



## **2020 MEDIA KIT**

ADC Review | Journal of Antibody-drug Conjugates - Onco'Zine  
The Onco'Zine Brief - ADC Directory - The Oncology Directory

*Sunvalley Communication*

# MEDIA PROPERTIES

## **ADC Review | Journal of Antibody-drug Conjugates**

A peer reviewed journal targeting an international audience of over 22,000+ industry professionals engaged in the research, development, regulation and manufacturing of antibody-drug conjugates (ADCs). With a growing number of ADCs in oncology and hematology, as well as the potential of other therapeutic areas, the journal is also targeting a growing number of physicians and clinicians.

## **Onco'Zine - The International Oncology Network**

A journal targeting an international audience of over 26,000+ physicians, clinicians, patients and their advocates, focused on the practice of oncology and hematology in the treatment of all forms of cancer.

## **The Onco'Zine Brief**

International radio program and podcast providing the latest news and information on cancer, cancer diagnosis and treatment with an average audience of 6+ million listeners, 90% of which are between the ages of 25-65. Distribution channels include UK Health Radio (UKHR), PRX (Public Radio), KNFX 1100 AM Radio (Phoenix, AZ), iTunes and other podcast networks.

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

A companion to the ADC Review | Journal of Antibody-drug Conjugates, 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.

## **The Oncology Directory**

A companion to Onco'Zine, 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 ABOUT TARGETED THERAPIES FOR CANCER TREATMENTS."**

## About

**ADC Review | Journal of Antibody-drug Conjugates** (ISSN 2327-0152) is an international, open access, 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.

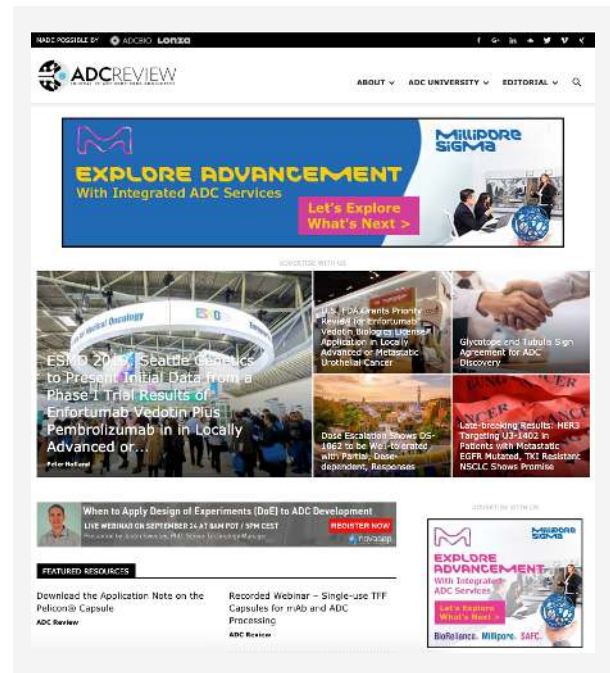
The content includes peer reviewed research, commentaries, news features, discussions, editorials and blogs on topics relevant to a broad international readership. Additional resources include ADC University, a knowledge center offering the latest and most relevant information about Antibody-drug Conjugates,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

The journal intends to be a platform where all stakeholders can access easy to understand and useful information about ADCs.

## Programs

Request a Quote

- Top Large Leaderboard;
- Right Rail Banner;
- Lead Generation Webinar;
- Poster Talk Video;
- Video Vines (Short Social Media videos);
- Video Documentary (30 - 60 minutes);
- Content Development Services;
- Site Sponsorship (Entirte siitre)



## Audience: 22,000+

- 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
- 970 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



