



INTERNATIONAL
ASSOCIATION
FOR THE STUDY
OF LUNG CANCER

ILCN — IASLC LUNG CANCER NEWS

FEATURING IASLC 2023 WORLD CONFERENCE ON LUNG CANCER
SEPTEMBER 9-12, 2023 | SINGAPORE

ADVERTISING OPPORTUNITIES

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CONQUERING THORACIC CANCERS WORLDWIDE



**2023 World Conference
on Lung Cancer**

SEPTEMBER 9-12, 2023 | SINGAPORE



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ILCN — IASLC LUNG CANCER NEWS

Rather than just reporting on lung cancer data as it is released, ILCN aims to provide the nuanced perspectives on relevant and timely topics that thoracic oncology care providers need in their daily practices. From major meeting coverage to incremental movements of the needle in patient care, ILCN provides the analysis and insights every thoracic oncology specialist needs regardless of their country of practice or subspecialty.

IASLC is now offering a web platform to communicate its science, research, and patient care and conference coverage to its members and affiliates. The official website, [ILCN.org](https://www.ilcn.org), provides industry and their media agencies an online marketing solution utilizing ad server technology to deliver meaningful impressions and measure audience engagement.

2023 WORLD CONFERENCE ON LUNG CANCER

WCLC is the world's largest international gathering of clinicians and researchers in the field of lung cancer and thoracic oncology. Attendees include physicians, nurses, other clinicians, researchers, and scientists as well as patients and advocates in the lung cancer field and those interested in any aspect of thoracic oncology.



Discover the value of year-round advertising
to your target audience with [ILCN.org](https://www.ilcn.org)!

ILCN.org ADVERTISING BENEFITS



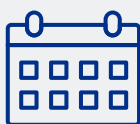
Exposure to hyper-focused audience of clinicians, researchers, and scientists in lung cancer and thoracic oncology



Year-round opportunity to promote new and existing brands with added exposure for exhibit, event, and brand promotion at IASLC conferences held throughout the year



Proof of campaign performance for ROI reporting



New content posted approximately every two weeks



WCLC PRELIMINARY DEMOGRAPHICS

TOP 5 DELEGATE SPECIALTIES

33.61%	Medical Oncology
26.77%	Other
16.37%	Pharmaceutical/Biotech
6.95%	Cancer Research/BS
5.02%	Pulmonary Medicine

NUMBER OF DELEGATES BY YEAR

Year	Location	Number of Delegates
2022	Vienna, Austria	5,185
2021	Virtual	5,773
2020	Virtual	6,442

PERCENTAGE OF WCLC DELEGATES BY GEOGRAPHIC REGION

Region	2022 (Vienna)	2021 (Virtual)	2020 (Virtual)
Europe	40.2%	27%	28%
North America	34.5%	35%	33%
Asia (Incl. Australia)	17.3%	26%	29%
Rest of the World	8%	13%	11%

ILCN.org provides supporters the opportunity to run targeted media campaigns directly to the IASLC audience. Choose from a variety of high-performing ad units, purchasing by month or year-round! Through engaging content and ad server integration, this cutting-edge digital platform provides supporters with meaningful impressions and actionable data.



2022 WEBSITE METRICS

79,000+
SESSIONS

57,000+
USERS

107,000+
VIEWS



*See page 7
for
monthly
content
highlights!*



DATES & DEADLINES

CAMPAIGN PERIOD	AD SPACE DEADLINE	MATERIALS DUE
January 2023	December 2, 2022	December 9, 2022
February 2023	January 6, 2023	January 13, 2023
March 2023	February 3, 2023	February 10, 2023
April 2023	March 10, 2023	March 17, 2023
May 2023	April 7, 2023	April 14, 2023
June 2023	May 5, 2023	May 12, 2023
July 2023	June 9, 2023	June 16, 2023
August 1–October 31, 2023	July 7, 2023	July 14, 2023
November 2023	October 6, 2023	October 13, 2023
December 2023	November 3, 2023	November 10, 2023

Campaign period is the first day to last day of each month unless otherwise noted.

