READERSHIP AND CIRCULATION

Our publications are read by cancer registry professionals, registry management personnel, nurses, cancer program managers, health information management personnel, and governmental agencies. Note: The Connection, NCRA's quarterly member newsletter has gone digital. It is now only produced electronically.

THE CONNECTION: ADS

The Connection, the official quarterly member-only newsletter of NCRA, publishes articles on the association’s activities. Enjoy continued viewership as each issue is available online for download. Circulation = 6,000+.

JOURNAL OF REGISTRY MANAGEMENT: ADS

The quarterly Journal of Registry Management publishes technical news and methodology articles for NCRA members and subscribers. Enjoy continued viewership as each issue is printed and available online for download. Circulation = 6,000+.

NCRA LISTS RENTAL

Use a targeted approach to reach a specific audience. NCRA's lists consist of local and international cancer registry professionals, registry management personnel, nurses, physicians, cancer program managers, health information management personnel, public health researchers, and government officials. Lists can be segmented in a number of ways, including by certification status, geography, and/or contact information.

NOTE: Email addresses are NOT available.

EXHIBIT AT NCRA’S ANNUAL CONFERENCE

NCRA's Annual Conference offers a wonderful opportunity for exhibitors to meet with registry professionals who are looking for new ways to succeed using a wide range of technologies, products and services. Exhibiting at the conference will be your opportunity to keep up with current clients, meet potential clients, and interact directly with those who are involved in the buying process!

If interested, please contact cirvin@ncra-usa.org.

ADVERTISING POLICY

The National Cancer Registrars Association reserves the right to approve all advertising. A PDF copy of the publication will be sent to each advertiser. Placement preferences are honored in order of receipt of contract and payment.

SUBMISSIONS

Advertising may be submitted in one of the following formats:

» Digital/Electronic Files (.pdf, .jpg)

Files sent via e-mail are preferred.

For more information:
Contact Caitlin Irvin at NCRA, cirvin@ncra-usa.org
or (703) 299-6640, ext 322.
Prices good through December 31, 2020.
## Publication Ad Requirements & Rates for The Connection

Listed are the deadline dates, ad specifications and rates for The Connection.

### The Connection

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing</th>
<th>Mail Date</th>
<th>Ad Specs</th>
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<td>Friday, February 14</td>
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**Color ads are accepted**

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<thead>
<tr>
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<th>Full page</th>
<th>1/2 page</th>
<th>1/4 page</th>
<th>Classified Job Opening</th>
<th>Full page</th>
<th>1/2 page</th>
<th>1/4 page</th>
<th>Cover – Full page, inside front cover</th>
<th>Full page</th>
<th>1/2 page</th>
<th>1/4 page</th>
<th>Cover – Full page, inside back cover</th>
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## Publication Ad Requirements & Rates for Journal of Registry Management

Listed are the deadline dates, ad specifications and rates for the Journal of Registry Management.

### Journal of Registry Management

<table>
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<th>Issue</th>
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<td>1/4 Page (Vertical)</td>
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**Black & White Ads ONLY!**

<table>
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<tr>
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<tr>
<td>Cover – Full page, inside back cover</td>
<td>$1,150</td>
<td>$3,800</td>
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</table>

## NCRA Webinar Sponsorships

Sponsor a webinar and directly reach NCRA’s 6,000+ members! Special e-mail promos are sent to NCRA members to market the webinars. Sponsor name and logo will be used on these promos. Sponsor logo will also be placed on the Welcoming and Closing slides with the text: “NCRA thanks Company ABC for Supporting its Mission to Provide Quality Training to Cancer Data Professionals.”

### Webinar Sponsorships

<table>
<thead>
<tr>
<th>Webinar Sponsorships</th>
<th>One Live Webinar</th>
<th>One Live Webinar and the Archived Version of That Webinar</th>
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</thead>
<tbody>
<tr>
<td>Reach 6,000+ Members</td>
<td>$500</td>
<td>$750</td>
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</tbody>
</table>

20% Discount on Webinar Series (Series are five to six webinars grouped by topic.)
Thank you for choosing to advertise with NCRA. Please complete the following once you have reviewed the advertising guidelines.

Please check all that apply.

