

ImmunoTherapy of Cancer

Official Journal of the Society for Immunotherapy of Cancer

2021 DATES & DATA

**Frequency
discounts
available!**

Ask your sales rep
for details.

For more information on advertising,
and to discuss your campaign
requirements, please contact:

JIM CUNNINGHAM
National Accounts Manager
(201) 767-4170 office
(201) 394-4426 cell
jcunningham@cunnasso.com

jitc.bmj.com

sitc

Society for Immunotherapy of Cancer

BMJ

ImmunoTherapy of Cancer

2021 RATES & DATA

The *Journal for ImmunoTherapy of Cancer* is the leading open access journal in tumor immunology and cancer immunotherapy.

JITC aims to enrich communication and advance scientific understanding in this rapidly evolving field. Content includes high-quality original research articles and authoritative reviews written by recognized, leading scientists and clinicians.

Primary readership: Scientists, academicians, researchers, clinicians and government representatives who work in oncology and/or immunology.

JITC is the official journal of the Society for Immunotherapy of Cancer, representing more than 3,000 members from 31 medical specialties in 40 countries around the world.

At a glance	
Year established:	2013
Impact factor:	9.913*
Rank	18/244 in Oncology 11/158 in Immunology*
Editor-in-Chief:	Pedro Romero, MD
Online Frequency:	Continuously published

* Source: 2019 Journal Citation Reports®, Clarivate Analytics, 2020

Digital traffic	
Global visitors per month*	24k
Global page views per month*	42k
U.S. visitors per month*	11k
U.S. page views per month*	18k
e-Newsletter recipients	10k
Global eTOC recipients	2.2k+

* Source: Google Analytics, Monthly Average January - June 2020



ADVERTISING OPPORTUNITIES

Journal for
Immunotherapy of Cancer

JITC 2021 Rates & Data

Online advertising options available, as well as tailored packages including:

- **Reprints and ePrints**
- **Email table of content (eTOC) alerts**
 - 2,200+ recipients
 - Includes opted-in SITC members
- **e-Newsletter advertising**
 - Sponsor an authentic *JITC* content email
 - Sent to opted-in SITC members and U.S. medical oncologists and immunologists

JITC online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.



DIGITAL ADVERTISING RATES

	Pixels	Rate	Minimum charge	Specifications
Website mobile banner	468 x 60	\$79 per 1,000 impressions	\$1,885 for 25,000 impressions	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 50k. Deadline to receive materials 5 working days prior to deployment.
Website leaderboard	728 x 90	\$79 per 1,000 impressions	\$3,765 for 50,000 impressions	
Website MPU (Mid page unit)	300 x 250	\$84 per 1,000 impressions	\$2,030 for 25,000 impressions	
eTOC alert leaderboard	320 x 100	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.		JPEG or GIF accepted
eTOC alert MPU	300 x 250	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.		Please note: Advertisements are accepted subject to availability and BMJ approval.
e-Newsletter	600 x 90	Please contact Jim Cunningham at jcunningham@cunnasso.com for the latest email advertising rates.		