BOOK YOUR SPACE EARLY BEFORE INVENTORY SELLS OUT!



TRAFFIC ACQUISITION PLAN

ILCN.org will be promoted through the following customized marketing initiatives, designed to increase impressions and optimize ROI:

- Dedicated ILCN association-delivered emails
- Call-to-action graphics on association websites
- RSS feed on iaslc.org
- Link in navigation of iaslc.org
- Social media posts through Facebook, Twitter, and LinkedIn



ADVERTISING UNITS AND RATES

Monthly ILCN.org Rates (Excluding WCLC)

AD UNITS	RATES
Leaderboard (3)	\$3,000 per ad, per month
Banner Ads (15)	\$2,000 per ad, per month
Top Half-page (3)	\$2,440 per ad, per month
Bottom Half-page (3)	\$2,270 per ad, per month
Top Medium Rectangle (3)	\$1,850 per ad, per month
Bottom Medium Rectangle (3)	\$1,850 per ad, per month
Docked Bottom Banner (1)	\$3,320 per month
Sponsored Content (2)	\$3,100 per ad, per month
- Image Gallery Upgrade	- \$1,100 per upgrade, per month
- Video Upgrade	- \$1,800 per upgrade, per month

WCLC Conference Rates (August-October)

AD UNITS	RATES
Leaderboard (3)	\$14,000 per ad
Banner Ads (15)	\$8,000 per ad
Top Half-page (3)	\$11,000 per ad
Bottom Half-page (3)	\$10,000 per ad
Top Medium Rectangle (3)	\$7,500 per ad
Bottom Medium Rectangle (3)	\$7,500 per ad
Docked Bottom Banner (1)	\$16,000
Sponsored Content (2)	\$15,000 per ad
- Image Gallery Upgrade	- \$6,000 per upgrade
- Video Upgrade	- \$7,500 per upgrade



UPGRADE YOUR SPONSORED CONTENT WITH AN EXCLUSIVE EMAIL!


Ask your TriStar media strategist for details.

SPECIAL NOTES

- Ad creatives, tags, or URLs changing out will incur a minimum 5% fee. Contact your Media Strategist to discuss scope of work and associated costs.
- See page 17 for information regarding TriStar's policy on third-party ad tag requirements.
- Sponsored Content inventory subject to change based on Sponsored Content Premium Package.

ILCN.ORG WEBSITE HOMEPAGE

Leaderboard



Banner

Post Title

Post Title

Post Title

Post Title

Post Title

Top Half-page

PAID ADVERTISING

Sponsored Content

Top Medium Rectangle

Banner

Post Title

Post Title

Post Title

Bottom Medium Rectangle

PAID ADVERTISING

Sponsored Content

Bottom Half-page

Banner

Docked Bottom Banner

*For illustration purposes only. Formatting is subject to change based on content.

ILCN and WCLC Meeting News Email Advertising

Designed to provide broad exposure with maximum ROI, these email opportunities are a great way to deliver your message directly to thousands of IASLC members, non-members, and thoracic oncology care providers.



2022 EMAIL METRICS

47.98%
Q1-Q2
AVERAGE
OPEN RATE

48.28%
WCLC
AVERAGE
OPEN RATE
*Industry
Benchmark 23.7%**

*Industry benchmarks published in a report by Campaign Monitor



AUDIENCE

20,000+ IASLC members, non-members, and JTO subscribers



ADVERTISING RATES

Monthly Rates (Excluding WCLC)

BANNER AD	RATES
Banner A	\$4,600
Banner B	\$4,520
Banner C	\$4,420
Banner D	\$4,220
Banner E	\$4,020

WCLC Rates (August-October)

BANNER AD	RATES
Banner A	\$37,800
Banner B	\$36,225
Banner C	\$35,175
Banner D	\$33,075
Banner E	\$30,975

To view this email on the web, [click here](#).



Banner A

Post Title

Post Title

Banner B

Post Title

Post Title

Banner C

Post Title

Post Title

Banner D

Post Title

Post Title

Banner E

*For illustration purposes only. Formatting is subject to change based on content.



