



## Sponsorship Opportunity: *Lung Cancer Considered* Podcast

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**Overview** *Lung Cancer Considered* is the official podcast of the International Association for the Study of Lung Cancer (IASLC). Listeners tune in for conversations with the clinicians, researchers, health care professionals, patients, and advocates who are making a difference in the treatment of thoracic cancers. *Lung Cancer Considered* podcasts are timely, informational, and engaging and keep those in the lung cancer space connected and informed in an easily digestible format. *Lung Cancer Considered* publishes new episodes on the first and third Tuesday each month. Special episodes, discussing the most current and “breaking” news, are published periodically. Planned episodes for 2023 include:

- Seminal Trials Series (4-6 key trials in lung cancer spanning the last several decades, including key investigators and those impacted by the trials)
- Virtual Tumor Board Series (topics in cases in all aspects of lung cancer and mesothelioma)
- Mentorship in Lung Cancer Series (topics related to developing the next generation of thoracic oncology specialists as well as supporting those more advanced in the field)
- Post-Conference Highlights from TTLC, ELCC, ASCO (conference chairs discuss highlights of the meeting with Drs. Florez and Liu)
- LIVE Daily Highlights from WCLC (broadcasting live each day during WCLC featuring top researchers and topics of the day)
- More podcasts in languages other than English
- New approvals and trending topics in lung cancer

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**Podcast** *Lung Cancer Considered* is hosted by:

**Hosts**

[Narjust Florez, MD](#): Associate Director of the Cancer Care Equity Program at the Dana-Farber Cancer Institute and Assistant Professor of Medicine at Harvard Medical School.

[Stephen V. Liu, MD](#): Associate Professor of Medicine, Director of Thoracic Oncology and Director of Developmental Therapeutics at the Lombardi Comprehensive Cancer Center of Georgetown University.

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*Lung Cancer Considered* also features guest hosts in other languages or as topics dictate.

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**Website** <https://www.iaslc.org/iaslc-news/lung-cancer-considered>

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**Educational Objective** To bring together global, multidisciplinary key opinion leaders in the field to discuss current topics in thoracic cancers.

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**Target Audience** Thoracic oncology specialists across subspecialties such as pathology, nursing and allied health, patient advocacy, basic science, statistics, pulmonology, radiology, screening, and, of course, surgical, radiation, and medical oncology. All phases of career will find timely and relevant content.

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**Program Reach** As of September 26, 2022, *Lung Cancer Considered* has published 121 episodes, with total listens of just over 100K and average listens of 790 per episode. Top listenership comes from the U.S., followed by strong listenership in Japan, the United Kingdom, and Australia.

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**Top Five Tracks** The table below lists the top five tracks of 2022 as of September 26, 2022. The average number of listens for these five tracks is 1,343.

Title	Guest(s)	Air Date	Listens
<a href="#">ASCO 2022 Highlights</a>	Catherine Shu Jack West	June 9	1,454
<a href="#">Breakthrough Therapies: EFGR</a>	Zosia Piotrowska	February 1	1,410
<a href="#">ALK+ NCSLC</a>	Jessica Jiyeong Lin Ben Solomon	February 15	1,377
<a href="#">Virtual Tumor Board: EGFR</a>	Alfredo Addeo Helena Yu	January 4	1,242
<a href="#">TTLC 2022 Highlights</a>	Charu Aggarwal Ivy Elkins Lecia Sequist	March 1	1,238

NOTE: These numbers fluctuate daily and are current as of September 26, 2022. For the most up-to-date list of top tracks and number of listens, please [CLICK HERE](#). These numbers represent listens on our SoundCloud (official) podcast page only and do not include listens on other platforms or apps where *Lung Cancer Considered* is available, such as iTunes, Stitcher, and CastBox.

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## Sponsorship Details

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- Sponsorship Levels** We are offering two levels of sponsorship for 2023:
- 12-month sponsorship (January 1-December 31, 2023) @ \$50,000
  - 6-month sponsorship (January 1-June 30, 2023 OR July 1-December 31, 2023) @ \$25,000
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**Commit By** December 1, 2022

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- Benefits** *Lung Cancer Considered* sponsors will receive the following benefits:
1. Logo placement on *Lung Cancer Considered* webpage on [IASLC website](#).
  2. Written acknowledgement on *Lung Cancer Considered* page in [SoundCloud](#) (right hand sidebar).
  3. Sponsor name recognition included on *Lung Cancer Considered* graphic and featured regularly in the following locations:
    - a. *Lung Cancer Considered* Announcement in IASLC Connect e-newsletter (one per month).
    - b. Holding Slide shown between sessions at IASLC meetings (where allowed).
    - c. Online advertising in ILCN and virtual conference programs and delegate bags (where allowed).
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Sponsors will be listed/featured in alphabetical order.

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- Success Measures** To determine the success of this program, we measure:
- Compelling and timely topics
  - Average number of podcasts per month. (goal = 3)
  - Average number of listeners per episode. (goal = 600)
  - Global reach of the program, measured by total percentage of listens from outside the United States (goal = 30%) and percentage of participants (speakers and guest hosts) from outside the United States (goal =30%).
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**Order Form** Please complete our [online order form](#) to indicate your organization's interest in supporting *Lung Cancer Considered*.

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**Questions** Email any questions to [corporaterelations@iaslc.org](mailto:corporaterelations@iaslc.org).

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