

ILCN

IASLC LUNG CANCER NEWS



ADVERTISING OPPORTUNITIES

Featuring IASLC 2025 World Conference on Lung Cancer
September 6–9, 2025 | Barcelona, Spain



YEAR-ROUND

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INTERNATIONAL
ASSOCIATION
FOR THE STUDY
OF LUNG CANCER

Discover the value of year-round advertising to your target audience with ILCN.org!



[VIEW ILCN.org HERE »](#)



ILCN – IASLC LUNG CANCER NEWS

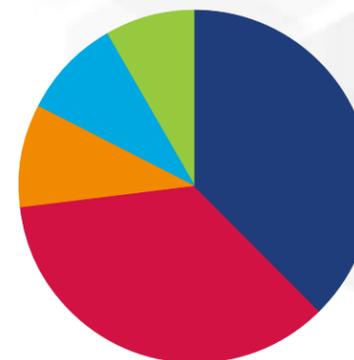
Beyond just reporting on lung cancer research as it is released, ILCN also provides nuanced perspectives on relevant and timely topics that thoracic oncology providers need in their daily practices. From major meeting coverage to incremental movements of the needle in patient care, ILCN provides the analysis and insights every thoracic oncology specialist needs regardless of their country of practice or subspecialty.

IASLC offers a web platform to communicate research, patient care and conference coverage to its members and others in the thoracic oncology community. The official news website, ILCN.org, provides industry professionals and their media agencies with an online marketing solution using ad server technology to deliver meaningful impressions and measure audience engagement.

IASLC 2025 WORLD CONFERENCE ON LUNG CANCER

WCLC is the world's largest international gathering of clinicians and researchers in the field of lung cancer and thoracic oncology. Attendees include physicians, nurses, other clinicians, researchers, and scientists as well as patients and advocates in the lung cancer field and those interested in any aspect of thoracic oncology.

WCLC Preliminary Demographics



TOP 5 DELEGATE SPECIALTIES

- Medical Oncology 31.33%
- Pharmaceutical/Biotech 29.55%
- Other 7.95%
- Cancer Research/Basic Sciences 7.51%
- Thoracic Surgery 6.89%

NUMBER OF DELEGATES BY YEAR



ILCN.org ADVERTISING BENEFITS



Exposure to a hyper-focused audience of clinicians, researchers, and scientists in lung cancer and thoracic oncology



Year-round opportunity to promote new and existing brands with added exposure for exhibits, events, and brand promotions at IASLC conferences throughout the year



Proof of campaign performance for ROI reporting



New content posted approximately every two weeks

ILCN.org Advertising

ILCN.org provides supporters the opportunity to run targeted media campaigns directly to the IASLC audience. Choose from a variety of high-performing ad units, purchasing by month or year-round! Through engaging content and ad server integration, this cutting-edge digital platform provides supporters with meaningful impressions and actionable data.



2024
WEBSITE
METRICS

902,100+
EVENTS
14% increase from 2023

92,600+
USER
ENGAGEMENT

163,500+
PAGE VIEWS

338,600+
AD
IMPRESSIONS
2x higher than 2023!

**Metrics reflect January 1 - December 31, 2024.*



DATES & DEADLINES

| CAMPAIGN PERIOD | AD SPACE DEADLINE | MATERIALS DUE |
|-----------------|-------------------|-------------------|
| February 2025 | January 8, 2025 | January 15, 2025 |
| March 2025 | February 5, 2025 | February 12, 2025 |
| April 2025 | March 5, 2025 | March 12, 2025 |
| May 2025 | April 9, 2025 | April 16, 2025 |
| June 2025 | May 7, 2025 | May 14, 2025 |
| July 2025 | June 4, 2025 | June 11, 2025 |
| November 2025 | October 8, 2025 | October 15, 2025 |
| December 2025 | November 5, 2025 | November 12, 2025 |

Campaign period is the first day to last day of each month unless otherwise noted.

TRAFFIC ACQUISITION PLAN

ILCN.org will be promoted through the following customized marketing initiatives, designed to increase impressions and optimize ROI:

| | | |
|---|-----------------------|---|
| Dedicated ILCN association-delivered emails | RSS feed on IASLC.org | Call-to-action graphics on association websites |
| Links in navigation of IASLC.org | Browser notifications | Social media posts through Facebook, X, Bluesky, and LinkedIn |

Book your space early before inventory sells out!



ADVERTISING UNITS & RATES

Monthly Rates (Excluding WCLC)

| AD UNITS (Monthly Inventory) | RATES (Excluding WCLC) |
|------------------------------|--|
| Leaderboard (3) | \$4,000 <i>per ad, per month</i> |
| Banner Ads (15) | \$2,900 <i>per ad, per month</i> |
| Top Half-page (3) | \$3,000 <i>per ad, per month</i> |
| Bottom Half-page (3) | \$2,800 <i>per ad, per month</i> |
| Top Medium Rectangle (3) | \$2,100 <i>per ad, per month</i> |
| Bottom Medium Rectangle (3) | \$2,100 <i>per ad, per month</i> |
| Docked Bottom Banner (1) | \$4,000 <i>per ad, per month</i> |



SPECIAL NOTES

- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Media Strategist to discuss scope of work and associated costs.
- Late fees will apply for creatives arriving after the specified material due date.
- See page 26 for information regarding TriStar's policy on third-party ad tag requirements.

ILCN.org Website Homepage

**For illustration purposes only. Formatting is subject to change based on content.*

ILCN Email Advertising

Designed to provide broad exposure with maximum ROI, these email opportunities are a great way to deliver your message directly to thousands of IASLC members, non-members, and thoracic oncology care providers.



2024 EMAIL METRICS

48.93%
MONTHLY ILCN AVG OPEN RATE

5% increase from 2023!

Industry Benchmark 23.7%*

7.8%
MONTHLY ILCN CTR

*Industry Benchmarks published in a report by Campaign Monitor



AUDIENCE

20,000+ IASLC members, non-members, JTO subscribers, and WCLC attendees



ADVERTISING UNITS AND RATES

Monthly Rates (Excluding WCLC)

| POSITION | RATE |
|----------|---------|
| Banner A | \$5,520 |
| Banner B | \$5,425 |
| Banner C | \$4,860 |
| Banner D | \$4,640 |
| Banner E | \$4,420 |



SPECIAL NOTES

- Rates include banner ads visible in two emails.
- Distribution dates and content coverage may vary based on editorial schedules and are subject to change. Advertisers will be notified should a change of distribution date occur.
- The distribution audience listed is approximate and includes both domestic and international recipients.
- Ad creatives or URLs changing out will incur additional fees. Contact your Media Strategist to discuss the scope of work and associated costs.
- Late fees will apply for creatives arriving after the specified material due date.

ILCN.org News Email

To view this email on the web, [click here.](#)

Banner A

Post Title

Post Title

Banner B

Post Title

Post Title

Banner C

Post Title

Post Title

Banner D

Post Title

Post Title

Banner E

*For illustration purposes only. Formatting is subject to change based on content.