DISTRIBUTION DATES, CONTENT, AND DEADLINES

DISTRIBUTION DATES	CONTENT/MEETING COVERAGE*	AD SPACE DEADLINE	MATERIALS DUE
JANUARY: January 11 and 25	• Updates from fall 2022 meetings	December 2, 2022	December 9, 2022
FEBRUARY: February 8 and 22	• Latin America Conference on Lung Cancer	January 13, 2023	January 20, 2023
MARCH: March 8 and 22	• Targeted Therapies of Lung Cancer	February 10, 2023	February 17, 2023
APRIL: April 12 and 26	• Spring Hot Topic Meeting • European Lung Cancer Congress	March 17, 2023	March 24, 2023
MAY: May 10 and 24	• AACR Annual Meeting	April 14, 2023	April 21, 2023
JUNE: June 14 and 28	• AACR Annual Meeting • ASCO Annual Meeting	May 19, 2023	May 26, 2023
JULY: July 12 and 26	• ASCO Annual Meeting	June 16, 2023	June 23, 2023
WCLC MEETING NEWS COVERAGE (August-October) August 9 and 23 - AM September 9 - AM & PM September 10 - AM & PM September 11 - AM & PM September 12 - AM September 27 - AM October 11 and 25 - AM	• 50th Anniversary of IASLC • Session coverage (abstracts, plenaries, workshops, etc.) • Events • Exhibit Hall • Photo Gallery • Award presentations • Q&As with leaders in the profession • Important meeting info (registration, transportation, virtual platform, etc.)	July 14, 2023	July 21, 2023
NOVEMBER: November 8 and 22	• North America Conference on Lung Cancer	October 13, 2023	October 20, 2023
DECEMBER: December 6 and 20	• Asia Conference on Lung Cancer	November 3, 2023	November 10, 2023

*Content/meeting coverage is subject to change based on editorial schedules.

SPECIAL NOTES

- Rates include banner ads visible in two to 12 emails based on purchase.
- Distribution dates and content coverage may vary based on editorial schedules and are subject to change. Advertisers will be notified should a change occur.
- Ad creatives or URLs changing out will incur a minimum 5% fee. Contact your Media Strategist to discuss scope of work and associated costs.

ADDITIONAL CONTENT COMING IN 2023

- HER2 in Non-Small Cell Lung Cancer
- CT Screening and Lung Cancer Stage Shift
- KRAS in Non-Small Cell Lung Cancer
- Latest in Mesothelioma
- EGFR in NSCLC
- Cytisine therapy for smoking cessation
- Economic disparities and their impact on smoking
- CITYSCAPE Update
- ALCHEMIST Update
- Immune Checkpoint Inhibitors vs. Chemotherapy in Combination with Radiation in Specific Patient Populations

ILCN Sponsored Content Premium Package

This exciting opportunity combines exclusive email marketing with highly visible website advertising on ILCN.org to create a premium digital package.



OPPORTUNITY INCLUDES

- Exclusive advertising on one email distribution. Email distributions are limited to one per quarter.
- Sponsored Content digital ad on ILCN.org during one month within the corresponding campaign period



ADVERTISING RATE

\$3,870 per package (Quarter 1, 2, or 4)
\$9,800 for Quarter 3 (WCLC)



DATES AND DEADLINES

CAMPAIGN PERIOD	AVAILABLE EMAIL DISTRIBUTION DATES*	AD SPACE DEADLINE	MATERIALS DUE
Quarter 1 (January–March)	January 4, February 1, or March 1, 2023	December 2, 2022	December 9, 2022
Quarter 2 (April–June)	April 5, May 3, or June 7, 2023	March 10, 2023	March 17, 2023
Quarter 3 (July–September)	July 5, August 2, or September 6, 2023	June 9, 2023	June 16, 2023
Quarter 4 (October–December)	October 4, November 1, or December 13, 2023	September 8, 2023	September 15, 2023