THE CONNECTION

☐ Color Ad
☐ Black/White Ad
☐ Display Advertising
   ☐ Full page  ☐ ½ page  ☐ ¼ page
☐ Inside Cover Advertising
   ☐ Inside Front  ☐ Inside Back
☐ Classified Job Advertising
   ☐ Full page  ☐ ½ page  ☐ ¼ page

Advertising Dates:
☐ Spring  ☐ Summer  ☐ Fall  ☐ Winter

THE JOURNAL OF REGISTRY MANAGEMENT

Black & White ads only.
☐ Display Advertising
   ☐ Full page  ☐ ½ page  ☐ ¼ page
☐ Cover Advertising
   ☐ Inside Front  ☐ Inside Back
☐ Classified Job Advertising
   ☐ Full page  ☐ ½ page  ☐ ¼ page

Advertising Dates:
☐ Spring  ☐ Summer  ☐ Fall  ☐ Winter

☐ NCRA Webinar Sponsorship
   ☐ Live  ☐ Live and archived

CONTACT INFORMATION

Organization:

Client:

Contact Person:

Billing Address:

Phone #:

Email:

Total: $

☐ Visa  ☐ MasterCard  ☐ American Express
☐ Check/Money Order payable to NCRA

Credit Card #

Exp. Date

CV Code:

Cardholder’s Printed Name:

Signature:

ALL ORDERS MUST BE PRE-PAID | PURCHASE ORDERS WILL NOT BE ACCEPTED

Send ad content and payment directly to NCRA:
1330 Braddock Place, Suite 520, Alexandria, VA 22314
Fax: (703) 299-6620  |  TAX ID# 23-7451671

Files may be sent to cirvin@ncra-usa.org.
The National Cancer Registrars Association serves as the premier education, credentialing & advocacy resource for cancer data professionals. Cancer Registrars capture a complete summary of the history, diagnosis, treatment, & disease status for every cancer patient. Registrars’ work leads to better information that is used in the management of cancer, and ultimately, cures. Included in NCRA’s files are various cancer registry professionals, including local and international cancer registry professionals, Certified Tumor Registrars, student and associate members, educators, registry management personnel, nurses, physicians, cancer program managers, and other health information management personnel.

Email addresses are not available.

Suggested Usage: recruitment, seminars, book and subscription offers, medical newsletters, educational materials, consumer offers & more!

Brief Profile: (Please contact Caitlin Irvin at (703) 299-6640, ext. 322 for a direct quote)
- Members: 6,000+
- Active Certified Tumor Registrars (CTR): 5,600
- International: 150
- Specific States
  The cost for state-only mailing labels is based on the number of states requested. The breakdown is as follows:
  1-10 states = $500; 11-20 states = $700; 21-30 states = $800; 31-40 states = $900; 41-50 states = $1,000.

Please check the state-mailing lists you would like.

☐ AK  ☐ FL  ☐ LA  ☐ NC  ☐ OK  ☐ UT
☐ AL  ☐ GA  ☐ MA  ☐ ND  ☐ OR  ☐ VA
☐ AR  ☐ HI  ☐ MD  ☐ NE  ☐ PA  ☐ VT
☐ AZ  ☐ IA  ☐ ME  ☐ NH  ☐ PR  ☐ WA
☐ CA  ☐ ID  ☐ MI  ☐ NJ  ☐ RI  ☐ WI
☐ CO  ☐ IL  ☐ MN  ☐ NM  ☐ SC  ☐ WV
☐ CT  ☐ IN  ☐ MO  ☐ NV  ☐ SD  ☐ WY
☐ DC  ☐ KS  ☐ MS  ☐ NY  ☐ TN
☐ DE  ☐ KY  ☐ MT  ☐ OH  ☐ TX

CUSTOMER INFORMATION (Please print clearly)

Order #:

Organization:

Contact Name:

Billing Address:

City, State, Zip:

Phone:

Fax:

Email:

MAILING INFORMATION

The purpose of the proposed mailing is:

Request Date:

Desired Completion Date:

Mail Date:

Please send NCRA a copy of your mail piece to cirvin@ncra-usa.org or fax to (703) 299-6620.
# MAILING LIST COSTS

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<th>EXCEL FILE</th>
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<td>$</td>
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<td></td>
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<td><strong>TOTAL</strong></td>
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</table>

## PAYMENT

Check #:  
Amount ($):  

*All orders must be pre-paid. Purchase Orders will not be accepted.*

All returned checks for non-sufficient funds will be charged a $25 returned check fee. Credit Card payment is preferred for [non-domestic payments](#); otherwise, an additional $30 check processing fee must be included in your payment. International funds must be drawn on a U.S. bank in U.S. currency. Payments by check not meeting these requirements will be returned and your order will not be processed.

