

# ManagedCare Oncology

For Decision Makers in Managed Care



# 2012

# Media Kit

For Decision Makers in Managed Care Oncology



A Magellan Health Company

**ManagedCare Oncology** was launched in 2006 and is the only comprehensive, peer-reviewed source of oncology related information for health plans.

**2010 MCO  
Readership Survey Results:**

While ICORE Healthcare delivered the Spring 2010 publication to about 19,454 health care professionals, the publication has a pass-along rate of 39%.

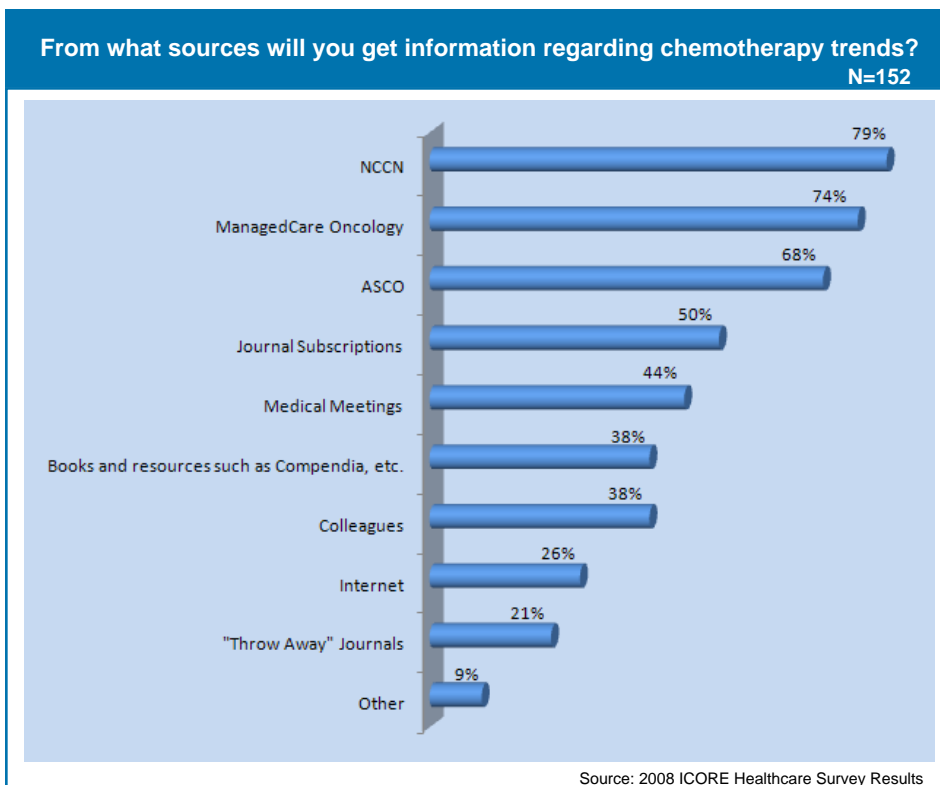
96% of respondents stated that their opinion of *ManagedCare Oncology* is favorable: either "very positive" or "positive."

All respondents (100%) reported that the information in the publication is useful to them.

Drug Therapy Reviews received the highest ratings, rated "extremely" valuable by 30% and "extremely" / "very" valuable by a total of 86%.

Two-thirds of the readers consider the information in each of the four recent issues to be "extremely" or "very" valuable.

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



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## Editorial

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



## Latest in cancer treatment, plus

- Industry Facts and Figures
- 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
- ICORE's Compendia of Oncology Drugs

## 2012 Editorial

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Quarter 1 - Prostate

Quarter 2 - Renal Cell Carcinoma (RCC) & Hepatocellular Carcinoma (HCC)

Quarter 3 - Immunotherapy\*

Quarter 4 - Melanoma

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**\*BONUS CIRCULATION OPPORTUNITY!**

The Quarter 3 issue will be distributed at the 9<sup>th</sup> Annual Oncology Summit.



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# Circulation

**ManagedCare Oncology** is distributed to over 18,000 clinical and financial decision-makers.

The readership of *ManagedCare Oncology* is comprised of nearly 14,000 payors across 900 health plan organizations, 4,000 oncologists, related executives, specialty and home healthcare pharmacies, consultancies, and U.S. thought leaders.