DISTRIBUTION DATES, CONTENT, AND DEADLINES

| DISTRIBUTION DATES | CONTENT/MEETING COVERAGE | AD SPACE DEADLINE | MATERIALS DUE |
|---------------------------------------|--|-------------------|-------------------|
| FEBRUARY February 12 and 26 | <ul style="list-style-type: none"> • Climate change and environmental impacts on lung cancer care series • Research to watch • Patient perspectives • Latin America Conference on Lung Cancer | January 22, 2025 | January 29, 2025 |
| MARCH March 12 and 26 | <ul style="list-style-type: none"> • Targeted Therapies of Lung Cancer • Climate change and environmental impacts on lung cancer care series • Spring Hot Topic Meeting • 9th Edition TNM adoption | February 19, 2025 | February 26, 2025 |
| APRIL April 9 and 23 | <ul style="list-style-type: none"> • European Lung Cancer Congress | March 19, 2025 | March 26, 2025 |
| MAY May 14 and 28 | <ul style="list-style-type: none"> • AACR Annual Meeting | April 23, 2025 | April 30, 2025 |
| JUNE June 11 and 25 | <ul style="list-style-type: none"> • AACR Annual Meeting • ASCO Annual Meeting | May 14, 2025 | May 28, 2025 |
| JULY July 9 and 23 | <ul style="list-style-type: none"> • ASCO Annual Meeting | June 11, 2025 | June 18, 2025 |
| NOVEMBER November 5 and 19 | <ul style="list-style-type: none"> • North America Conference on Lung Cancer • Extended WCLC coverage • Lung Cancer Awareness Month | October 15, 2025 | October 22, 2025 |
| DECEMBER December 3 and 17 | <ul style="list-style-type: none"> • Extended WCLC coverage • 2024 Year in Review | November 5, 2025 | November 12, 2025 |

*Content/meeting coverage is subject to change based on editorial schedules.

ILCN Industry Supported Content Package

This exciting opportunity combines exclusive email marketing with highly visible website advertising on ILCN.org to create a premium digital package.

2024 EMAIL METRICS (EXCLUSIVE)

46.12%
AVERAGE OPEN RATE

Industry Benchmark 23.7%*

*Industry Benchmarks published in a report by Campaign Monitor

3.72%
CTOR

4.53%
CTR

OPPORTUNITY INCLUDES

- Exclusive sponsorship of **one** email distribution.
- Industry supported content post on the homepage of ILCN.org
- Exclusive detail page on ILCN.org
- Exclusive half-page ad on your detail page

AUDIENCE

20,000+ IASLC members, non-members, JTO subscribers, and WCLC attendees

ADVERTISING RATE

\$9,600 per package

SPECIAL NOTES

- Distribution dates are approximate and subject to change. Advertisers will be notified should a change occur.
- The distribution audience listed is approximate and includes both domestic and international recipients.
- Your exclusive email will link to your detail page within ILCN.org. If you choose to link elsewhere, you will only submit email assets, forfeiting visibility on the news website.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Media Strategist to discuss the scope of work and associated costs.
- Late fees will apply for creatives arriving after the specified material due date.
- See page 26 for information regarding TriStar's policy on third-party ad tag requirements.

DATES AND DEADLINES

| CAMPAIGN PERIOD | AVAILABLE EMAIL DISTRIBUTION DATES | AD SPACE DEADLINE | MATERIALS DUE |
|-----------------|------------------------------------|-------------------|------------------|
| February | February 5, February 19 | December 18, 2024 | January 8, 2025 |
| March | March 5, March 19 | January 29, 2025 | February 5, 2025 |
| April | April 2, April 16 | February 26, 2025 | March 5, 2025 |
| May | May 7, May 21 | April 2, 2025 | April 9, 2025 |
| June | June 4, June 18 | April 30, 2025 | May 7, 2025 |
| July | July 2, July 16 | May 28, 2025 | June 4, 2025 |
| November | November 12, November 26 | October 1, 2025 | October 8, 2025 |
| December | December 10 | October 29, 2025 | November 5, 2025 |

Campaign period is the first day to last day of each month.

ILCN.org Industry Supported Content Email Distribution

To view this email on the web, [click here.](#)

ADVERTISER EYE-CATCHING GRAPHIC OR CTA HERE

760x488 SPONSOR IMAGE

Industry Supported Content Headline

LEARN MORE

LINKS TO YOUR INDUSTRY SUPPORTED CONTENT ON ILCN.ORG FOR INCREASED EXPOSURE!

IASLC | INTERNATIONAL ASSOCIATION FOR THE STUDY OF LUNG CANCER

You are receiving this email because you are a member of IASLC, or because you have attended an IASLC event or webinar in the past. You may use the link below titled "Manage Subscriptions" to edit the frequency and types of emails that we send to you, or to unsubscribe. If you unsubscribe from all communications, you may miss important member-related information.

*Images for illustration purposes only. Formatting is subject to change based on content.