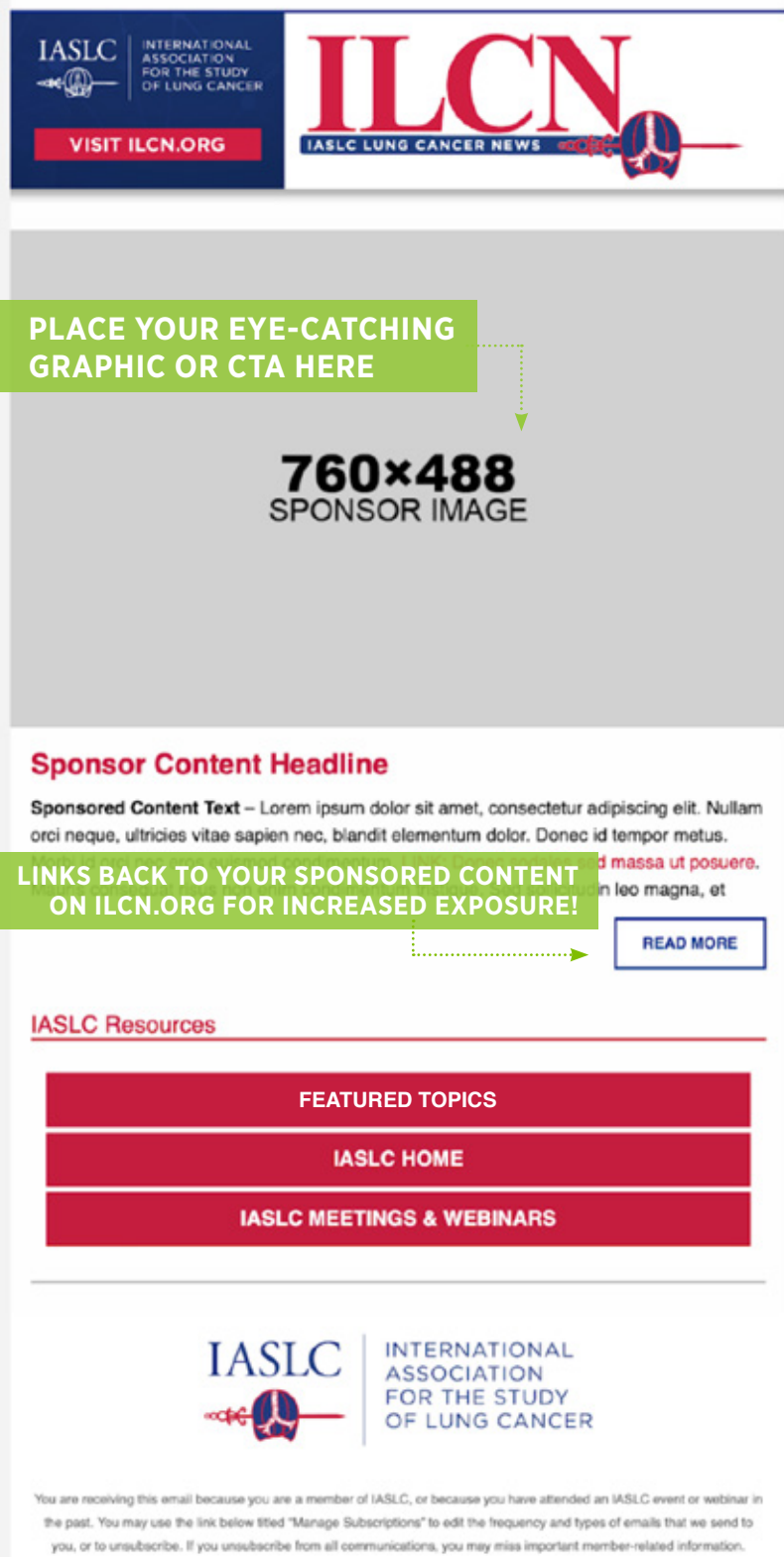
**Advertisers may choose one of the available email distribution dates listed per quarter.*



