



2020 MEDIA KIT

ADC Review - Onco'Zine - Onco'Zine Brief - ADC Directory - Oncology Directory

Sunvalley Communication

We Are Strategic Medical Communication

Sunvalley Communication is a global strategic medical communications agency. We provide innovative, customized and effective solutions for pharmaceutical, medical device and diagnostic companies active in oncology, hematology, cancer supportive care and neurology.

Our competencies and expertise are unique to the industry, making us a trusted partner with a dedicated, multidisciplinary teams that work with you from strategy development and content development, to flawless execution.

- Dynamic team of healthcare education and communication specialists.
- Develop engaging educational content and programs for global, regional and single market audiences.
- Specialize in translating complex scientific data into compelling content targeting scientists, researchers, clinicians and physicians.
- We offer strategy, content development and publication planning.
- Publishers of ADC Review, OncoZine, The OncoZine Brief, ADC Directory and Oncology Directory.

MEDIA PROPERTIES

ADC Review, Journal of Antibody-drug Conjugates

Peer reviewed journal targeting an international audience of over 17,000 industry professionals engaged in the research, development, regulation and manufacturing of antibody-drug conjugates.

OncoZine, The International Oncology Network

Peer reviewed journal targeting an international audience of over 19,000 physicians, clinicians, patients and their advocates focused on the practice of oncology and hematology in the treatment of all forms of cancer.

The OncoZine Brief

International radio program and podcast providing the latest news and information on cancer, cancer diagnosis and treatment with an average audience of 5-6 million listeners, 90% of which are between the ages of 25-65. Distribution channels include UK Health Radio, PRX, KNFX 1100 AM Radio (Phoenix, AZ) and iTunes, plus event / annual meeting coverage of industry events AACR, ASCO and ASH.

ADC Directory, A Guide to the World of Antibody-drug Conjugates

A companion to the ADC Review, the ADC Directory provides a seamless exchange of information between businesses and professionals focused on the research, development and manufacture of antibody-drug conjugates. Members of the ADC Directory can share reviews, articles, videos, events products, career opportunities and more.

Oncology Directory

A companion to OncoZine, the Oncology Directory provides a member drive resource for medical professionals, clinicians, patients and their advocates on the topic of oncology and hematology. Members of the Oncology Directory can share reviews, articles, videos, events products, career opportunities and more.

**"SUNVALLEY COMMUNICATION IS
DEDICATED TO DELIVERING TIMELY
NEWS AND INFORMATION ON TARGETED
THERAPIES FOR CANCER TREATMENT."**

About

ADC Review, Journal of Antibody-drug Conjugates (ISSN 2327-0152) is an international peer-reviewed journal. Launched in 2013, ADC Review is designed to serve the needs of a diverse community of individuals including academia, life sciences, pharma, research (basic, translational and clinical), clinicians, physicians, regulatory, government authorities and representatives from payers to policy makers.

The content includes peer reviewed research, commentaries, news features, discussions, editorials and blogs on topics relevant to a broad international readership. Additional resources include ADC University, a knowledge center offering the latest and most relevant information about Antibody-drug Conjugates, Small Molecule Drug Conjugates (SMDC) and Engineered Antibody Fragments.

The purpose of ADC Review is a platform where all stakeholders can access easy to understand and useful information about ADCs.

Programs

- Top Large Leaderboard: \$1,850 per month
- Right Rail Banner: \$1,650 per month
- Lead Generation Webinar: \$8,000 per event
- Poster Talk Video: \$2,500 per video
- Video Vines: \$1,500 per video
- Video Documentary: Request Quote
- Content Development Services: Request Quote
- Site Sponsorship: Request Quote



Audience: 17,121

- Large Drug Development (Pharma / Biotech)
- Small & Medium Drug Development
- Equipment Manufactures
- Contract Clinical Research Organizations
- Physicians and Clinicians
- CDMO
- Regulatory and Government Agencies
- Platform Technologies
- Academia