YOUR INDUSTRY SUPPORTED CONTENT POST DISPLAYS ON THE HOMEPAGE

ILCN.org Industry Supported Content Exclusive Detail Page

760x488 SPONSOR IMAGE

Industry Supported Content Headline

Top Half-page

Industry Supported Content Post on Homepage of ILCN.org

Banner

Leaderboard

Industry Supported Content Post

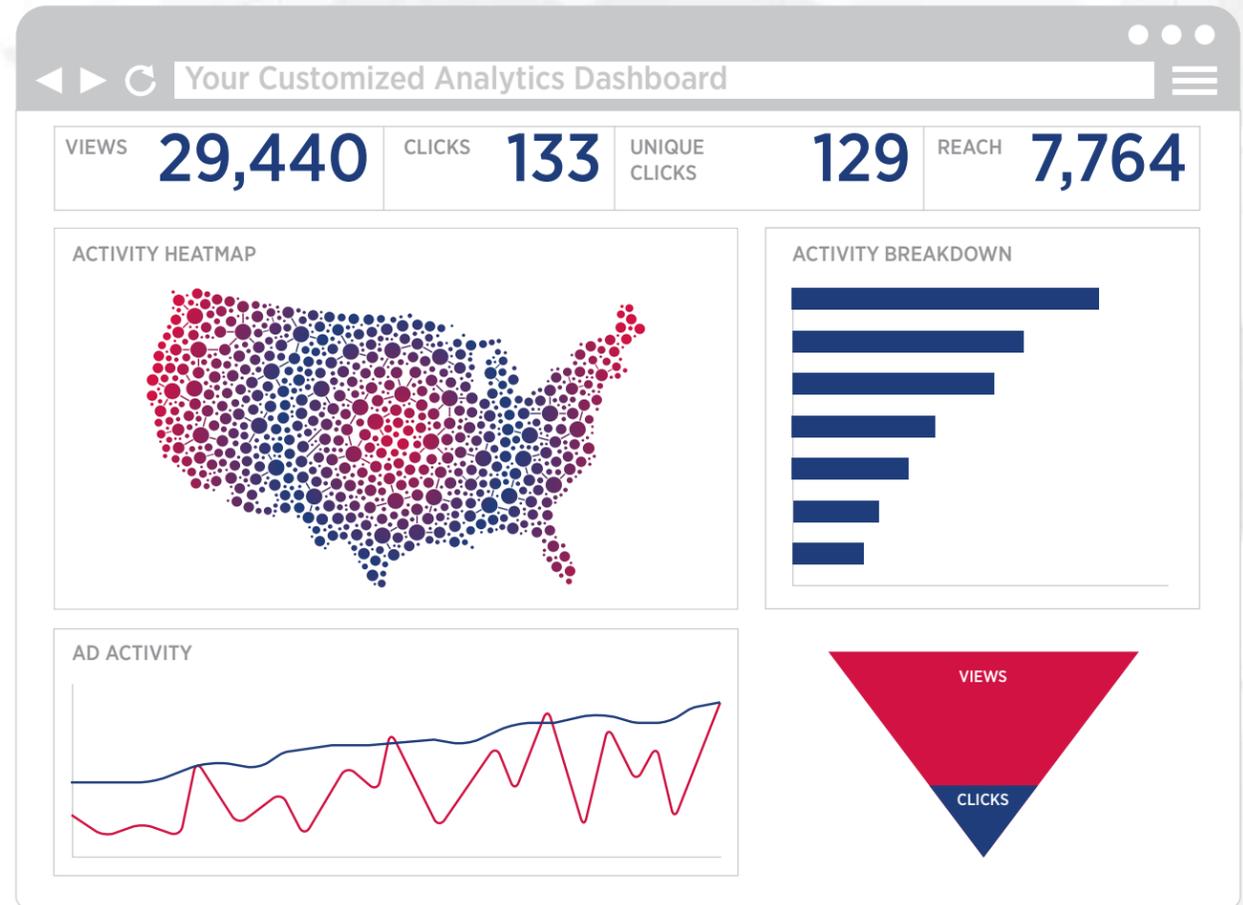
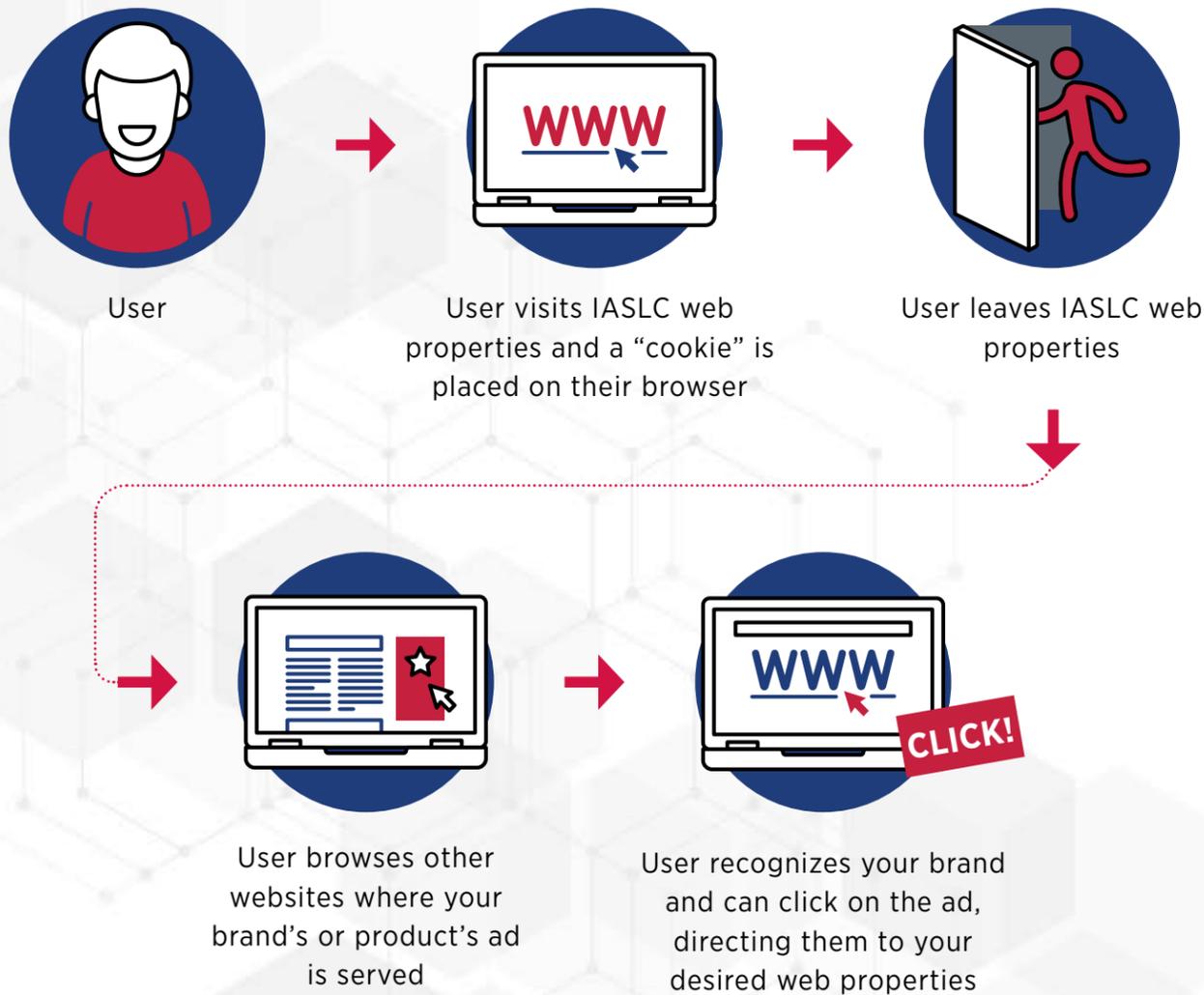
Top Half-page

Top Medium Rectangle

Sponsored Ad Retargeting

Sponsored ad retargeting is a vital component of any digital marketing strategy! With an audience built directly from the IASLC’s web properties, this is a powerful tool for conversion optimization that allows you to reach, target, and influence your desired audience anytime, anywhere.

What is Ad Retargeting?



TARGET YOUR DESIRED AUDIENCE

Audience will be gathered from:

- IASLC.org
- WCLC2025.IASLC.org
- ILCN.org

CAMPAIGN PERIOD

Campaigns available through December 31, 2025.

ADVERTISING RATE

- \$13,000** per 50,000 impressions
- \$24,000** per 100,000 impressions

QUANTIFIABLE ROI

Track your campaign’s performance with access to real-time metrics on a customized analytics dashboard. Analyze performance with a detailed breakdown of views, clicks, and geographic reach to optimize your future campaigns.

SPECIAL NOTES

- Material deadlines will be based on the advertiser’s preferred campaign period.
- Prepayment is required in full.
- See page 26 for special notes and considerations.

Receive 3 months of visibility during this high-traffic period!

ILCN.org Advertising - WCLC Coverage

ILCN.org provides supporters the opportunity to run targeted media campaigns directly to the IASLC audience. Choose from a variety of high-performing ad units displayed from August through October during ILCN's special coverage of WCLC 2025.