Sample MCO health plan organization reach includes:

Aetna	Coventry Health Care	M V P Health Care
AmeriChoice	Dean Health Plan	M-CARE
AMERIGROUP	Empire Blue Cross and Blue Shield	Medica Health Plans
AmeriHealth HMO	Excellus Blue Cross Blue Shield	Mercy Health Plans
Anthem Blue Cross and Blue Shield of Colorado	Fallon Community Health Plan	MNSA
Anthem Blue Cross and Blue Shield of Connecticut	Gateway Health Plan	Molina Health Care
Anthem Blue Cross and Blue Shield of Kentucky	Geisinger Health Plan	New Mexico, Blue Cross and Blue Shield
AvMed Health Plans	GHI HMO Select	Ochsner Health Plan
Blue Cross and Blue Shield of Alabama	Great West Healthcare	Omnicare Health Plan
Blue Cross and Blue Shield of Arizona	Group Health Cooperative	Oxford Health Plans
Blue Cross and Blue Shield of Arkansas	Group Health Plan (GHP)	PacifiCare
Blue Cross and Blue Shield of Delaware	H I P Health Plan of New York	PARTNERS Health Plans
Blue Cross and Blue Shield of Florida	Health Alliance Plan	PHP Health Plans
Blue Cross and Blue Shield of Georgia	Health Net Health Plan	Preferred Care
Blue Cross and Blue Shield of Illinois	HealthFirst	Premera Blue Cross Blue Shield
Blue Cross and Blue Shield of Kansas	HealthGuard	Priority Health
Blue Cross and Blue Shield of Kansas City	HealthLink HMO	Regence BlueCross BlueShield
Blue Cross and Blue Shield of Louisiana	HealthPartners	Rocky Mountain Health Plans
Blue Cross and Blue Shield of Massachusetts	Highmark Blue Cross Blue Shield	Scott & White Health Plan
Blue Cross and Blue Shield of Michigan	Horizon Blue Cross and Blue Shield	Three Rivers Health Plans
Blue Cross and Blue Shield of Minnesota	Humana	United Healthcare
Blue Cross and Blue Shield of Mississippi	Independence Blue Cross	Virginia Premier Health Plan
Blue Cross and Blue Shield of Montana	Kaiser Permanente	Vista Healthplan
Blue Cross and Blue Shield of Nebraska	Keystone Health Plan	Vytra Healthplan
Blue Cross and Blue Shield of North Carolina	Lovelace Health Plan	WellCare
Blue Cross and Blue Shield of North Dakota	MDIPA	Wellmark Blue Cross and Blue Shield
Blue Cross and Blue Shield of Oklahoma	M D N Y Healthcare	Wellpoint
Blue Cross and Blue Shield of Rhode Island	M Plan	
Blue Cross and Blue Shield of South Carolina		
Blue Cross and Blue Shield of Tennessee		
Blue Cross and Blue Shield of Texas		
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		

## Bonus Distribution

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

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

# Sponsorship Opportunities

**ManagedCare Oncology** offers full-page advertising 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

**NEW**

[www.managedcareoncology.com](http://www.managedcareoncology.com)

## Specifications

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

## Sponsorship Close

### Quarter 1 Issue

Ad Close - January 13, 2012  
Materials Close - January 20, 2012

### Quarter 2 Issue

Ad Close - April 13, 2012  
Materials Close - April 20, 2012

### Quarter 3 Issue

Ad Close - June 22, 2012  
Materials Close - June 29, 2012

### Quarter 4 Issue

Ad Close - October 12, 2012  
Materials Close - October 19, 2012

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# Ad Specification and Submission Information

<b>Full Page Ad</b>	<b>Trim:</b> 8-3/8" x 10-3/4" <b>Bleed:</b> 8-5/8 x 11" <b>Live:</b> 7-3/4" x 10-1/4"	<b>Mail ad material submissions to:</b> StayWell Custom Communications Attn: Michele Laurion 909 Davis Street, 6 <sup>th</sup> Floor Evanston, IL 60201 Phone: 847-733-4596 michele.laurion@staywellcustom.com (For Electronic Submission, refer to # 6 below)
<b>Spread Ad</b>	<b>Trim:</b> 16-3/4" x 10-3/4" <b>Bleed:</b> 17" x 11" <b>Live:</b> 16-1/4" x 10-1/4"	

## 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 websites are NOT usable 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 [www.SWOP.org](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 website, a SWOP-certified proof must be mailed. [ftp.staywellcustom.com](ftp://ftp.staywellcustom.com) | username: lcore password: lcore1234

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.

## 2012 Adveristing Rates

AD Unit	1x Issue	2x Issues	3x Issues	4x Issues
Full Page	\$10,046.40	\$9,942.40	\$9,734.40	\$9,063.60
Product Information Page	\$5,241.60	\$5,137.60	\$4,929.60	\$4,717.44
Opp. Table of Contents	\$11,051.04	\$10,947.04	\$10,739.04	\$9,936.16
Opp. Editorial Page	\$11,051.04	\$10,947.04	\$10,739.04	\$9,936.16
Inside Front Cover	\$15,177.76	\$15,073.76	\$14,865.76	\$13,661.44
Back Cover	\$20,092.80	\$19,988.80	\$19,780.80	\$18,083.52

**AVAILABLE: Cover tip-ons, Beli bands, Inserts, Outserts, Polybagging, Print, & Online sponsorship opportunities. Contact Media Manager for quote.**

Thomas J. Corcoran  
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