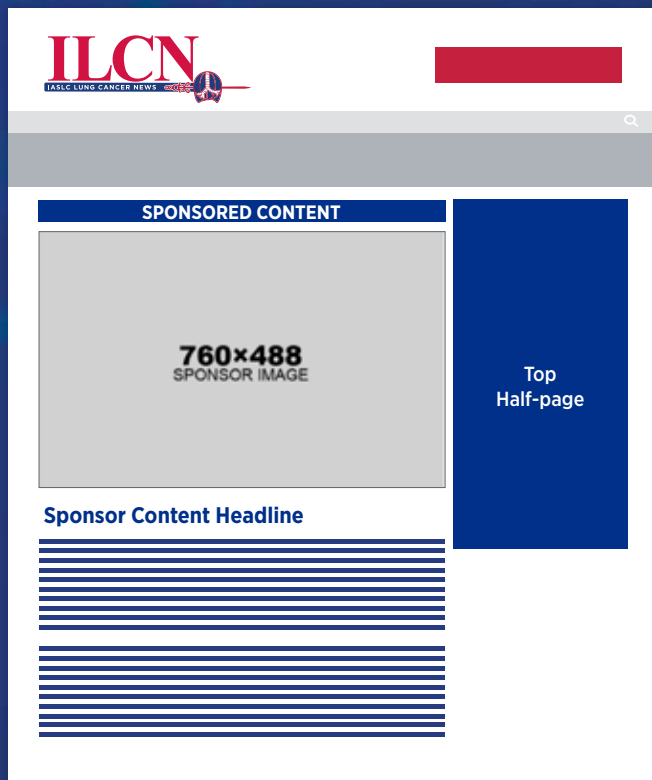
SPECIAL NOTES

- Distribution dates are approximate and are subject to change. Advertisers will be notified should a change occur.
- Ad creatives, tags, or URLs changing out will incur a minimum 5% fee. Contact your Media Strategist to discuss scope of work and associated costs.
- See page 17 for information regarding TriStar's policy on third-party ad tag requirements.

ILCN.ORG SPONSORED CONTENT EMAIL DISTRIBUTION



ILCN.ORG SPONSORED CONTENT DETAIL PAGE



**For illustration purposes only. Formatting is subject to change based on content.*

WCLC Featured Event Listing

Spotlight your Industry Event on ILCN.org during the WCLC Meeting News special coverage. This platform is dedicated to promoting your event content and delivering important program details with a special focus on the conference attendees. Designed with events in mind, this opportunity provides measurable ROI for your event engagement and campaign performance.



OPPORTUNITY INCLUDES

- **Featured Event Landing Page**
 - » Highlighted listing on the Featured Event landing page
 - » Rotating half-page ad and banner ad with equal SOV
- **Event Schedule Page**
 - » Highlighted listing on the Event Schedule page
 - » Rotating half-page ad and banner ad with equal SOV
- **Exclusive Detail Page**
 - » Dedicated detail page for your featured content and event details
 - » Exclusive half-page ad and banner ad
 - » *Add to My Calendar* feature



CAMPAIGN PERIOD

Ads will be posted approximately August 1 and will run until October 31, 2023 unless otherwise specified by the advertiser.



DEADLINES

Submit all materials by July 14 to guarantee maximum exposure.



ADVERTISING RATE


\$8,500 per listing



SPECIAL NOTES

- Ad creatives, tags, or URLs changing out will incur a minimum 5% fee. Contact your Media Strategist to discuss scope of work and associated costs.
- Participants must be an IASLC-approved event (Industry Symposia or Satellite CME Symposia).


FEATURED EVENT LANDING PAGE




IASLC

2025 World Conference
on Lung Cancer

SEPTEMBER 9-12, 2025 | SINGAPORE





Banner

Featured Industry Program

LEARN MORE

Featured Industry Program

LEARN MORE

Featured Industry Program

LEARN MORE

Featured Industry Program


LEARN MORE

Banner

Top
Half-page

Bottom
Half-page


EVENT SCHEDULE PAGE




IASLC

2025 World Conference
on Lung Cancer

SEPTEMBER 9-12, 2025 | SINGAPORE





Banner

Schedule

Featured Industry Program

LEARN MORE

Industry Program

Industry Program

Industry Program

Industry Program

Industry Program

Industry Program


Industry Program

Banner

Top
Half-page

Bottom
Half-page


EXCLUSIVE DETAIL PAGE




IASLC

2025 World Conference
on Lung Cancer

SEPTEMBER 9-12, 2025 | SINGAPORE





Exclusive Banner

Featured Event Title

Event Details

ADD TO MY CALENDAR

LINK

Exclusive
Half-page

**All images for illustration purposes only. Formatting is subject to change based on content.*

For more information, contact Steve Smyth at ssmyth@tristarpub.com or 913-491-4200