2024 WEBSITE METRICS

444,600+
EVENTS
65% increase from 2023

35,750+
USER ENGAGEMENT

58,400+
PAGE VIEWS

259,700+
AD IMPRESSIONS

**Metrics reflect August 1 - October 31, 2024.*

DEADLINES

July 9 Ad space/payment
July 16 Ad materials due

CAMPAIGN PERIOD

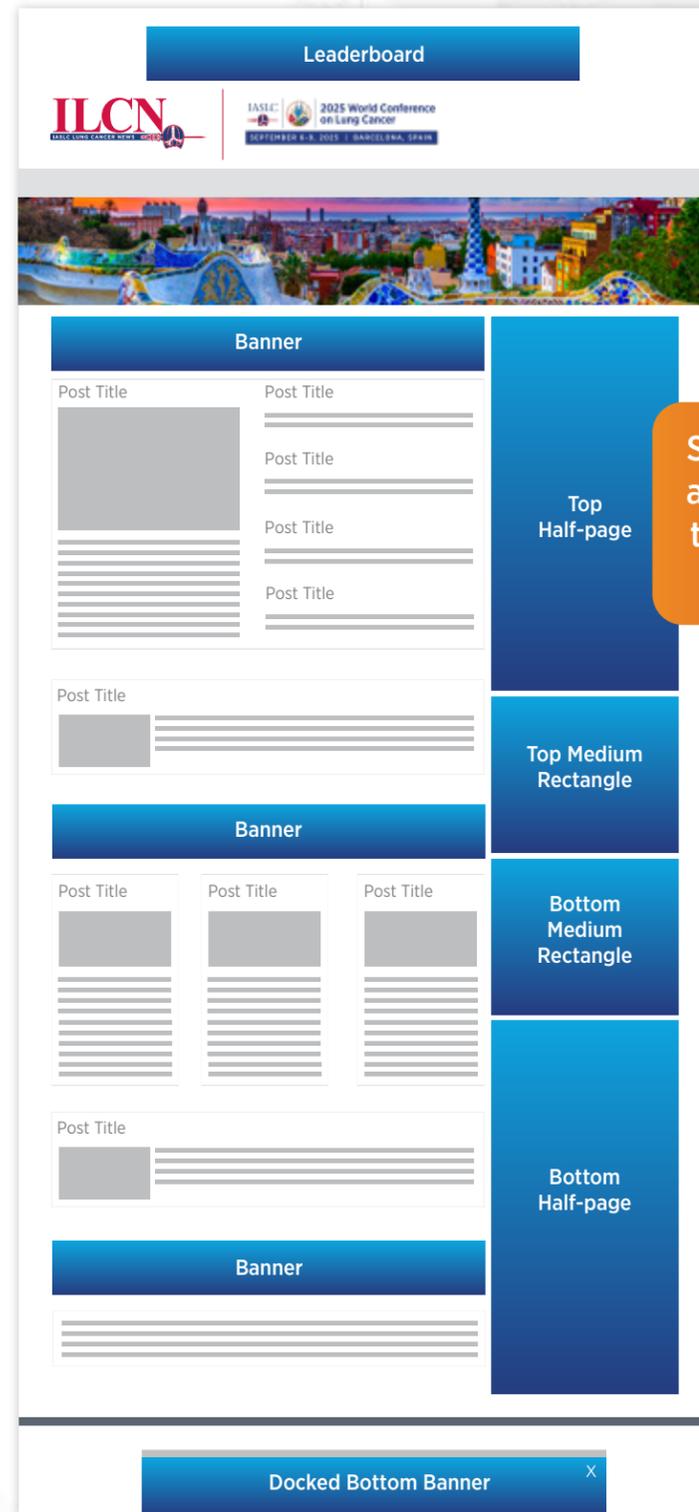
Ads will be posted approximately August 1, 2025, and will run until October 31, 2025, unless otherwise specified by the advertiser.

TRAFFIC ACQUISITION PLAN

ILCN.org will be promoted through the following customized marketing initiatives, designed to increase impressions and optimize ROI:

| | | |
|---|-----------------------|---|
| Dedicated ILCN association-delivered emails | RSS feed on IASLC.org | Call-to-action graphics on association websites |
| Links in navigation of IASLC.org | Browser notifications | Social media posts through Facebook, X, Bluesky, and LinkedIn |

ILCN.org Meeting Page



SPECIAL NOTES

- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Media Strategist to discuss scope of work and associated costs.
- Late fees will apply for creatives arriving after the specified material due date.
- See page 26 for information regarding TriStar's policy on third-party ad tag requirements.

Secure your top half-page ad now — the ad unit with the most impressions and highest CTR in 2024!

ADVERTISING UNITS & RATES

WCLC Conference Rates (August-October)

| AD UNITS (WCLC Inventory) | WCLC Conference Rates (August-October) |
|-----------------------------|--|
| Leaderboard (3) | \$9,900 per ad |
| Banner Ads (15) | \$4,200 per ad |
| Top Half-page (3) | \$9,975 per ad |
| Bottom Half-page (3) | \$7,875 per ad |
| Top Medium Rectangle (3) | \$3,900 per ad |
| Bottom Medium Rectangle (3) | \$3,900 per ad |
| Docked Bottom Banner (1) | \$12,500 |

**For illustration purposes only. Formatting is subject to change based on content.*

WCLC News Email Advertising

Designed to provide broad exposure with maximum ROI, these email opportunities are a great way to deliver your message directly to thousands of IASLC members, non-members, and thoracic oncology care providers before, during, and after WCLC 2025.



2024 EMAIL METRICS

51.43%

WCLC AVERAGE OPEN RATE

6% increase from 2023!

Industry Benchmark **23.7%***

7.2%

WCLC EMAILS AVERAGE CTR

**Industry Benchmarks published in a report by Campaign Monitor*



DEADLINES

July 23
July 30

Ad space/payment
Ad materials due



AUDIENCE

20,000+ IASLC members, non-members, JTO subscribers, and WCLC attendees



CONTENT/MEETING COVERAGE

- Session coverage (abstracts, plenaries, workshops, etc.)
- Events
- Exhibit Hall
- Photo Gallery
- Award presentations
- Q&As with leaders in the profession
- Presenter Profiles
- Important meeting info (registration, transportation, virtual platform, etc.)



DISTRIBUTION DATES

| WCLC NEWS COVERAGE | DISTRIBUTION DATES |
|---------------------------|--|
| PRE-MEETING | August 13, August 27 |
| DURING THE MEETING | September 6 - AM, September 7 - AM, September 8 - AM, September 9 - AM |
| POST-MEETING | September 24, October 8, October 22 |

WCLC News Email

To view this email on the web, [click here](#).



SPECIAL NOTES

- Rates include banner ads visible in nine emails.
- Distribution dates and content coverage may vary based on editorial schedules and are subject to change. Advertisers will be notified should a change of distribution date occur.
- The distribution audience listed is approximate and includes both domestic and international recipients.
- Ad creatives or URLs changing out will incur additional fees. Contact your Media Strategist to discuss the scope of work and associated costs.
- Late fees will apply for creatives arriving after the specified material due date.



ADVERTISING RATES

WCLC Rates (August–October)

| BANNER AD | RATE |
|-----------|-----------------|
| Banner A | \$37,800 |
| Banner B | \$36,225 |
| Banner C | \$31,200 |
| Banner D | \$28,500 |
| Banner E | \$26,500 |

**For illustration purposes only. Formatting is subject to change based on content.*

WCLC Featured Event Listing

Spotlight your industry event on ILCN.org during WCLC News coverage. Your listing will promote your event content and deliver important program details to conference attendees. Designed with events in mind, this opportunity provides measurable ROI for your event engagement and campaign performance.