Specifications

Top Large Leaderboard

- Home Page Only
- 300 x 250 px
- 100k max
- No Animation
- JPEG

Right Rail Banner

- Sitewide
- 300 x 250 px
- 100k max
- 6 second max
- Animated GIF or JPEG



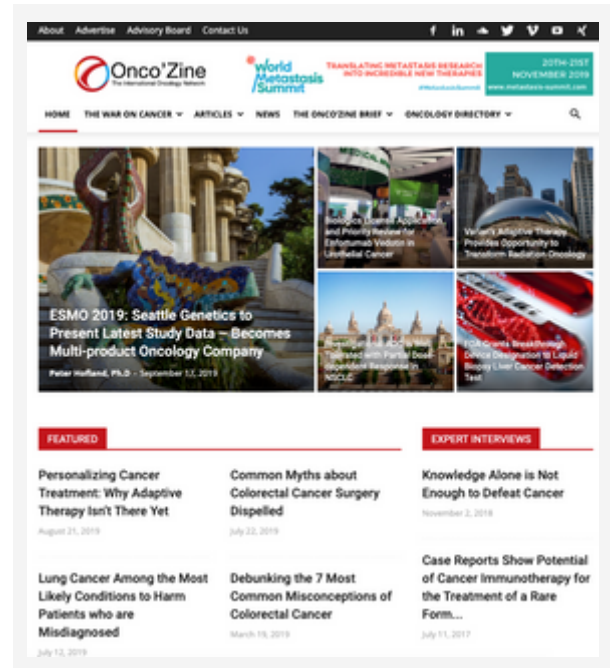
About

Onco'Zine – The International Oncology Network (ISSN 21688-5339) is published jointly by Sunvalley Communication. Our online journal publishes a broad range of topics and timely news updates focused on all oncology disciplines and specialties from around the world. Onco'Zine is a sponsor-supported, interactive online community for healthcare professionals and other medical specialists involved in the management and care of cancer patients.

With correspondents located throughout the United States, Canada and Europe, we offer in-person specialized coverage of scientific meetings and conferences. Our aim is to provide first-hand reports and interviews with researchers, clinicians, industry executives and government figures whose work and actions are shaping the practice of oncology and hematology.

Programs

- Top Leaderboard: \$1,550 per month
- Right Rail Banner: \$1,450 per month
- Lead Generation Webinar: \$8,000 per event
- Poster Talk Video: \$2,500 per video
- Video Vines: \$1,500 per video
- Video Documentary: Request Quote
- Content Development Services: Request Quote
- Site Sponsorship: Request Quote



Audience: 19,053

- Oncologists and Hematologist
- Physicians and Clinicians
- Large Drug Development (Pharma / Biotech)
- Small and Medium Drug Development
- Equipment Manufactures
- CRO and CMDO's
- Regulatory and Government Agencies
- Platform Technology
- Academia

Specifications

Top Large Leaderboard

- Sitewide
- 300 x 250 px
- 100k max
- 6 second max
- Animated GIF or JPEG

Right Rail Banner

- Sitewide
- 300 x 250 px
- 100k max
- 6 second max
- Animated GIF or JPEG

About

The Onco'Zine Brief is an educational program developed for public radio focused on cancer, from early diagnosis to treatment. Our aim is to create engaging programming that delivers the latest scientific and health related information for a broad audience of stakeholders that range from patients and their advocates to physicians and clinicians.

With both studio broadcasts and onsite coverage of leading cancer events including the American Association for Cancer Research (AACR), American Society of Clinical Research (ASCO), American Society of Hematology (ASH) and CPhI Worldwide.

Our program is syndicated via PRX | Public Radio Exchange, UK Health Radio, iHeart Radio, Independent Talk 1100 KFNX, iTunes, Spreaker, Stitcher and Google Play. We also include bonus distribution to the attendees of the events we cover.

Programs

- Underwriting, including two 15 second spots:
 - \$3,800 per month
 - \$9,900 per quarter
 - \$18,600 semi-annual (6 months)
 - \$36,000 annual (12 months)
- Custom Event Round Table Programming at AACR, ASCO, ASH and CPhI: Request Quote



Audience: 5-6 million

- Syndicated in the United States and worldwide via PRX, iHeart Radio, UK Health Radio, 1100 KFNX, iTunes, Spreaker, Stitcher and Google Play.
- Bonus distribution at AACR, ASCO, ASH and CPhI.
- Audience includes the full spectrum of stakeholders from patients to medical professionals to clinicians.