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Industry Events Spotlight Email **NEW!**

This new email opportunity is designed for, and dedicated to, showcasing the industry-supported events at WCLC 2023. The email distribution includes six advertising positions where companies can include their logo, brief description, and a URL linking to their Featured Event Listing on ILCN.org.



DISTRIBUTION DATE

August 30, 2023



AUDIENCE

20,000+ IASLC members, non-members, and JTO subscribers



DEADLINES

August 4	Ad space/payment
August 11	Ad materials due



ADVERTISING RATE

\$7,950 per spotlight ad (six available)



SPECIAL NOTES

- Placement is given on a first-come, first-served basis. Advertiser must be a WCLC 2023 Featured Industry Event supporter to participate.
- Distribution date is approximate and is subject to change. Advertisers will be notified should a change occur.
- Ad creatives or URLs changing out will incur a minimum 5% fee. Contact your Media Strategist to discuss scope of work and associated costs.

INDUSTRY EVENTS SPOTLIGHT EMAIL

To view this email on the web, [click here](#).



INDUSTRY EVENTS SPOTLIGHT

Logo

Industry Event Spotlight Title

Logo

Industry Event Spotlight Title

Logo

Industry Event Spotlight Title

Logo

Industry Event Spotlight Title

Logo

Industry Event Spotlight Title

Logo

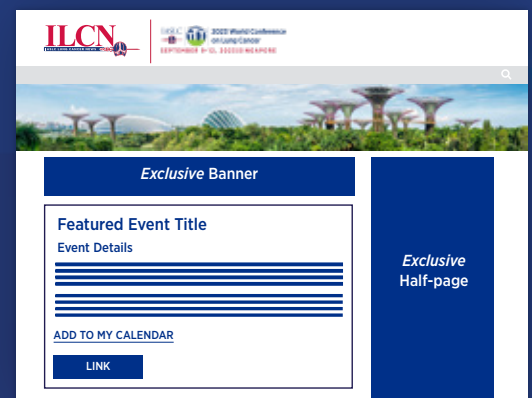
Industry Event Spotlight Title



2023 World Conference on Lung Cancer Singapore



***Your Industry
Spotlight Listing***
*will link to your
Featured Event
Exclusive Detail Page
on ILCN.org*



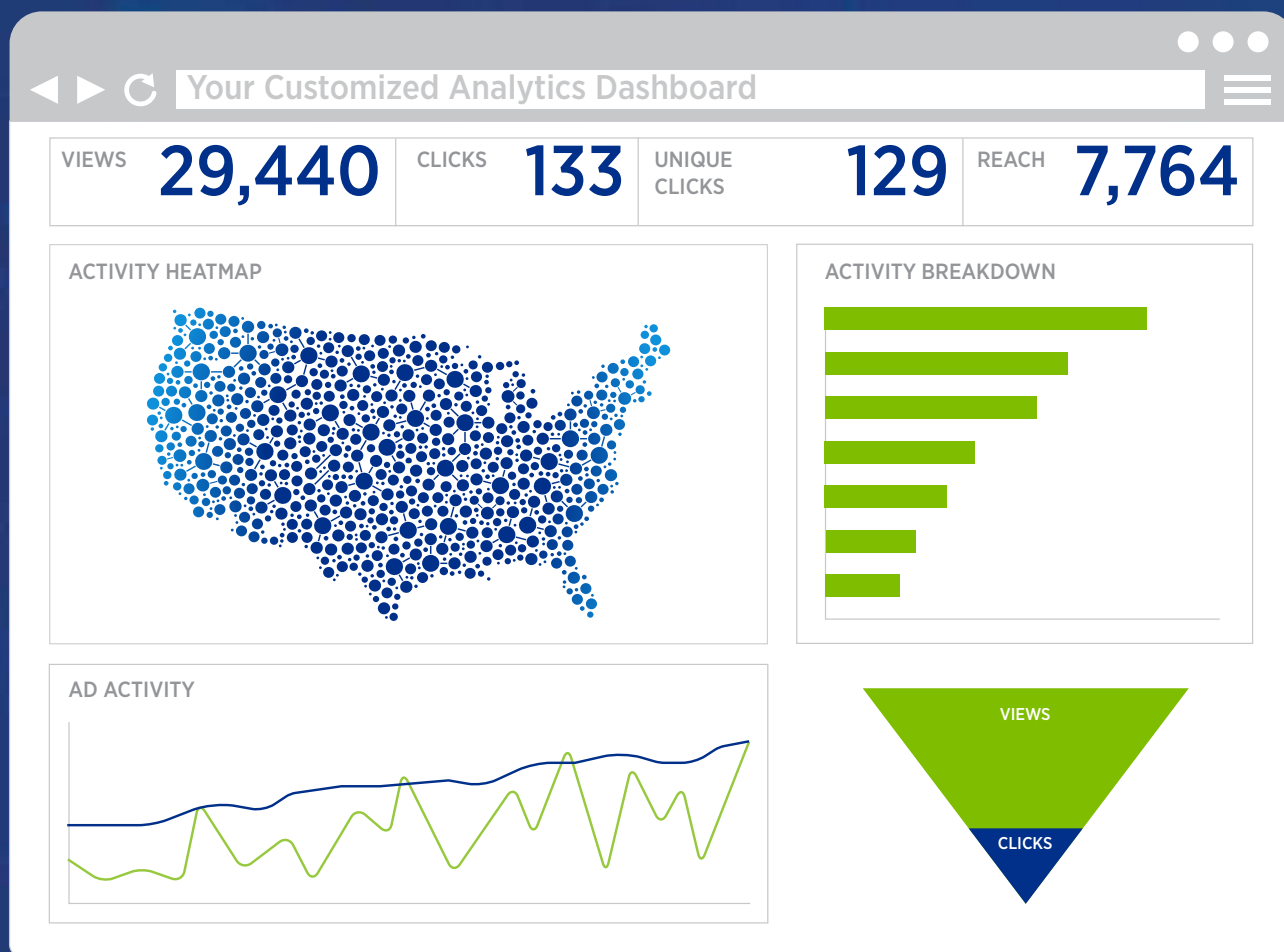
*For illustration purposes only. Formatting is subject to change based on content.

Sponsored Ad Retargeting

Sponsored ad retargeting is a vital component of any digital marketing strategy! With an audience built directly from the IASLC's web properties, this is a powerful tool for conversion optimization that allows you to reach, target, and influence your desired audience anytime, anywhere.