OPPORTUNITY INCLUDES

- **Featured Event Landing Page**
 - » Highlighted listing on the Featured Event landing page
 - » Rotating half-page ad and banner ad with equal SOV
- **Event Schedule Page**
 - » Highlighted listing on the Event Schedule page
 - » Rotating half-page ad and banner ad with equal SOV
- **Exclusive Detail Page**
 - » Dedicated detail page for your featured content and event details
 - » Exclusive half-page ad and banner ad
 - » *Add to My Calendar* feature

CAMPAIGN PERIOD

Ads will be posted approximately August 1, 2025, and will run until October 31, 2025, unless otherwise specified by the advertiser. Each Featured Listing includes promotion for a single industry event. To promote multiple events, please contact your Media Strategist to secure additional listings.

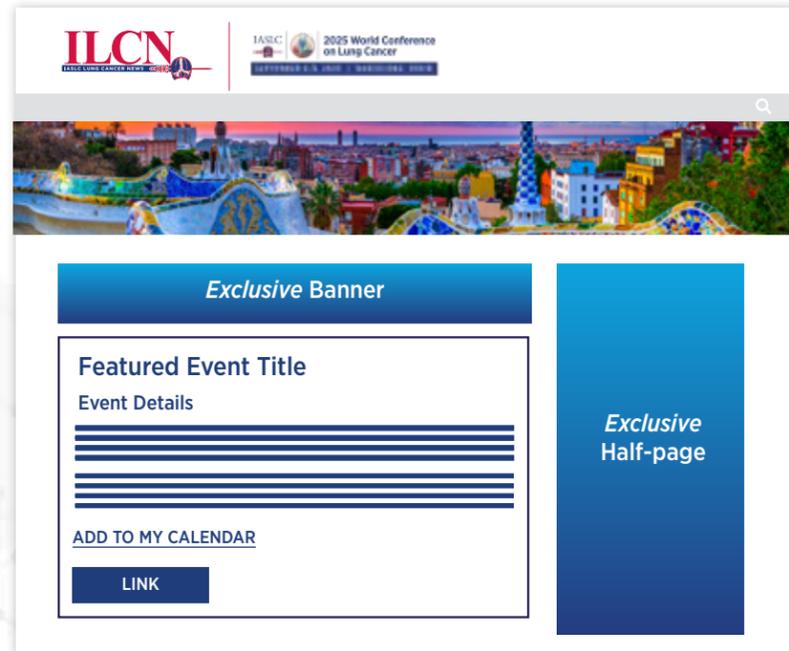
DEADLINES

Submit all materials by July 2, 2025, to guarantee maximum exposure.

ADVERTISING RATE

\$8,925 per listing

Exclusive Detail Page

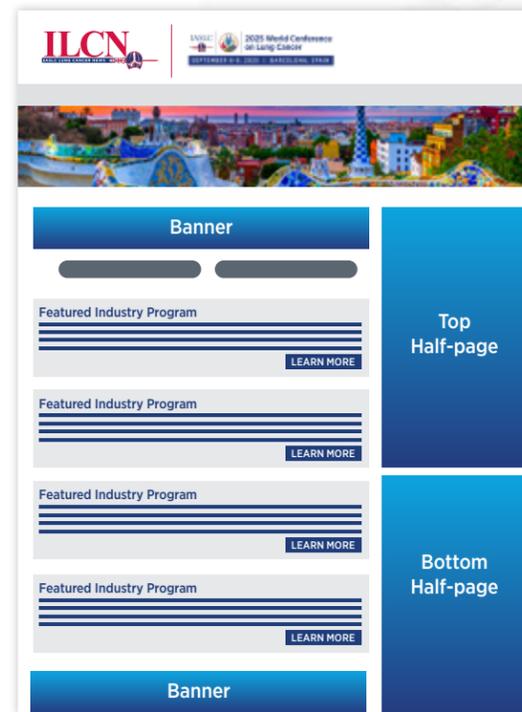


**All images for illustration purposes only. Formatting is subject to change based on content.*

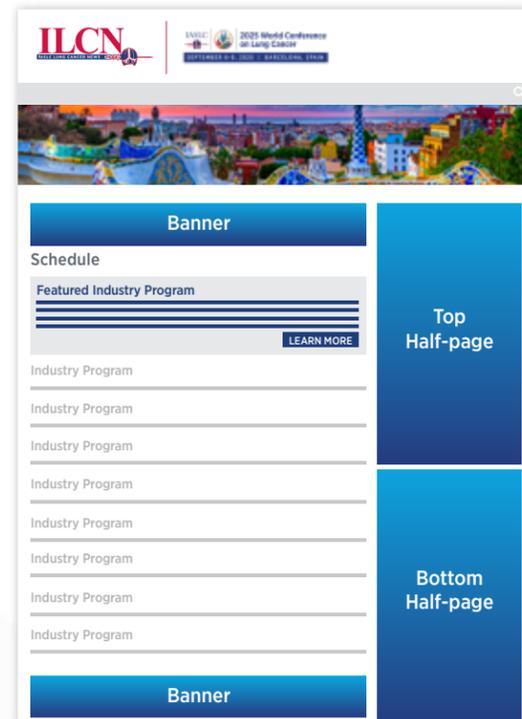
SPECIAL NOTES

- Participants must be an IASLC-approved event (Industry Symposia or Satellite CME Symposia).
- Each Featured Listing includes promotion for a single industry event. To promote multiple events, please contact your Media Strategist to secure additional listings.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Media Strategist to discuss the scope of work and associated costs.
- See page 26 for information on TriStar's policy regarding third-party ad tag requirements.

Featured Event Landing Page



Event Schedule Page



Industry Events Spotlight Email

Upgrade your Featured Event Listing with an email opportunity designed for, and dedicated to showcasing the industry-supported events at WCLC 2025. The email distribution includes up to six advertising positions for event sponsors to include a logo, event details, and a URL linking to their Featured Event Listing on ILCN.org.

DISTRIBUTION DATE
August 20, 2025

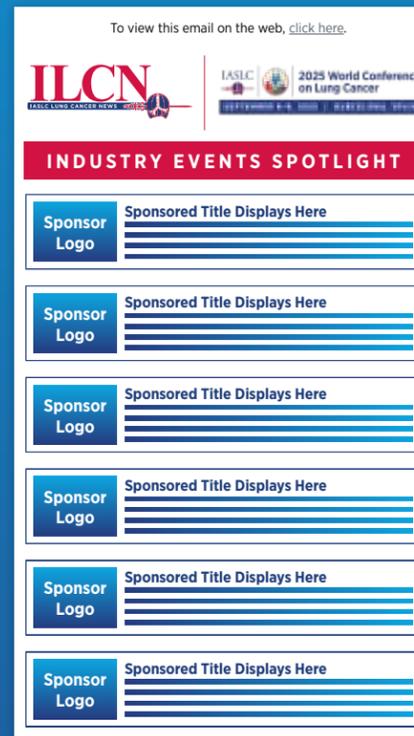
DEADLINES
July 23 Ad space/payment
July 30 Ad materials due

EMAIL AUDIENCE
20,000+ IASLC members, non-members, JTO subscribers, and WCLC attendees

ADVERTISING RATE
\$7,950 per spotlight ad (six available)

SPECIAL NOTES

- Placement on the email is given on a first-come, first-served basis. The Industry Events Spotlight Email links to your custom Featured Event Listing. Purchase of a Featured Event Listing is required to participate in the Industry Events Spotlight Email.
- Distribution date is approximate and subject to change. Advertisers will be notified should a change occur.
- The distribution audience listed is approximate and includes both domestic and international recipients.
- Late fees will apply for creatives arriving after the specified material due date.



