



2015 Fact Sheet

About CMEZone

Applied Clinical Education's (ACE) CMEZone has a roster of more than 80,000 health care professionals and receives in excess of 26,000 unique visitors (97% US-based IP addresses) and 46,000 participants per year. In addition, CMEZone.com is promoted through McMahon Group's publications and publication websites. Advertisements for educational activities or larger-scale initiatives can be posted on CMEZone to increase participation among intended audiences. CMEZone also has access to a database of more than 400,000 health care professionals via its proprietary relationships with collaborative partners.

CMEZone Circulation

ACE's CMEZone membership reaches health care professionals in key therapeutic areas:

- Anesthesiology: 22,398
- Gastroenterology: 1,778
- Hospitalist/Critical Care: 5,803
- Infectious Disease: 1,498
- Oncology: 5,765
- Neurology: 1,036
- Nurses/NPs/ PAs: 13,552
- Pain (pain specialists and anesthesiologists): 25,803
- Pharmacy: 34,118
- Primary Care: 30,399
- Psychiatry/Psychology: 4,736
- Rheumatology: 834
- Surgery: 8,377
- Other: 7,411

Collaborative Partnership Circulation

Via its collaborative partnerships, ACE reaches thousands of other professionals in the following therapeutic areas:

- Anesthesiology: 20,000+
- Gastroenterology: 13,000+
- Hospitalist/Critical Care: 5,000+
- Infectious Disease: 12,000+
- Oncology: 35,000 +
- Nurse Practitioners: 20,000+
- Pain: 25,000+
- Pharmacy: 15,000+
- Physician Assistants: 35,000+
- Primary Care: 200,000+
- Rheumatology: 11,000+
- Surgery: 30,000+

McMahon Publications' Circulation

ACE, via McMahon Group's clinical newspapers, reaches more than 200,000 clinicians across a wide range of medical specialties. Many of these publications rank first in syndicated readership scores. All are recognized as trusted sources of timely, cutting-edge medical news and education. With a combination of editorial excellence, a network of key thought leaders, and a presence at approximately 85 medical conventions each year, McMahon Group publications offer unparalleled distribution and dissemination channels in the United States.

- *Anesthesiology News*: 47,485
- *Clinical Oncology News*: 16,118
- *Gastroenterology & Endoscopy News*: 18,501
- *General Surgery News*: 39,634
- *Infectious Disease Special Edition*: 12,552
- *Pain Medicine News*: 43,694
- *Pharmacy Practice News*: 37,684

