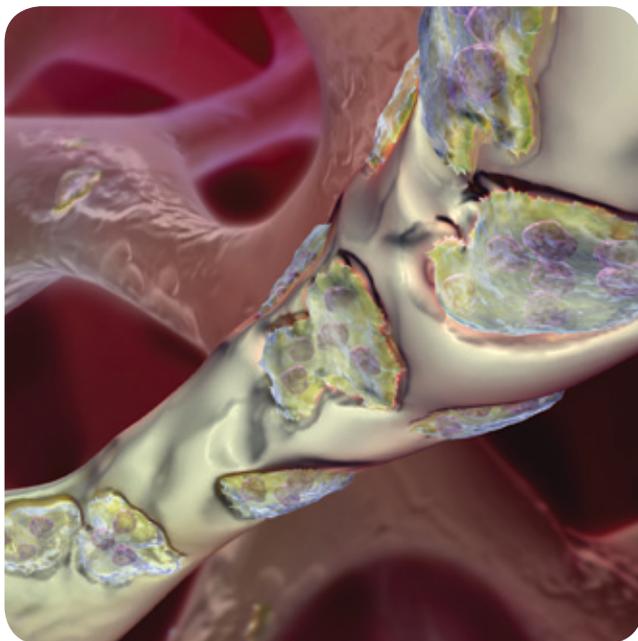


The Journal of the
Advanced Practitioner
in
ONCOLOGY

TARGETED KNOWLEDGE • BEST EVIDENCE • COLLABORATIVE PRACTICE



Review

Risk Analysis in the Treatment of
Hematologic Malignancies in the Elderly
Sandra Kurtin

Clinical Assessment of Chemotherapy-Induced
Peripheral Neuropathy: The Road Less Traveled
Constance Visovsky

Commentary

Advanced Practitioners in Oncology:
Meeting the Challenges
Wendy H. Vogel

Grand Rounds

Identification of an Adenomatous Polyposis Coli
Mutation Associated with Attenuated Familial
Adenomatous Polyposis
Karen Roesser

Prescriber's Corner

Bendamustine
Amy Goodrich

Practice Matters

Role of the Oncology Clinical Nurse Specialist
Carol S. Viele

Clinical Snapshot

Management of Diarrhea
Carolyn Grande



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The Need

- Advances in prevention, treatment, and management are turning cancer into a chronic disease.
- The numbers of people diagnosed and living with cancer continue to rise while the number of oncology physicians ready to treat this population is projected to fall.
- Healthcare reform in the US has shed more light on this growing shortfall of trained oncology clinicians.

“While oncologists will continue to provide hands-on patient care, integrating NPs and PAs has significant potential to extend the supply of oncologist services...”

— Michael Goldstein, MD, Co-Chair of ASCO's Workforce Advisory Group

Mission Statement

The Journal of the Advanced Practitioner in Oncology (JAdPrO)

The mission of the *Journal of the Advanced Practitioner in Oncology (JAdPrO)* is to improve the quality of care for patients with cancer, support critical issues in advanced practice in oncology and recognize the expanding contributions of advanced practitioners in oncology. The essential objectives of *JAdPrO* are:

- To publish topics across the cancer trajectory for the nurse practitioner, clinical nurse specialist and physician assistant
- To support professional development of the advanced practitioner in oncology
- To promote interprofessional collaboration
- To uphold the highest ethical and professional standards
- To provide information that will enhance the quality of care for the patient with cancer

The journal will publish four issues in 2010 and six issues in 2011. *JAdPrO* also will be available online at www.advancedpractitioner.com.

Sections include:

- Review articles
- Prescriber's Corner
- Grand Rounds
- Practice Matters
- Tools and Technology
- Clinical Snapshots
- Journal Club
- Letters, News, and Upcoming Events

The Audience

How do NPs and PAs differ from the Oncology Nurse?

- Like an RN, a nurse practitioner performs many tasks involved in examining and treating patients.
- In most states, NPs are licensed to prescribe medications and may perform many of the same tasks as physicians, including diagnosing patient conditions.
- NPs do not require the supervision of a physician. Furthermore, NPs may act as primary-care providers, while RNs cannot.
- A PA performs many of the same tasks as an RN or NP. However, a PA must work under the supervision of a physician or surgeon and cannot operate an independent practice. PAs can, in many parts of the US, prescribe medications. They can also serve as primary care providers, always under the supervision of a licensed physician.