2024 EMAIL METRICS

44.7%
OPEN RATE

Industry Benchmark 23.7%*
**Industry benchmarks published in a report by Campaign Monitor*

5.33%
CTOR

3.8%
CTR

Exclusive Email + Sponsored Content **NEW!**

Don't miss out on this exciting premium digital advertising package. Combining exclusive email marketing with highly visible website advertising on ILCN.org during the WCLC campaign, you're sure to benefit from boosted impressions and exposure to a targeted audience surrounding this year's meeting.

OPPORTUNITY INCLUDES

- Exclusive sponsorship of **one** email distribution.
- Featured post on the ILCN.org Industry Connections page, which provides a convenient way for readers to find industry-sponsored content and event information
- Rotating banner ad on the Industry Connections landing page of ILCN.org served with equal SOV
- Exclusive detail page on ILCN.org to highlight your products, brands, or events
- Exclusive banner ad on your exclusive detail page

CAMPAIGN PERIOD

Ads will be posted approximately August 1, 2025, and will run until October 31, 2025, unless otherwise indicated by the advertiser. *For those advertisers choosing to link externally from their exclusive email, please see the Special Notes for more information.*

SPECIAL NOTES

- Distribution dates are approximate and subject to change. Advertisers will be notified should a change occur.
- The distribution audience listed is approximate and includes both domestic and international recipients.
- Your exclusive email will link to your detail page within ILCN.org. If you choose to link elsewhere, you will only submit email assets, forfeiting visibility on the news website.
- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Media Strategist to discuss the scope of work and associated costs.
- Late fees will apply for creatives arriving after the specified material due date.
- See page 26 for information regarding TriStar's policy on third-party ad tag requirements.

DEADLINES

July 2 Ad space/payment
July 9 Ad materials due

EMAIL AUDIENCE

Registered WCLC 2025 attendees

| EMAIL GROUP | AVAILABLE EMAIL DISTRIBUTION DATES | ADVERTISING RATE |
|---------------------------|--|----------------------------|
| PRE-MEETING | August 6, August 20, September 3, September 4 | \$8,400 per package |
| DURING THE MEETING | September 6, September 7, September 8, September 9 | \$8,945 per package |
| POST-MEETING | September 10, September 11, October 1, October 15 | \$7,995 per package |

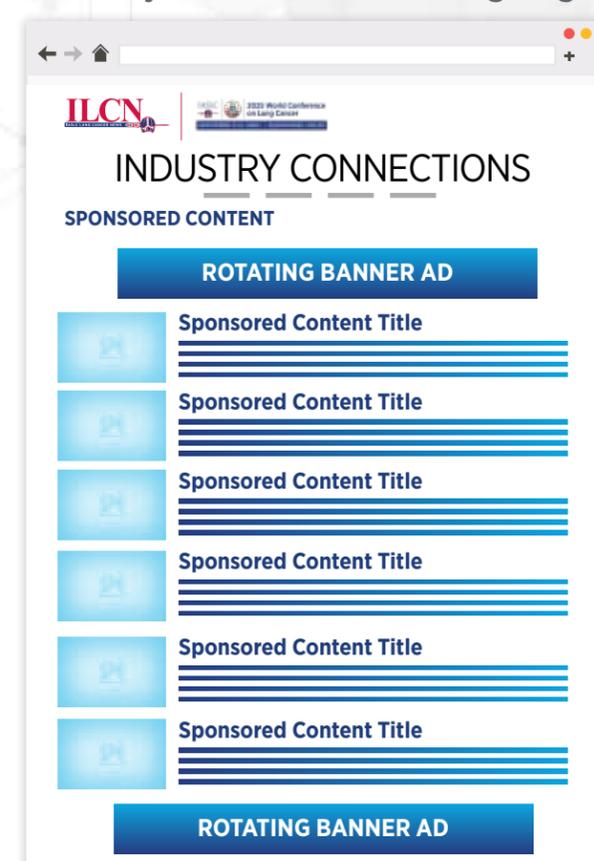
Your Exclusive Email



Your Exclusive Detail Page



Industry Connections Landing Page



Images for illustration purposes only. Formatting is subject to change based on content.

ILCN Special Edition: WCLC Magazine **NEW!**

Reserve your space in this vital attendee resource—available in print and digital editions. Benefit from targeted traffic drivers and select from strategic advertising positions for meaningful impressions. Containing top ILCN articles, event schedules, maps, and other helpful information, attendees are sure to keep this magazine on-hand throughout the conference.

OPPORTUNITY INCLUDES

- An ad in both the print and digital editions of the WCLC Magazine
- **3,000** printed copies distributed by handout personnel near registration and other high-traffic areas of the convention center
- A digital edition emailed on **September 5** to approximately **20,000** domestic and international IASLC members, non-members, JTO subscribers, and WCLC attendees
- The digital edition hosted on ILCN.org during the WCLC campaign period

DEADLINES

July 23 Ad space/prototype/payment
August 6 Ad materials due

ADVERTISING POSITIONS & RATES



Full-page
\$10,000 | \$6,395
Images for illustration purposes only.



Half-page
\$6,800



Quarter-page
\$4,500



Showcase Ad
\$950

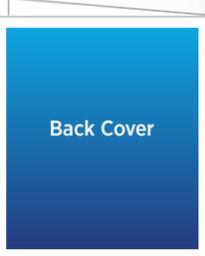
PROTOTYPE SUBMISSION

Submit prototypes through the TriStar ad portal. For questions, contact Meghan Kraft at mkraft@tristarpub.com.

SPECIAL NOTES

- Rates include placement in both the print and digital editions of the WCLC Magazine.
- Distribution date is approximate and subject to change. Advertisers will be notified should a change occur.
- The distribution audience listed is approximate and includes both domestic and international recipients.
- Late fees will apply for creatives arriving after the specified material due date.

PREMIUM ADVERTISING POSITIONS & RATES



Back Cover
\$15,000



Inside Front Cover **Inside Back Cover**
\$12,000 \$11,500



Industry-supported Content
\$7,500



Convention Center Map Premium
\$11,000
Includes a banner below the map, and a full-page, 4/c ad in both the print and digital editions

WCLC Magazine Digital Premiums

OPPORTUNITY INCLUDES

- An email banner (A, B, or C position) on a special ILCN email deployed September 5
- A rotating banner ad displayed with equal SOV on the WCLC magazine landing page at ILCN.org
- A full-page, 4/color ad placed run-of-book in the WCLC magazine print edition
- A full-page, 4/color ad placed run-of-book in the WCLC magazine digital edition

DEADLINES

July 23 Ad space/prototype/payment
August 6 Ad materials due

EMAIL AUDIENCE

20,000+ IASLC members, non-members, JTO subscribers, and WCLC attendees

CAMPAIGN PERIOD

Ads will be posted approximately August 1, 2025, and will run until October 31, 2025, unless otherwise indicated by the advertiser

SPECIAL NOTES

- Ad creatives, tags, or URLs changing out will incur additional fees. Contact your Media Strategist to discuss the scope of work and associated costs.

