

# Journal for ImmunoTherapy of Cancer

Official Journal of the Society for Immunotherapy of Cancer



## 2021 RATES & DATA

REACH CANCER  
IMMUNOTHERAPY  
SPECIALISTS

PUBLISHED  
CONTINUOUSLY  
ONLINE

**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



Society for Immunotherapy of Cancer



# Journal for ImmunoTherapy of Cancer

## 2021 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, 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

Contact a sales representative for the latest figures.

# 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. |
| 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 | Deadline to receive materials 5 working days prior to deployment.  |
| eTOC alert leaderboard      | 320 x 100 | Please contact Jim Cunningham at <a href="mailto:jcunningham@cunnasso.com">jcunningham@cunnasso.com</a> for the latest email advertising rates. |                                | JPEG or GIF accepted   |
| eTOC alert MPU              | 300 x 250 | Please contact Jim Cunningham at <a href="mailto:jcunningham@cunnasso.com">jcunningham@cunnasso.com</a> 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 <a href="mailto:jcunningham@cunnasso.com">jcunningham@cunnasso.com</a> for the latest email advertising rates. |                                |  |

# TARGETED SOLUTIONS

Journal for  
**ImmunoTherapy of Cancer**

**JITC** 2021 Rates & Data

**Hurry! Limited opportunities available.**

## E-NEWSLETTER SPONSORSHIP

ABOUT REGISTER FOR EMAIL ALERTS

**Journal for ImmunoTherapy of Cancer**

9.913 Impact Factor

**The leading open access journal in tumor immunology and cancer immunotherapy**

The *Journal for ImmunoTherapy of Cancer (JITC)* is an open access, peer reviewed journal that publishes on all aspects of tumor immunology and cancer immunotherapy, aiming to enrich communication and advance scientific understanding in this rapidly evolving field.

**JITC Curated COVID-19 Content**  
JITC is committed to rapidly reviewing and publishing COVID-19 and related coronavirus research. Visit [JITC's COVID-19 collection page](#).

**Your ad here**

**What are your colleagues reading?**

**Review**  
High-dimensional immune-profiling in cancer: implications for immunotherapy

[READ THE REVIEW >](#)

**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](mailto:jcunningham@cunnasso.com) for more details.

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

**Editor-approved articles**

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## DIGITAL ROADBLOCK PACKAGE

The screenshot shows a journal article page from the Journal for ImmunoTherapy of Cancer. At the top, there is a green banner that says "Your ad here". Below this is the journal's header with navigation links like "Home", "Active", and "Volume 8, Issue 2". The main content area features an article titled "Immunotherapy biomarkers: Correlates of clinical benefit from immunotherapy and targeted therapy in metastatic renal cell carcinoma: comprehensive genomic and transcriptomic analysis". The article includes an abstract, methods, results, and conclusions. At the bottom of the article, there is a statistics widget from Altmetric.com showing 40 citations. A second green banner at the bottom of the article area also says "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**

The screenshot shows a journal article page with a "Latest articles" section. At the top, there is a green banner that says "Your ad here". Below this is the journal's header. The "Latest articles" section lists several articles with their titles and authors. A blue circular callout bubble is overlaid on the page, containing the text: "Frequency discounts available! Ask your sales rep for details." At the bottom of the article list, there is a green banner that says "Your ad here".

Frequency discounts available! Ask your sales rep for details.

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