

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:

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jitc.bmj.com



Society for Immunotherapy of Cancer



Journal for ImmunoTherapy of Cancer

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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*	143k
Global page views*	247k
U.S. visitors*	62k
U.S. page views*	114k
e-Newsletter recipients	10k
Global eTOC recipients	2.2k+

* Source: Google Analytics, 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 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 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

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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 green banner at the top saying "Your ad here". Below the banner is the journal header and a section titled "Latest articles". A list of articles is displayed, including "Clinical/translational cancer immunotherapy | Oncolytic and local immunotherapy | Basic tumor immunology | Immunotherapy biomarkers | Immune cell therapies and immune cell engineering | ... report |". Below the list, there are three bullet points detailing specific articles: "Clinical activity of pembrolizumab in metastatic prostate cancer with microsatellite instability high (MSI-H) detected by circulating tumor DNA", "Oxazaphosphorines combined with immune checkpoint blockers: dose-dependent tuning between immune and cytotoxic effects", and "Subtype and grade-dependent spatial heterogeneity of T-cell infiltration in pediatric glioma". At the bottom of the page, there is another green banner that says "Your ad here".

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