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Pamela Hallquist Viale, RN, MS, CS, ANP, AOCNP®
Oncology Nurse Practitioner and Consultant

Associate Editors

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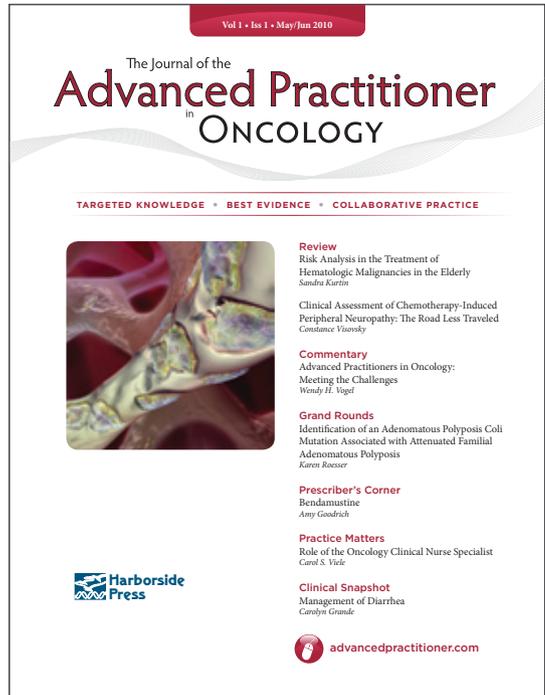
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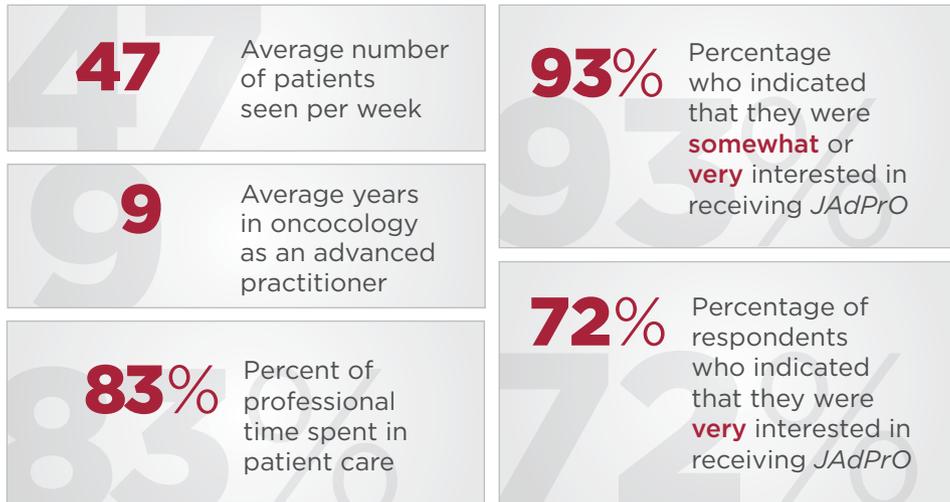
Wendy H. Vogel, MSN, FNP, AOCNP®
Kingsport Hematology Oncology Associates



Market Research

JAdPrO By the Numbers

In February, 2010 the Matalia Group conducted a concept validation survey of 205 advanced practitioners in oncology.



Circulation

Total Circulation: 7,016

- Nurse Practitioner: 4,013
- Physician Assistant: 2,587
- Clinical Nurse Specialists and others: 426

NP, PA and CNS high prescribers of oncologic products (SDI list generated from VOPEX data), NP, PA and CNS with self-designated oncology specialties and direct requesters from conferences and mail campaigns.

Bonus Distribution

- May/June issue: ONS, ASCO
- September/October issue: ONS FIOL/Advanced Practice Nursing Conference, Chemo Foundation
- November/December: ASH, SABCS



Print Advertising Rates

Black and White Rates

Size	1x	3x	6x	12x	24x	36x
Full Page	\$2,295	\$2,255	\$2,210	\$2,170	\$2,125	\$2,085
2/3 Page	\$1,975	\$1,935	\$1,890	\$1,850	\$1,805	\$1,765
1/2 Page	\$1,550	\$1,510	\$1,465	\$1,425	\$1,380	\$1,340
1/3 Page	\$1,235	\$1,190	\$1,150	\$1,105	\$1,065	\$1,020

Size	48x	60x	72x	96x	120x
Full Page	\$2,040	\$2,000	\$1,955	\$1,915	\$1,870
2/3 Page	\$1,720	\$1,680	\$1,635	\$1,595	\$1,550
1/2 Page	\$1,295	\$1,255	\$1,210	\$1,170	\$1,125
1/3 Page	\$980	\$935	\$895	\$850	\$810

Earned Rates: Each page or fraction thereof qualifies for earned annual contract frequency discounts for all affiliates of advertiser's parent company.

Color Charges

Color scheme	Charge
Two color standard	\$525 + B&W rate
Two color matched	\$760 + B&W rate
Four color	\$1,500 + B&W rate
Five color	\$2,250 + B&W rate

Position Charges

Position	Charge
Fourth cover	50% over B&W rate
Third cover	25% over B&W rate
Second cover	25% over B&W rate
Facing Table of Contents	15% over B&W rate

Bleeds: No charge

Insert Rates

Size	1x	3x	6x	12x	24x	36x
2 Page	\$5,590	\$5,510	\$5,420	\$5,340	\$5,250	\$5,170
4 Page	\$17,000	\$10,020	\$9,840	\$9,680	\$9,500	\$9,340
6 Page	\$24,550	\$24,550	\$14,260	\$14,020	\$13,750	\$13,510
8 Page	\$32,400	\$32,400	\$18,680	\$18,360	\$18,000	\$17,680

Size	48x	60x	72x	96x	120x
2 Page	\$5,080	\$5,000	\$4,910	\$4,830	\$4,740
4 Page	\$9,160	\$9,000	\$8,820	\$8,660	\$8,480
6 Page	\$13,240	\$13,000	\$12,730	\$12,490	\$12,220
8 Page	\$17,320	\$17,000	\$16,640	\$16,320	\$15,960

Insert samples must be forwarded to publisher prior to reservation deadline.

