

Journal for ImmunoTherapy of Cancer

Official Journal of the Society for Immunotherapy of Cancer



2022 RATES & DATA

REACH CANCER
IMMUNOTHERAPY
SPECIALISTS

PUBLISHED
CONTINUOUSLY
ONLINE

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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

2022 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: 13.751*

Rank 15/242 in Oncology
8/162 in Immunology*

Editor-in-Chief: Pedro Romero, MD

Online Frequency: Continuously published

* Source: 2020 Journal Citation Reports®, Clarivate Analytics, 2021

Digital traffic

Global visitors* 888k

Global page views* 1.3M

U.S. visitors* 335k

U.S. page views* 473k

e-Newsletter recipients 10k

Global eTOC recipients 3k+

* Source: Google Analytics, July 2020 - June 2021

Contact a sales representative for the latest figures.

ADVERTISING OPPORTUNITIES

Journal for
Immunotherapy of Cancer

JITC 2022 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	\$81 per 1,000 impressions	\$2,025 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	\$81 per 1,000 impressions	\$4,050 for 50,000 impressions	
Website MPU (Mid page unit)	300 x 250	\$86 per 1,000 impressions	\$2,150 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

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Hurry! Limited opportunities available.

E-NEWSLETTER SPONSORSHIP

ABOUT REGISTER FOR EMAIL ALERTS

Journal for ImmunoTherapy of Cancer

13.751 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 >](#)

Frequency discounts available!
Ask your sales rep for details.

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.

Editor-approved articles

TARGETED SOLUTIONS

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DIGITAL ROADBLOCK PACKAGE

The screenshot shows the article page for "Correlates of clinical benefit from immunotherapy and targeted therapy in metastatic renal cell carcinoma: comprehensive genomic and transcriptomic analysis". The page includes a navigation bar, article title, authors, abstract, and a statistics widget from Altmetric.com showing 40 picks up by news outlets.

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 the "Latest articles" section with a list of recent publications. A blue circular callout is overlaid on the page.

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