What is Ad Retargeting?





TARGET YOUR DESIRED AUDIENCE

Audience will be gathered from:

- IASLC.org
- WCLC2023.IASLC.org
- ILCN.org



ADVERTISING RATE

\$13,000 per 50,000 impressions

\$24,000 per 100,000 impressions



QUANTIFIABLE ROI

Track your campaign's performance with access to real-time metrics on a customized analytics dashboard. Analyze performance with a detailed breakdown of views, clicks, and geographic reach to optimize your future campaigns



SPECIAL NOTES

- Material deadlines will be based on the advertiser's preferred campaign period.
- Prepayment is required in full.
- See page 16 for special notes and considerations.

Special Notes / Terms & Conditions

GENERAL NOTES

1. All advertisements are subject to approval by IASLC.
2. IASLC reserves the right to update the rate card based on project developments.
3. Advertising purchases will not increase sponsorship level at WCLC 2023.
4. The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Event Media. The advertiser and/or its agency (representative) grants TriStar Event Media the rights and license to use, reproduce, transmit and distribute all creative material supplied by or on behalf of the advertiser.
5. Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. With the exception of retargeting campaigns, there are no CPM guarantees provided due to the nature of target audience access. TriStar will not credit the advertiser based on data shortfalls from the analytics presented.
6. TriStar Event Media does not offer any guarantees regarding non-human traffic, which is consistent with industry standards for sponsorship advertising. Spam filtering to remove invalid clicks and impressions is executed via the Google Ad Manager platform; TriStar relies on Google to implement best practices and standards to reduce invalid traffic for quality reporting.