- See page 26 for information regarding TriStar's policy on third-party ad tag requirements.

PREMIUM PACKAGES & RATES

| PACKAGE | RATE |
|----------|----------|
| Banner A | \$22,000 |
| Banner B | \$20,000 |
| Banner C | \$18,000 |



Uber In-App Advertising

Increase brand recognition with Uber rideshare advertising! While you're capturing travelers' attention, this innovative platform captures valuable insights to measure your impact. You get 100% share of voice throughout the trip, putting you front and center for strong impressions and conversions.



OPPORTUNITY INCLUDES

- Continuous exposure within the Uber rideshare app upon dispatch, while the driver is en route, and during the trip
- Visibility for up to 25,000 rides*
- For additional rides, please contact your Media Strategist to discuss pricing.

*Ride quantity is approximate and not guaranteed.



CAMPAIGN PERIOD

September 4-10, 2025



ADVERTISING RATE

\$110,000



SPECIAL NOTES

- Prepayment is required.
- Advertising rate is subject to change and will be confirmed at the time of inquiry or purchase.
- Out-of-home opportunities are subject to availability at the time of reservation and may not be exclusive to one supporter.
- TriStar is the required partner through which IASLC 2025 World Conference on Lung Cancer exhibitors and industry supporters must book out-of-home opportunities. No other third-party vendor may be used.
- Out-of-home opportunities are subject to the terms and conditions set forth by IASLC.
- All out-of-home opportunities are subject to IASLC and vendor approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for unapproved campaigns.



PROOF OF PLAY

TriStar will provide post-campaign reporting to include:

- Completed trips
- Impressions
- Clicks
- Unique riders
- Average duration/time in view
- Top destinations

*Reporting will be provided upon receipt from Uber, four weeks post-campaign.



DEADLINES

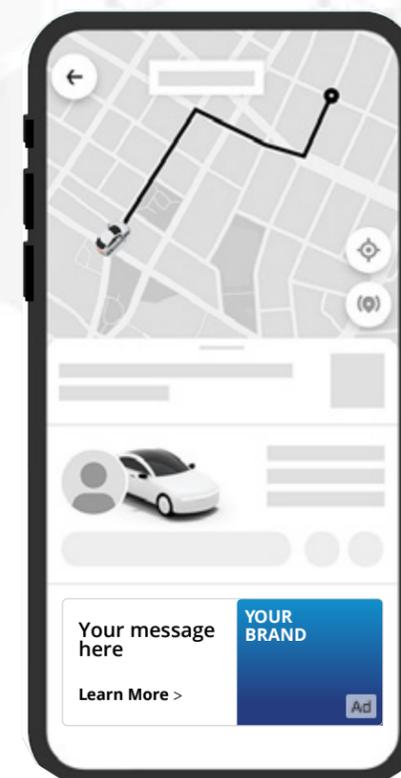
July 30 Ad space/prototype
August 6 Ad materials due

- The supporting advertiser understands the marketed fee is based on the costs provided by the vendor upon rate card creation. Pricing is subject to change for all WCLC 2025 out-of-home marketing tactics. The potential fee-change provisions are based on the out-of-home vendors reserving the right to alter their cost upon space commitment.
- Full payment is due upon space reservation and/or agreement signature for all out-of-home opportunities, without exception.
- TriStar will not be held liable for any damage that occurs to tactics located in public spaces, including citywide advertising and airport advertising. TriStar will not provide refunds or discounts on such tactics.
- For more details, see Special Notes / Terms & Conditions.

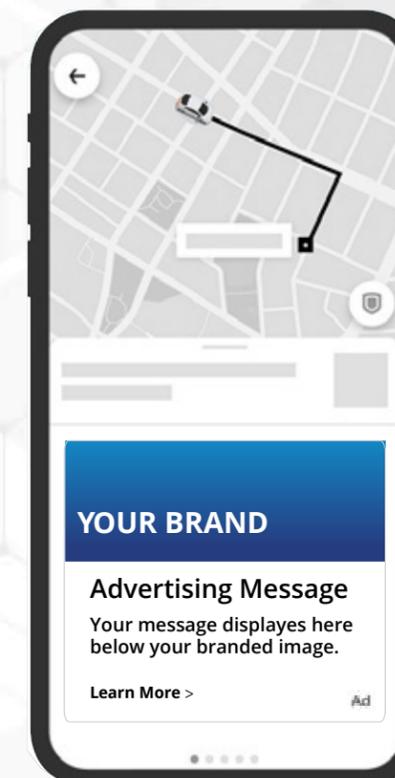
[View Uber Terms & Conditions Here](#)



Dispatch



En Route + CTA



On Trip + CTA

Fast Fact: With 100% share of voice during the entire trip, early results show that Uber ride app consumers were exposed to the ad content for approximately 2 minutes, resulting in 2-6 times the brand-performance lift compared to other benchmarks.

Airport Advertising

Make your message land with event attendees by investing in these unique marketing opportunities. Available throughout the host city airport, these tactics ensure major impressions.

DEADLINES

July 23 Ad space/prototype
August 13 Ad materials due

DISPLAY DATES

September 4-11

SPECIAL NOTES

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INTERESTED IN A TACTIC NOT LISTED HERE?

Contact Nan Blunk for additional Barcelona out-of-home opportunities.

TriStar is the exclusive partner through which WCLC 2025 exhibitors and industry supporters have the opportunity to book out-of-home marketing opportunities.