Agency Commission

Fifteen percent (15%) of gross billings on space, color, cover, and preferred position charges. Additional production charges are non-commissionable. Cash discounts are available. Contact Publisher for details.

Discounts

Please contact Publisher for information regarding possible discounts.

Earned Frequency

Earned frequencies are determined by number of insertions in Harborside Press publications to provide maximum frequency discounts to advertisers, regardless of size. Space purchased by a parent company and subsidiaries is combined in calculating earned rate. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. Please contact Publisher for details.

Production

Closing Dates

Issue	Reservation	Run of Book Ad Materials Due	Inserts Due
May/June 2010	4/5/10	4/12/10	4/19/10
Jul/Aug 2010	6/10/10	6/17/10	6/24/10
Sep/Oct 2010	8/11/10	8/18/10	8/25/10
Nov/Dec 2010	10/11/10	10/18/10	10/25/10
Jan/Feb 2011	12/10/10	12/17/10	12/24/10
Mar/Apr 2011	2/11/11	2/18/11	2/25/11
May/June 2011	4/8/11	4/15/11	4/22/11
Jul/Aug 2011	6/10/11	6/17/11	6/24/11
Sep/Oct 2011	8/11/11	8/19/11	8/26/11
Nov/Dec 2011	10/14/11	10/21/11	10/28/11

Closing dates are subject to change

Mechanical Requirements

Journal Trim Size: 8-1/8" x 10-7/8"

Type of Binding: Perfect

Ad Sizes	Bleed
2-Page Spread:	16-1/2" x 11 1/8"
Full Page:	8-3/8" x 11 1/8"
1/2-Page (Horizontal):	8-3/3" x 5-5/8"
1/3-Page (Horizontal):	8-3/8" x 3-3/4"



All material should be supplied to the following specs. 1/8" will be trimmed of ALL sides. Allow 1/2" safety from trim edges for all live matter.

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate PMS color (if applicable), issue date and other pertinent instructions on proofs and files. Contact Publisher before ad due for additional specifications. Submit in PDF format. High resolution, 300 dpi or higher. All fonts must be embedded. CMYK only, plus PMS color (if applicable). Convert spot and PMS colors to CMYK (unless PMS is to be used). File and proof should include bleeds and trim.

Inserts

Quantity: 8,100 total.

Paper Weight: 80# maximum.

Specifications: Supply 8 3/8" x 11 1/8". 1/8" will be trimmed of all sides. Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires pre-clearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard.

Please check with Harborside Press for availability and other information required.

Advertising Policies

Placement of Advertising: Between, but not within, articles. Placement location is at the discretion of Harborside Press.

Shipping

Insertion orders to: David Horowitz, *JAdPrO*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724. Tel: (direct) 631.935.7652; (main) 631.692.0800, ext. 304; Fax: 631.692.0805; e-mail: david@harborsidepress.com

Ad materials to: Wendy McGullam, *JAdPrO*, Harborside Press, 37 Main Street, Cold Spring Harbor, NY 11724. Tel: (direct) 631.935.7651; (main) 631.692.0800, ext. 303; Fax: 631.692.0805; e-mail: wendy@harborsidepress.com

Inserts to: Tammy Baugh, Publishers Press, Inc., 13487 South Preston Highway, Lebanon Junction, KY 40150. Tel: 800.214.1127. Cartons must indicate publication name, issue date, and quantity.

Material Storage

Files are held one year and then destroyed, unless instructed otherwise in writing. Unused inserts will be destroyed one month after issue mails.

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- e-TOC Sponsorships
- Custom e-publishing

Contact: David Horowitz for availability, specifications and pricing.



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Publisher

Harborside Press is a medical publishing company with a special expertise in oncology. HSP is the current publisher of *JNCCN—Journal of the National Comprehensive Cancer Network*, the *NCCN Highlights* series, *The ASCO Post*, and *The Journal of the Advanced Practitioner in Oncology*.

Editorial Staff

Executive Editor:

Conor Lynch
conor@harborsidepress.com / 631.935.7653

Managing Editor:

Kelley Moore, RN
kelley@harborsidepress.com/ 901.603.7376

Editorial Assistant:

Sarah McGullam
sarah@harborsidepress.com / 631.935.7664

Publishing Staff

Publisher:

John A. Gentile, Jr.
jack@harborsidepress.com / 631.935.7655

President:

Anthony J. Cutrone
anthony@harborsidepress.com / 631.935.7650

VP, Director of Business Development:

David Horowitz
david@harborsidepress.com / 631.935.7652

Production Manager:

Wendy McGullam
wendy@harborsidepress.com / 631.935.7651



37 Main Street
Cold Spring Harbor, NY 11724
Tel: 631-692-0800
Fax: 631-692-0805
www.harborsidepress.com