1,000 payor organizations, over 30 specialty and home healthcare pharmacies, consultancies, U.S. thought leaders, 14,000 payor related executives, and 4,000 oncologists.

Aetna
AmeriChoice
AMERIGROUP
AmeriHealth HMO
Anthem Blue Cross and Blue Shield of Colorado
Anthem Blue Cross and Blue Shield of Connecticut
Anthem Blue Cross and Blue Shield of Kentucky
AvMed Health Plans
Blue Cross and Blue Shield of Alabama
Blue Cross and Blue Shield of Arizona
Blue Cross and Blue Shield of Arkansas
Blue Cross and Blue Shield of Delaware
Blue Cross and Blue Shield of Florida
Blue Cross and Blue Shield of Georgia
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Blue Cross and Blue Shield of Kansas
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Blue Cross and Blue Shield of Michigan
Blue Cross and Blue Shield of Minnesota
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Blue Cross and Blue Shield of Vermont
Blue Cross and Blue Shield of Western New York
Blue Cross and Blue Shield of Wyoming
Blue Cross of Idaho
Blue Cross of Northeastern Pennsylvania
C H A Health
California Blue Shield
Capital Blue Cross
CareFirst Blue Cross Blue Shield
CIGNA
ConnectiCare

Coventry Health Care
Dean Health Plan
Empire Blue Cross and Blue Shield
Excellus Blue Cross Blue Shield
Fallon Community Health Plan
Gateway Health Plan
Geisinger Health Plan
GHI HMO Select
Great West Healthcare
Group Health Cooperative
Group Health Plan (GHP)
H I P Health Plan of New York
Health Alliance Plan
Health Net Health Plan
HealthFirst
HealthGuard
HealthLink HMO
HealthPartners
Highmark Blue Cross Blue Shield
Horizon Blue Cross and Blue Shield
Humana
Independence Blue Cross
Kaiser Permanente
Keystone Health Plan
Lovelace Health Plan
MDIPA
M D N Y Healthcare
M Plan

M V P Health Care
M-CARE
Medica Health Plans
Mercy Health Plans
MNSA
Molina Health Care
New Mexico, Blue Cross and Blue Shield
Ochsner Health Plan
Omnicare Health Plan
Oxford Health Plans
PacifiCare
PARTNERS Health Plans
PHP Health Plans
Preferred Care
Premera Blue Cross Blue Shield
Priority Health
Regence BlueCross BlueShield
Rocky Mountain Health Plans
Scott & White Health Plan
Three Rivers Health Plans
United Healthcare
Virginia Premier Health Plan
Vista Healthplan
Vytra Healthplan
WellCare
Wellmark Blue Cross and Blue Shield
Wellpoint

Bonus Distribution

Managed Care Oncology provides advertisers with bonus distribution opportunities at the industry's leading shows, including:

- Academy of Managed Care Pharmacy (AMCP)
- American Society of Health-System Pharmacists (ASHP)
- World Healthcare Congress
- ICORE Healthcare's Annual Oncology Summit

Sponsorship Opportunities

Managed Care Oncology offers full-page advertising (specifications included in this media kit) as well as a variety of customized communications solutions to address your specific marketing challenges.

Our capabilities include:

Print Media

- Print advertising
- Supplements/Special Issues
- Targeted Inserts

Electronic Media

- Sponsorship of Digital Publications
- Webcasts and Webinars
- Online Trade Shows
- Sponsored e-White Papers
- eBooks
- E-Newsletters

Live Events

- Executive Roundtables
- Custom Seminar Events

Custom

- Custom Magazines
- Newsletters/e-Newsletters

Managed Care Oncology offers increased interaction with your target audience through our digital magazine, located at www.managedcareoncology.com

Specifications

Full Page Ad	Trim: 8-3/8" x 10-3/4" Bleed: 8-5/8 x 11" Live: 7-3/4" x 10-1/4"
Spread Ad	Trim: 16-3/4" x 10-3/4" Bleed: 17" x 11" Live: 16-1/4" x 10-1/4"

Sponsorship Close

Quarter 1 Issue

Ad Close - February 9, 2009
Materials Close - February 13, 2009

Quarter 2 Issue

Ad Close - April 24, 2009
Materials Close - May 1, 2009

Quarter 3 Issue

Ad Close - June 19, 2009
Materials Close - June 26, 2009

Quarter 4 Issue

Ad Close - October 30, 2009
Materials Close - November 6, 2009

For information on advertising opportunities, contact:

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Ad Page Specs and Submission Info

Full Page Ad	Trim: 8-3/8" x 10-3/4" Bleed: 8-5/8 x 11" Live: 7-3/4" x 10-1/4"
Spread Ad	Trim: 16-3/4" x 10-3/4" Bleed: 17" x 11" Live: 16-1/4" x 10-1/4"

MCO Advertising Material Submission

For ad material submission mail to:
StayWell Custom Communications
Attn: Michele Laurion
909 Davis Street, 6th Floor
Evanston, IL 60201
Phone: 847-733-4596
michele.laurion@staywellcustom.com
(For Electronic Submission, refer to # 6 below)

Guidelines for Sending Electronic Files

Magellan/ICORE Healthcare uses computer-to-plate technology for all printed material. When sending digital files, please use the following specifications/instructions:

1. Platform

Macintosh or PC accepted

2. Files Accepted

PDF/X-1a:2001 compliant file settings.

Create PDF files with the centered registration to offset at 0.1875" and set bleed to 0.125".

3. Color

Please send all files in CMYK mode unless a Pantone color is running.

RGB files must be converted to CMYK. Please indicate all colors, including Pantone colors, on the checklist. Do not embed CIE Lab color or ICC profiles in your files. They will NOT Rip correctly.

4. Embedded Images

The MINIMUM resolution requirements are 300dpi for full-color artwork or grayscale artwork and 1200dpi for Bitmap (black & white line art). Images and logos from Web sites are NOT useable for print ads. Any RGB files should be converted to CMYK.

5. Proof

SWOP-certified proofs for all ads must be provided. For a complete list of SWOP-certified proofs please visit <http://www.SWOP.org>.

StayWell Custom Communications (or SCC) will not be held liable for the reproduction of any ad submitted without a SWOP-certified proof. We require files & proofs to include trim and bleed marks.

(PLEASE - NO MARKS INCLUDED IN THE "LIVE" OR "BLEED" AREA)

6. Electronic file transfer

You may submit electronic files via the Web site. When submitting files via the Web site, a SWOP-certified proof must be mailed.

address: [ftp.staywellcustom.com](ftp://ftp.staywellcustom.com)

username: lcore password: lcore1234

If using I.E. 7.0: to view this FTP site in Windows Explorer, click Page and then click Open Site in Windows Explorer.

(You may have to log in twice depending on which version of IE you're using).

7. Storage

StayWell does not keep a copy of electronic files. Advertisers must retain the original copy.