| TACTIC | QUANTITY | SPECS | LOCATION | RATE |
|---|----------------------------------|---------------------------------------|---|------------------|
| PREMIER DIGITAL DEPARTURE NETWORK The largest digital network in the Barcelona airport, it provides unmatched coverage to all departing passengers. | 62 screens | One 10-second spot per 80-second loop | Terminals 1 & 2 | \$123,750 |
| PREMIER DIGITAL ARRIVAL NETWORK This high-impact digital network offers broad visibility to arriving passengers throughout the airport. | 67 screens | One 10-second spot per 80-second loop | Terminals 1 & 2 | \$178,400 |
| SELECT DIGITAL DEPARTURE NETWORK This package includes visibility in the boarding or check-in areas in both terminals. | 34 screens | One 10-second spot per 80-second loop | Terminals 1 & 2 | \$96,600 |
| SELECT DIGITAL ARRIVAL NETWORK Targeting arriving passengers in both terminals, this network includes 43 screens strategically placed to keep travelers' attention. | 43 screens | One 10-second spot per 80-second loop | Terminals 1 & 2 | \$115,850 |
| SKY CENTER LED SCREEN With direct access to baggage claim and all Schengen arrivals, the location of this overhead LED sign is perfect for capturing attention. | 1 screen | One 10-second spot per 60-second loop | Terminal 1 Sky Center | \$107,675 |
| SKY CENTER CUBES Prominent cubes located at the Sky Center near shopping and restaurants are visible to arriving and departing passengers in Terminal 1. | 2 cubes (8 screens total) | One 10-second spot per 60-second loop | Terminal 1 Sky Center | \$292,800 |
| WALKWAY DIGITAL SCREENS Two large digital screens located at the exit of Terminal 1 and right after the baggage claim area are visible to all arriving Schengen passengers in the terminal. | 2 screens | One 10-second spot per 40-second loop | Terminal 1 arrivals walkway | \$226,100 |
| ARRIVALS LIGHTBOX Be seen by arriving passengers as they travel toward the taxi, rideshare, and car area with this backlit screen positioned above the escalator. | 1 screen | One 10-second spot per 40-second loop | Terminal 1 | \$68,500 |
| BAGGAGE CLAIM LCD PACKAGE Double-sided, backlit screens are visible to both Schengen and non-Schengen travelers, offering increased exposure for your message. | 4 double-sided screens (8 faces) | One 10-second spot per 80-second loop | Central baggage claim lanes in Terminal 1 | \$51,700 |

Special Notes / Terms & Conditions

GENERAL NOTES

- All advertisements are subject to approval by IASLC.
- IASLC reserves the right to update the rate card based on project developments.
- Advertising purchases will not increase sponsorship level at WCLC 2025.
- The advertiser and/or its agency (representative) assumes liability for all advertising content published by TriStar Event Media. The advertiser and/or its agency (representative) grants TriStar Event Media the rights and license to use, reproduce, transmit, and distribute all creative material supplied by or on behalf of the advertiser.
- Digital ad units are considered sponsorship advertising. The analytics presented are based on the prior year and may vary annually. With the exception of retargeting campaigns, there are no CPM guarantees provided due to the nature of target audience access. TriStar will not credit the advertiser based on data shortfalls from the analytics presented.
- TriStar Event Media does not offer any guarantees regarding non-human traffic, which is consistent with industry standards for sponsorship advertising. Spam filtering to remove invalid clicks and impressions is executed via the Google Ad Manager platform; TriStar relies on Google to implement best practices and standards to reduce invalid traffic for quality reporting.
- TriStar Event Media does not offer viewability threshold guarantees. Viewability is dependent on device type and ad unit. When developing its advertising inventory, TriStar prioritized placements that provide the strongest ROI and visibility.
- Email circulation includes both domestic and international recipients. For specific targeting opportunities, inquire with your TriStar Media Strategist.
- Companies selecting retargeting services must comply with all applicable laws, regulations, and policies established by the contracted ad

exchanges. Creatives will be reviewed for compliance of these requirements. Ads that include sensitive content may be manually reviewed before they can serve. Ad exchanges reserve the right to reject or block submitted content at any time. Some exchanges allow pharmaceutical manufacturers to advertise in select countries only. TriStar recognizes the policies established to maintain a safe and positive experience for users.

- Circulation is based on projected registration and participation in the event at the time of rate card creation. There will be no monetary adjustment should numbers decrease.

NON-EXHIBITOR ADVERTISING

Non-exhibiting companies may participate in the WCLC advertising opportunities listed for a 25 percent premium fee.

FINANCIAL CONSIDERATIONS | TERMS AND CONDITIONS

- Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, insertion or purchase order, creative materials, and payment.
- The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to TriStar Event Media.
- No agency commission or cash discounts permitted. Rate card prices are NET.
- Full payment is due from the responsible party no later than 30 days after receiving tear sheets or proof of advertisement, when applicable.
- Full payment is due upon space reservation and/or agreement signature for all retargeting services without exception.
- A minimum \$650 late fee will be charged for materials received after the specified due date. Digital assets received after the extended materials deadline may not be included in all scheduled traffic drivers. Inclusion is contingent on the types of creatives, complexity of setup, association approval, etc.

- Digital ads requiring reformatting/manipulation by TriStar on the advertiser's behalf will incur a minimum fee of \$500, with final cost to be determined by the scope of work.
- TriStar will be diligent in providing the highest quality products and services. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
- All invoices are payable in USD and may be paid via check, ACH, credit card, or wire transfer. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.
- Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.
- TriStar reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent. However, no action on the part of TriStar Event Media shall relieve the agency of its liability for outstanding amounts due.
- TriStar reserves the right to prohibit future advertising if an account is past due 90 days. Advertisers/sponsors with delinquent accounts will lose their right of first refusal and their right to be waitlisted for opportunities of interest.
- TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar shall refund monies paid for participation in the publication or service. TriStar is not obligated to offer or replace the canceled publication or service.
- Requested ad placements are not guaranteed unless the Advertiser/Sponsor or its Agency purchases a "special position" at an additional cost.

Interested in discussing a custom solution?

We welcome innovative ideas that add value to the meeting and attendee experience while achieving your organization's visibility and awareness goals. Custom solutions are subject to IASLC's approval.

Ready to Advertise?

For advertising reservations, contact:



NAN BLUNK

Senior Media Strategist

nblunk@tristarpub.com / 913-491-4200, ext. 457

BOOK TIME WITH ME

For ad specifications and material submission questions, contact:



For digital advertising:

STEVE SMYTH

Digital Ad Operations Manager

ssmyth@tristarpub.com / 913-491-4200, ext. 453



For print and out-of-home advertising:

MEGHAN KRAFT

Director of Project Management

mkraft@tristarpub.com / 913-491-4200, ext. 498

File Submission Specifications

SUBMITTING FILES

Contact your TriStar representative for login information and upload instructions.

THIRD-PARTY AD TAGS

Changing of Creatives

Creative changes during the campaign period are not allowed without permission and approval from TriStar and the Association. Non-compliance will result in ads being removed. There will be no financial reimbursement for the campaign period not fulfilled. Approved creative changes may be subject to a change-out fee.

Personally Identifiable Information (PII) Collection

No advertising shall include any pixels, tags, or any other type of information collection software code (i.e. any such pixel, tag, code, or device commonly referred to as a "Pixel"), nor place any beacons, cookies, or other information collection devices on the browsers of users. Specifically, advertisers may not use such pixels to collect any PII with respect to any user of the site referenced in this rate card. Advertiser will not link any non-PII that is collected to any PII



T: 913-491-4200
TriStarEventMedia.com

SEND ADVERTISING PAYMENTS TO

Accounts Payable
TriStar Event Media, LLC
7285 W. 132nd Street
Suite 300
Overland Park, KS 66213

PAYMENT OPTIONS

Payments may be made via check, ACH, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3% added to the total purchase price. Wire transfers will be subject to a \$40 processing fee. These fees cannot be waived.

Don't forget to submit! Late fees will be assessed for any ad materials submitted after the specified due date.

that it may have from any other source. Advertiser will not update any existing profile or create any profile in its database based on any data collected from sites affiliated with the Association, College, or Society referenced in this rate card, or any information derived from the information in the referring URL.

Internal Redirect Tags

Google Ad Manager compatible internal redirect tags are required when submitting third-party ad tags. This applies to website ads only.