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## **2009 NEWSLETTER SPONSORSHIP PROGRAM**

The International Society for Nurses in Cancer Care (ISNCC), founded in 1984, is an international federation of:

- § National cancer nursing societies
- § Regional cancer nursing societies
- § Oncology institutions
- § Individual cancer nurse practitioners, researchers, and educators

Globally, ISNCC represents over 60,000 cancer nursing professionals.

ISNCC is a non-governmental member of the World Health Organization (WHO), is affiliated to the International Council of Nurses (ICN) and the International Union Against Cancer (UICC), and is a member of the Pan American Health Organisation (PAHO).

The objectives of ISNCC are to:

- § Provide a communication network for national and regional cancer nursing societies
- § Provide nurses working in countries where a national cancer nursing group has not been established with regular communication on developments in cancer nursing throughout the world
- § Assist nurses working in cancer care to establish national cancer nursing societies and regional organizations
- § Support other international organizations by acting as a valuable international resource of nurses working in clinical practice, education, research and management to advise them on cancer nursing and the nurse's role in cancer care
- § Serve as a link for other international, regional, national and local organisations in promoting collaboration to achieve ISNCC's goals
- § Promote the dissemination of advances in cancer care through ISNCC's official publication - International Cancer Nursing News

An important vehicle by which ISNCC aims to achieve its mission and objectives, as well as a key benefit of ISNCC membership, is the publication of a quarterly newsletter, International Cancer Nursing News. International Cancer Nursing News is electronically distributed to over 11,000 cancer nurses worldwide and is posted on the ISNCC website. Options for print versions can be negotiated on a per-case basis.

The International Cancer Nursing News publishes via the following schedule:

- § Issue 1: February
- § Issue 2: April
- § Issue 3: July
- § Issue 4: October

Enclosed is a description of the International Cancer Nursing News Sponsorship Opportunities. We invite you to work with ISNCC in stimulating and supporting an active and cohesive worldwide oncology nursing community.



## 2009 Newsletter Sponsorship Opportunities Embedded Advertising

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The following are embedded advertising opportunities in the International Cancer Nursing News:

- Ø **Double Page Advertisement** (\$5000 USD). Each purchaser is entitled to one double page advertisement in the International Cancer Nursing News, according to the following specifications: 420 mm width, 297 mm height, 3 mm bleed, 4 colour CMYK. Electronic version of advertisement to be provided by the purchaser.
  
- Ø **Full Page Advertisement** (\$3000 USD). Each purchaser is entitled to one full page advertisement in the International Cancer Nursing News, according to the following specifications: 210 mm width, 297 mm height, 3 mm bleed, 4 colour CMYK. Electronic version of advertisement to be provided by the purchaser.
  
- Ø **½ Page Horizontal Advertisement** (\$2000 USD). Each purchaser is entitled to one ½ page horizontal advertisement in the International Cancer Nursing News, according to the following specifications: 170 mm width, 127.5 mm height, 4 colour CMYK. Electronic version of advertisement to be provided by the purchaser.
  
- Ø **½ Page Vertical Advertisement** (\$2000 USD). Each purchaser is entitled to one ½ page vertical advertisement in the International Cancer Nursing News, according to the following specifications: 82.5 mm width, 260 mm height, 4 colour CMYK. Electronic version of advertisement to be provided by the purchaser.
  
- Ø **¼ Page Advertisement** (\$1500 USD). Each purchaser is entitled to one ¼ page advertisement in the International Cancer Nursing News, according to the following specifications: 82.5 mm width, 127.5 mm height, 4 colour CMYK. Electronic version of advertisement to be provided by the purchaser.



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## RESPONSE FORM

My company would like to advertise with International Cancer Nursing News:

- Double Page Advertisement - \$5000 USD**
- Full Page Advertisement - \$3000 USD**
- ½ Page Horizontal Advertisement - \$2000 USD**
- ½ Page Vertical Advertisement - \$2000 USD**
- ¼ Page Advertisement - \$1500 USD**

### CONTACT INFORMATION (please print clearly):

Name: \_\_\_\_\_

Credentials: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ Country \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### METHOD OF PAYMENT:

Please make cheques payable to “Malachite Management - ISNCC” and forward to the ISNCC Secretariat. Wire transfer and credit card payments are available upon request.  
375 West 5<sup>th</sup> Avenue - Suite 201 / Vancouver, BC / V5Y 1J6 / Canada.