

Journal for ImmunoTherapy of Cancer

Official Journal of the Society for Immunotherapy of Cancer



2023 RATES & DATA

REACH CANCER
IMMUNOTHERAPY
SPECIALISTS

PUBLISHED
CONTINUOUSLY
ONLINE

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discounts
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Ask your sales rep
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For more information on advertising,
and to discuss your campaign
requirements, please contact:

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(201) 767-4170 office
(201) 394-4426 cell
jcunningham@cunnasso.com

jitc.bmj.com



Society for Immunotherapy of Cancer

BMJ

2023 RATES & DATA

The *Journal for ImmunoTherapy of Cancer (JITC)* 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. SITC has more than 4,650 members who represent over 35 medical specialties in 63 countries around the world.

At a glance	
Year established:	2013
Impact factor:	12.485*
Rank	25/245 in Oncology 18/162 in Immunology*
Editor-in-Chief:	James L. Gulley, MD, PhD, FACP
Online Frequency:	Continuously published

* Source: 2021 Journal Citation Reports®, Clarivate Analytics, 2022

Digital traffic	
Global visitors*	1.5M
Global page views*	2.2M
U.S. visitors*	574k
U.S. page views*	800k
e-Newsletter recipients	10k+
Global eTOC recipients	3k+

* Source: Google Analytics, Jan 2022 - Dec 2022



ADVERTISING OPPORTUNITIES

Journal for
Immunotherapy of Cancer

JITC 2023 Rates & Data

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

- **Reprints and ePrints**
- **Email table of content (eTOC) alerts**
 - 3,000+ 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	\$84 per 1,000 impressions	\$2,100 for 25,000 impressions	File type GIFs (animated preferred) and Rich Media accepted, subject to production clearance. File size up to 150k. Deadline to receive materials 5 working days prior to deployment.
Website leaderboard	728 x 90	\$84 per 1,000 impressions	\$4,200 for 50,000 impressions	
Website MPU (Mid page unit)	300 x 250	\$88 per 1,000 impressions	\$2,200 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.		

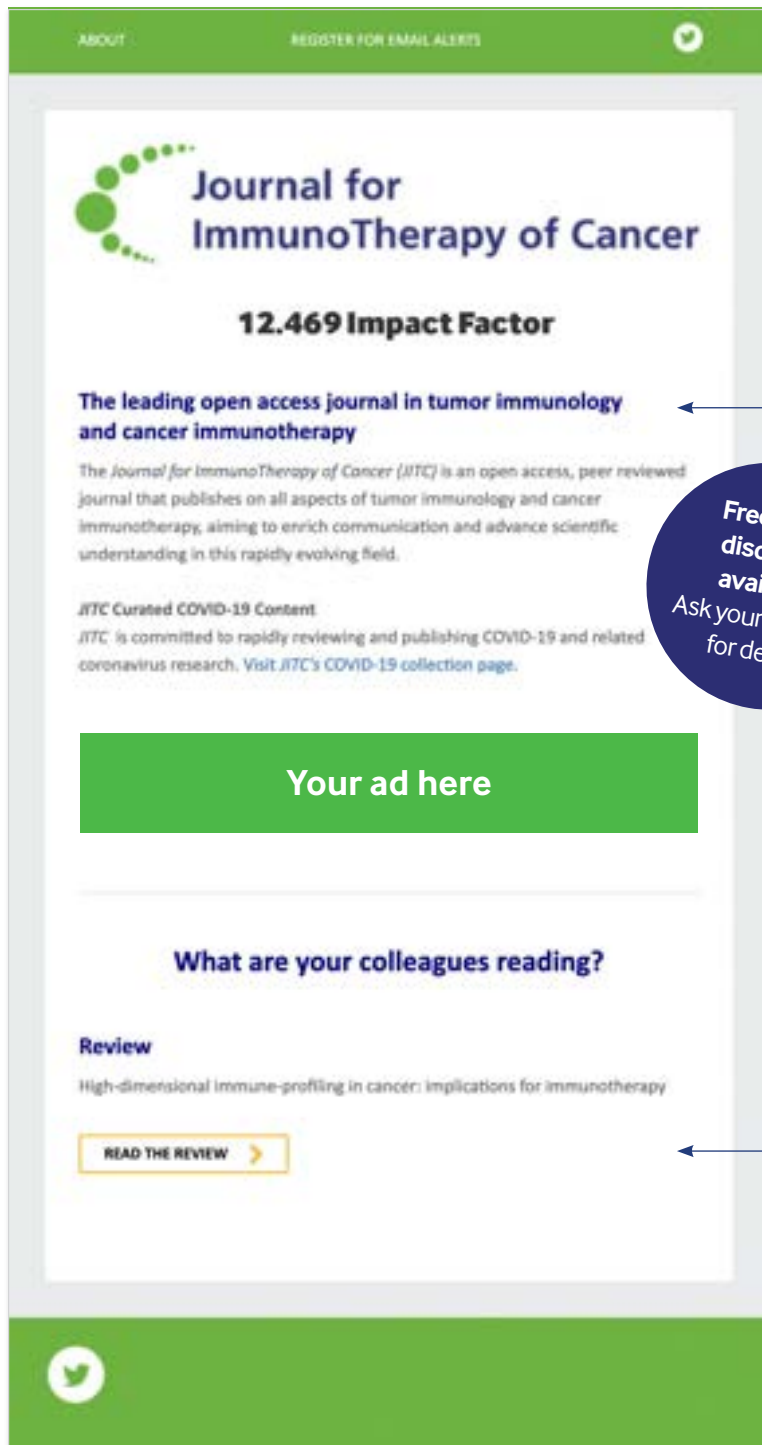
TARGETED SOLUTIONS

Journal for
ImmunoTherapy of Cancer

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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 open rate.

▪ Annual sponsorships available

▪ 10k+ recipients, including:

- eTOC registrants
- Oncology and immunotherapy specialists
- Opted-in members 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 more details.

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**Editor-approved
articles**

TARGETED SOLUTIONS

Journal for
Immunotherapy of Cancer

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DIGITAL ROADBLOCK PACKAGE

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Your ad here

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**

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Journal for Immunotherapy of Cancer

Latest articles

Clinical/translational cancer immunotherapy | Oncolytic and local immunotherapy | Basic tumor immunology | Immunotherapy biomarkers | Immune cell therapies and immune cell engineering | eToC report |

Clinical/translational cancer immunotherapy

- Clinical activity of pembrolizumab in metastatic prostate cancer with microsatellite instability high (MSI-H) detected by circulating tumor DNA
Pedro Barata, Niranj Agarwal, Roberto Nussenzweig et al. (2022-08-10)
10.1136/jitc-2022-002985
- Oxazaphosphorines combined with immune checkpoint blockers: dose-dependent tuning between immune and cytotoxic effects
Julia Delabrosse, Charles Skarheg, Adeline Dubois et al. (2022-08-11)
10.1136/jitc-2022-002985
- Subtype and grade-dependent spatial heterogeneity of T-cell infiltration in pediatric glioma
M Hope Robinson, Juan Vazquez, Akhilesh Keshav et al. (2022-08-11)
10.1136/jitc-2022-002985

Oncolytic and local immunotherapy

- Enhanced immunotherapeutic profile of oncolytic virus-based cancer vaccination using cyclophosphamide preconditioning
Jonathan G Pol, Matthew J Albertson, Kyle B Stephenson et al. (2022-08-13)
10.1136/jitc-2022-002985

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