- [ ] Visa  
- [ ] MasterCard  
- [ ] American Express

Credit Card #:  
Exp Date:  
CV Code:  

Name on Card:  
Signature:  

Billing Address:  

Please include signed Mailing List Agreement on page 6.
MAILING LIST AGREEMENT

The undersigned agree to the following terms and conditions for the mutual covenants made herein:

1. National Cancer Registrars Association (NCRA) hereby grants permission to the above-named Customer to use the list of NCRA membership names and addresses on a one-time basis only pursuant to the terms and conditions hereof and the customer hereby agrees to pay the total fee described above.

2. Prior to the sell of the mailing lists the customer shall supply NCRA with a sample of the mailing for review by NCRA staff. Also a true copy of all advertising or other material bearing names and addresses from NCRA's lists. Customer warrants that such material shall not constitute an infringement of copyright or trademark or a misappropriation of the proprietary rights of others or be defamatory or otherwise contrary to law, and that the same shall confirm to NCRA's standards of acceptable advertising. All of such materials shall be subject to NCRA's approval and NCRA may but shall not be required to exercise a continuing right to reject or cause Customer to edit such materials to the extent with the foregoing warranty and NCRA's approval. In the event of a breach by Customer of its obligations under this Paragraph 2, NCRA, in addition to other rights and remedies, shall be entitled to cancel the contract, in accordance with the provisions of Paragraph 6.

3. All lists and information thereon and in connection herewith, provided by NCRA in connection with this agreement are confidential and at all times are and remain the sole property of NCRA and in no event shall Customer divulge to anyone, make copies of or use same in any way, except as may be permitted in writing by NCRA. Customer shall safeguard such lists and all copies thereof shall be returned to NCRA.

4. Customer will indemnify, hold harmless, and defend NCRA from and against any and all claims, suits, damages, liabilities, costs and expenses, including, but not limited to, reasonable attorney's fees, bases upon or arising out of the use by Customers of NCRA's list or out of Customer's breach or alleged breach of its warrant in Paragraph 2, or of any of Customers obligations hereunder. The provisions of this agreement shall survive the termination, cancellation or expiration of this agreement.

5. Although NCRA shall make every reasonable effort to keep its lists up-to-date, NCRA makes no guarantee as to the number of undeliverable and the existence or number of such undeliverable shall not in any way constitute a material breach of this agreement by NCRA, or entitle Customer to offset or damages.

6. NCRA reserves the right to cancel this agreement at any time upon default in the payment of fees required hereunder or other breach by Customer of the terms hereof. Upon such cancellation, all fees accrued hereunder and not therefore paid, shall immediately become due and payable, together with such damages as NCRA may be legally entitled to recover.

7. The permission of NCRA granted herein is non-exclusive and not transferable, delegateable, or assignable by Customer, but is personal to Customer. A transfer of eighty (80%) percent of the stock of company shall be deemed an assignment hereof.

8. This agreement contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of Virginia. All notices hereunder shall be in writing, given only by certified mail, return receipt requested, addressed to the other party at the address on the face hereof.

CUSTOMER

Customer's Organization: __________________________
Contact's Signature: __________________________ Date: ____________

NATIONAL CANCER REGISTRARS ASSOCIATION

Caitlin Irvin, Marketing Coordinator: __________________________ Date: ____________
National Cancer Registrars Association
1330 Braddock Place Suite 520
Alexandria, Virginia 22314
703.299.6640 x 322 Phone
703.299.6620 Fax
www.ncra-usa.org
cirvin@ncra-usa.org

NCRA Internal Use Only
Mail Copy Reviewed
# of Names Sent: __________ Invoice #: __________
Date Sent: __________ Check #: __________