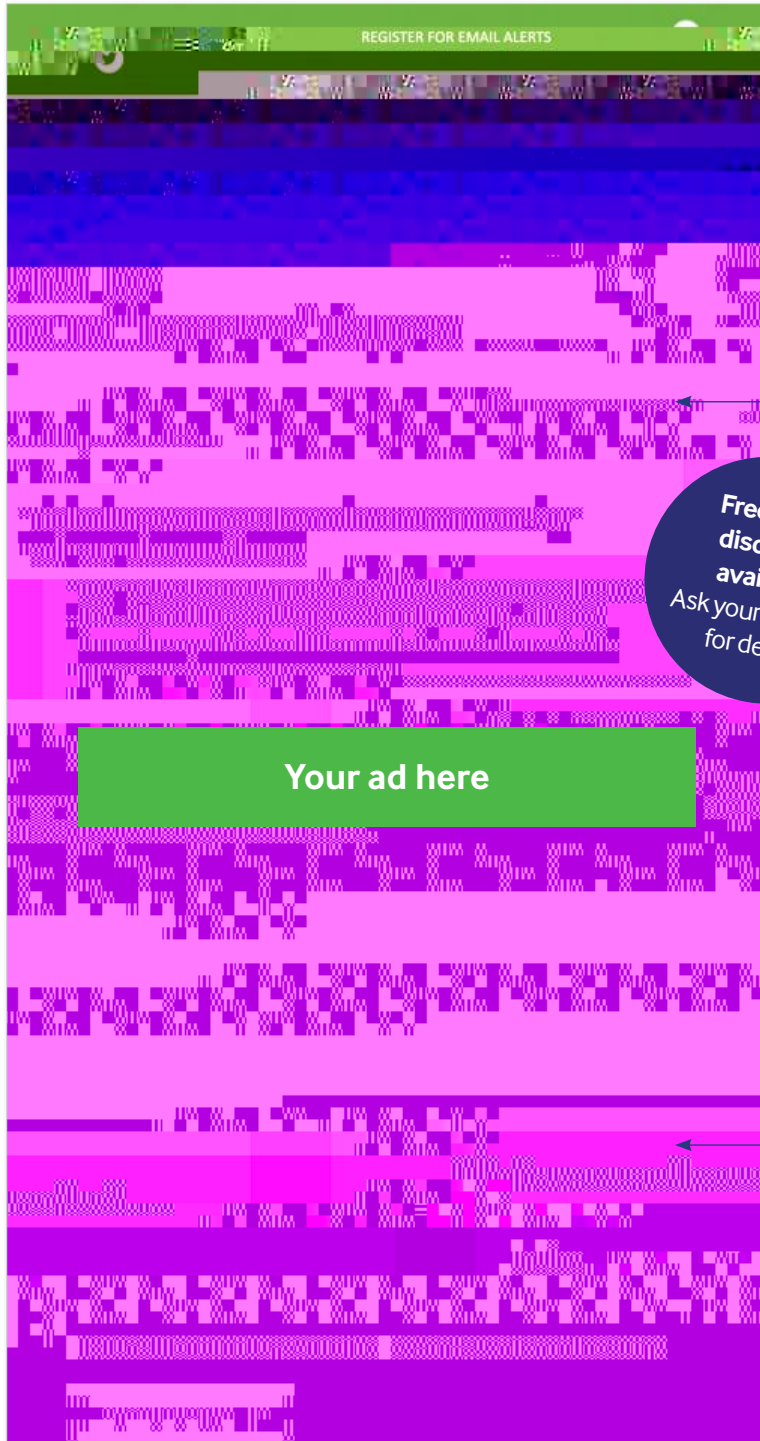
TARGETED SOLUTIONS

Journal for
ImmunoTherapy of Cancer

JITC 2021 Rates & Data

Hurry! Limited opportunities available.

E-NEWSLETTER SPONSORSHIP



**Authentic,
society-approved
messaging**

Send new research to your audience through a monthly e-newsletter sponsorship.

Content is selected by the Editorial team and sent to specialty-specific U.S. physicians. 30% average rate.

- **Annual sponsorships available**

- **10k recipients, including:**

- eTOC registrants
- specialists
- of the Society for Immunotherapy of Cancer

- **Two ad slots per e-newsletter:**

- 600 x 90: animation accepted

- **Twelve-month, exclusive sponsorship available**

- Please contact Jim Cunningham at jcunningham@cunnasso.com for

**Frequency
discounts
available!**
Ask your sales rep
for details.

**Editor-approved
articles**

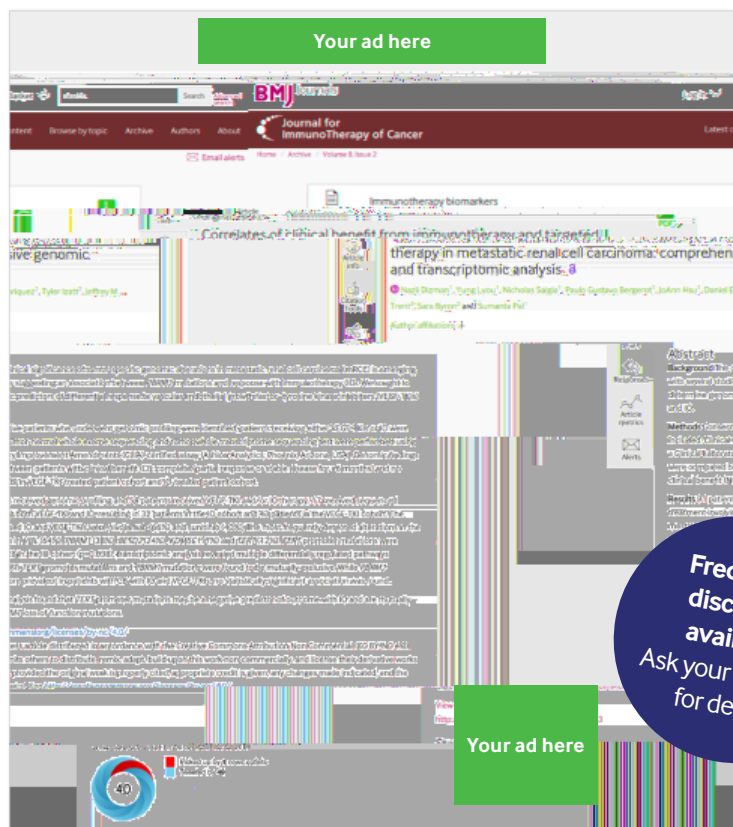
TARGETED SOLUTIONS

Journal for
Immunotherapy of Cancer

JITC 2021 Rates & Data

Hurry! Limited opportunities available.

DIGITAL ROADBLOCK PACKAGE



This exclusive opportunity gives your ads 100% share-of-voice on the website and within the email table of content (eToC) alerts for an entire month.

- Banner ads
- eTOC alerts



For more information on advertising, and to discuss your campaign requirements, please contact:

JIM CUNNINGHAM
National Accounts Manager
(201) 767-4170 office
(201) 394-4426 cell
jcunningham@cunnasso.com