7. TriStar Event Media does not offer viewability threshold guarantees. Viewability is dependent on device type and ad unit. When developing its advertising inventory, TriStar prioritized placements that provide the strongest ROI and visibility.
8. Email circulation includes both domestic and international recipients. For specific targeting opportunities, inquire with your TriStar Media Strategist.
9. Companies selecting retargeting services must comply with all applicable laws, regulations, and policies established by the contracted ad exchanges. Creatives will be reviewed for compliance of these requirements. Ads that include sensitive content may be manually reviewed before they can serve. Ad exchanges reserve the right to reject or block submitted content at any time. Some exchanges allow pharmaceutical manufacturers to advertise in select countries only. TriStar recognizes the policies established to maintain a safe and positive experience for users.
10. Circulation is based on IASLC reported audience numbers. There will be no monetary adjustment should numbers decrease..

NON-EXHIBITOR ADVERTISING

Non-exhibiting companies may participate in the WCLC advertising opportunities listed for a 25 percent premium fee.

FINANCIAL CONSIDERATIONS | TERMS AND CONDITIONS

1. Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, insertion or purchase order, creative materials, payment.
2. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Event Media.
3. No agency commission or cash discounts permitted. Rate card prices are NET.
4. Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement, when applicable.
5. Full payment is due upon space reservation and/or agreement signature for all retargeting services without exception.
6. A minimum \$650 late fee will be charged for materials received after the specified due date. Digital assets received after the extended materials deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, association approval, etc.
7. Digital ads requiring reformatting/manipulation by TriStar on the advertiser's behalf will incur a minimum fee of \$500, with final cost to be determined by the scope of work.
8. TriStar will be diligent in providing the highest quality products and services. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
9. All invoices are payable in USD and may be paid via check, ACH, credit card, or wire transfer. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.
10. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
11. TriStar reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent. However, no action on the part of TriStar Event Media shall relieve the agency of its liability for outstanding amounts due.
12. TriStar reserves the right to prohibit future advertising if an account is past due 90 days. Advertisers/sponsors with delinquent accounts will lose their right of first refusal and their right to be waitlisted for opportunities of interest.
13. TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service.
14. Requested ad placements are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.

Ready to Advertise?

For advertising reservations, contact:



STEVE SMYTH

Senior Media Strategist

ssmyth@tristarpub.com / 913-491-4200, ext. 453



BOOK TIME WITH ME



T: 913-491-4200

TriStarEventMedia.com

SEND ADVERTISING PAYMENTS TO

Accounts Payable

TriStar Event Media, LLC

7285 W. 132nd Street, Suite 300

Overland Park, KS 66213

PAYMENT OPTIONS

Payments may be made via check, ACH, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.

For ad specifications and material submission questions, contact:



MEGHAN KRAFT

Director of Project Management

mkraft@tristarpub.com / 913-491-4200, ext. 498

File Submission Specifications

SUBMITTING FILES

Contact your TriStar representative for login information and upload instructions.

THIRD-PARTY AD TAGS

Changing Of Creatives

Creative changes during the campaign period are not allowed without permission and approval from TriStar and the Association. Non-compliance will result in ads being removed. There will be no financial reimbursement for the campaign period not fulfilled. Approved creative changes may be subject to a change-out fee.

Personally Identifiable Information (PII) Collection

No advertising shall include any pixels, tags, or any other type of information collection software code (i.e. any such pixel, tag, code, or device commonly referred to as a "Pixel"), nor place any beacons, cookies, or other information collection devices on the browsers of users. Specifically, advertisers may not use such pixels to collect any PII with respect to any user of the site referenced in this rate card. Advertiser will not link any non-PII that is collected to any PII

that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

Internal Redirect Tags

Google Ad Manager compatible internal redirect tags are required when submitting third-party ad tags. This applies to website ads only.