Specifications

Underwriting Materials

- 15 second ad spot, MP3 or WAV
- Company logo at 200 x 200 px
- Company description, 300 words max
- Promotional post for oncozine.com, up to 800 words. Requires 1200 x 800 px feature image.

About

As a companion to ADC Review, we created ADC Directory to provide our readers a comprehensive tool to discover new resources in their pursuit to develop ADCs and our advertisers a cost effective way to promote those resources.

We offer two levels of membership to serve needs of our readers and our advertisers:

Professional Memberships allow individuals to create a profile to promote their expertise and share review.

Business Memberships allow companies to share their expertise by posting articles, videos, podcasts, events, promotions, products, jobs and internships. Businesses can also generate leads when users request more information on their profile.

Programs

Professional Membership

- \$250 per month or \$250 billed annually

Business Membership

- \$275 per month or \$2,970 billed annually

Banner Ad Bundle at \$1,200 per month includes

- Top Leaderboard
- Right Rail Banner
- Footer



Audience: 1,104

- Large Drug Development (Pharma / Biotech)
- Small & Medium Drug Development
- Equipment Manufactures
- Contract Clinical Research Organizations
- Physicians and Clinicians
- CDMO
- Regulatory and Government Agencies
- Platform Technologies
- Academia

Specifications

Logo at 200 x 200 px

Top Leaderboard and Footer at 750 x 90 px

Right Rail at 300 x 250 px

Event Listing Banner at 750 x 400 px

Product Images at 600 x 400 px

About

As a companion to Onco'Zine, we created the Oncology Directory to provide our readers a comprehensive tool to discover the latest developments in cancer treatment, while offering medical professionals, businesses, institutions and foundations the opportunity to share their expertise.

We offer three levels of membership to serve needs of our readers and our advertisers:

Basic Membership are ideal for patients and their advocates.

Professional Memberships are ideal for medical professionals.

Business Memberships for companies and medical centers.

Please visit oncologydirectory.com/join for details on each membership level.

Programs

Professional Membership

- \$12 per year

Business Membership

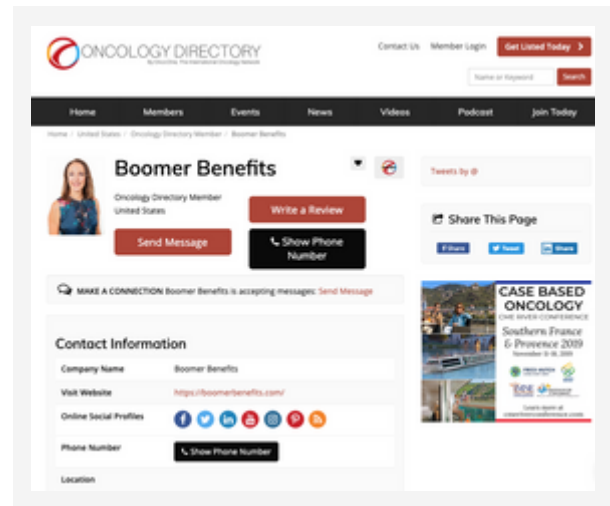
- \$24 per month or \$249 billed annually

Business Membership

- \$249 per month or \$2,499 billed annually

Banner Ad Bundle at \$1,200 per month includes

- Top Leaderboard
- Right Rail Banner
- Footer



Audience: 1,818

- Large Drug Development (Pharma / Biotech)
- Small & Medium Drug Development
- Equipment Manufactures
- Contract Clinical Research Organizations
- Physicians and Clinicians
- CDMO
- Regulatory and Government Agencies
- Platform Technologies
- Academia

Specifications

Logo at 200 x 200 px

Top Leaderboard and Footer at 750 x 90 px

Right Rail at 300 x 250 px

Event Listing Banner at 750 x 400 px

Product Images at 600 x 400 px

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