**Onco'Zine**  
The International Oncology Network

## 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.

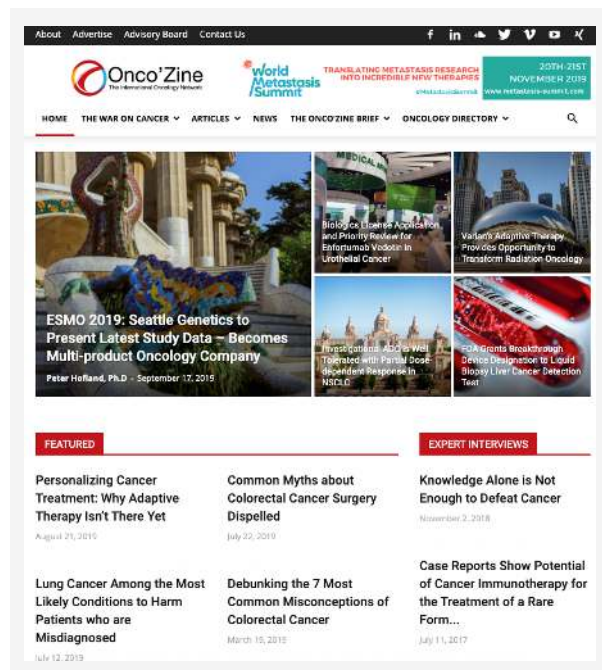
Onco'Zine is a sponsor-supported, interactive online community for healthcare professionals and other medical specialists involved in the management and care of cancer patients.

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

Request a Quote

- Top Leaderboard;
- Right Rail Banner;
- Inline/Inside article banner;
- Lead Generation Webinar;
- Poster Talk Video (Conferences)
- Video Vines (Small Social Media Videos)
- Video Documentary (30 - 60 minutes)
- Content Development Services;
- Site Sponsorship (Entire site)



## Audience: 26,000+

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

## Specifications

### Top Large Leaderboard

- Sitewide
- 728 x 90 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

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# The Onco'Zine Brief

## About

The Onco'Zine Brief is an educational broadcast and podcast 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)*, *San Antonio Breast Cancer Symposium (SABCS)*, *Society for Neuro-Oncology (SNO)* and industry meetings like *CPhI Worldwide*.

Our program is syndicated via PRX | Public Radio Exchange, UK Health Radio, iHeart Radio, iTunes, Spreaker, Stitcher and Google Play. Oncology Tube, YouTube, Spotify, TuneIn, etc

## Programs

Ask for a Quote

- Underwriting (minimum 3 months)
  - 13 weeks/13 shows
  - 26 weeks/26 shows
  - 52 weeks/52 shows
- Custom Event Round Table Programming :
- Integrated with video and journals



## Audience: 6+ million

- Syndicated in the United States and worldwide via PRX, iHeart Radio, UK Health Radio, 1100 KFNX, iTunes, Spreaker, Stitcher and Google Play..
- 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.

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## 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

- \$ 45.00 month or \$ 399.00 year; billed annually

### Business Membership

- \$295 per month or \$2,895.00 year; billed annually

### Banner Ad Bundle (Ask for a Quote)

- Top Leaderboard
- Right Rail Banner
- Footer



## Audience: 1,500+

- 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](http://oncologydirectory.com/join) for details on each membership level.

## Programs

### Professional Membership:

- \$ 25.00 month or \$ 150.00 year; billed annually

### Business Membership:

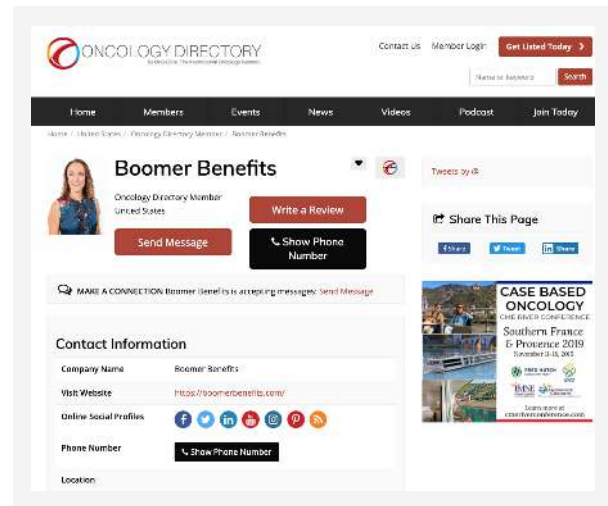
- \$ 35.00 month or \$249.00 year; billed annually

### Business Membership:

- \$ 350.00 month or \$2,499.00 year; billed annually

### Banner Ad Bundle (Ask for a Quote):

- Top Leader board
- Right Rail Banner
- Footer



## Audience: 2,500+

- 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

# CONTACT DETAILS

## Headquarters

Sunvalley Communication, LLC  
4960 S. Gilbert Road, Suite 1-286  
Chandler, AZ 85249  
Phone: + 1 480 242 9133  
Phone +1 480 626 7218  
[sunvalleycommunication.com](http://sunvalleycommunication.com)  
[info@sunvalleycommunication.com](mailto:info@sunvalleycommunication.com)

*Sunvalley Communication*