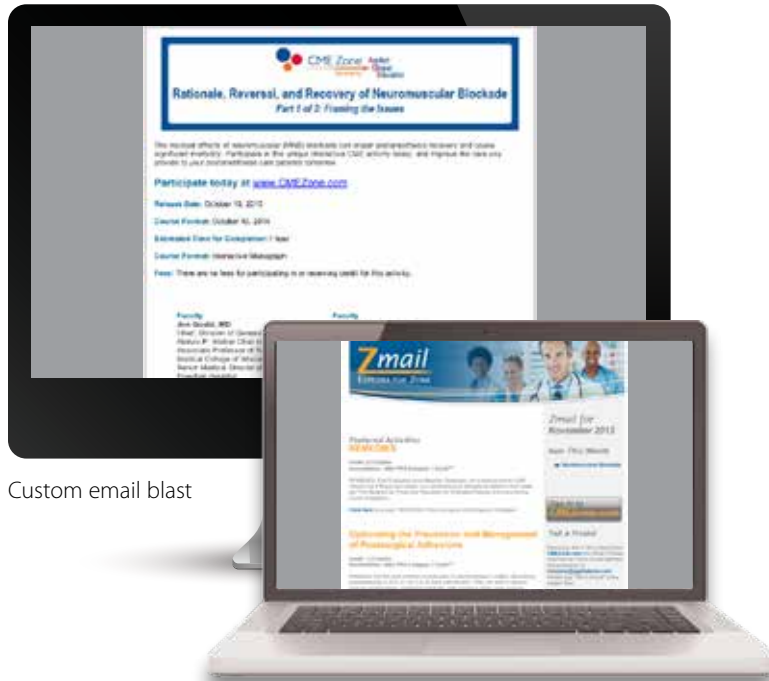
CMEZone Distribution

Online Hosting and Distribution

ACE offers competitive pricing for distribution services. All online distribution prices include 1-year hosting on CMEZone, participation reports, 1 home page featured advertisement (1 year), 1 therapeutic page advertisement (1 year), supplemental editorial

support, 3 advertisements in the selected McMahon publication and on the website, 6 custom email blasts, and 6 Zmail blasts.

Hosted activity



Custom email blast

Zmail blast

Hosted activity

CME Zone Applied Clinical Education

Harnessing the Immune System in NSCLC
Implications of Emerging Data and Immunotherapeutic Strategies for Personalized Medicine

Release date: October 1, 2013 Expiration date: September 30, 2014

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MEDIA
Monograph

ESTIMATED TIME TO COMPLETE ACTIVITY
1.5 Hour

TARGET AUDIENCE
The target audience for this activity is medical oncologists, hematologists/oncology fellows, oncology specialty trainees, and other health care professionals involved in the management of individuals with non-small cell lung cancer (NSCLC).

EDUCATIONAL OBJECTIVES
At the conclusion of this activity, participants should be able to:

1. Review fundamental concepts of anti-tumor immune responses in NSCLC.
2. Evaluate key efficacy and safety data from ongoing clinical trials evaluating immunotherapeutic strategies for NSCLC, including biomarkers (formerly known as L-DLP25, bevacizumab+PD-L1, melanoma-associated antigen-A3 (MAGE-A3) vaccine, immune checkpoint inhibitors, toll-like receptor agonists, and myxobacterial adjuvanted agents.
3. Identify effective immunotherapeutic strategies for early- and advanced-stage NSCLC based on patient and disease characteristics.
4. Recall the ongoing clinical trials evaluating immunotherapeutic approaches for NSCLC to aid appropriate patients for study participation.

DESIGNATION OF CREDIT PHYSICIAN CONTINUING EDUCATION

Accreditation Statement
Educational Concepts Group, LLC is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Credit Designation Statement
Educational Concepts Group, LLC designates this enduring material for a maximum of 1.5 AMA/PBA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

PHARMACIST CONTINUING EDUCATION

ACPE Educational Concepts Group, LLC is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.
Educational Concepts Group, LLC designates this continuing education activity for 1.5 contact hour (1.5 CEU) (PBA) (0199-0000-15-234-HEPAP).

TYPE OF ACTIVITY
Knowledge-based

METHOD OF PARTICIPATION
There are no fees for participating and receiving CME/CE credit for this activity. During the period October 1, 2013 through September 30, 2014, participants will:

1. read the educational objectives and faculty disclosures;
2. study the educational activity; and
3. complete the post-activity assessment.

CME/CE CREDIT
Physicians and pharmacists who complete the post-activity assessment with a score of 75% or better may view and print their credit letter or statement of credit on the website, www.educationconcepts.com.

POLICY ON DISCLOSURE
It is the policy of Educational Concepts Group, LLC that the faculty, authors, planners, and other persons who may influence content of this CME/CE activity disclose all relevant financial relationships with commercial interests in order to allow Educational Concepts Group, LLC to identify and resolve any possible conflicts of interest.

The following faculty members have declared relevant financial relationships:

Susan S. Ramalingam, MD - Chair
Disclosures: Consultant Fees, Advisory, MD, Amgen, AstraZeneca, Janssen Pharmaceutica, Inc., Boehringer-Ingelheim, Genzyme Corporation, Genentech, Inc., Genentech, Inc., Lilly USA, LLC, Novartis Pharmaceuticals

Julie R. Brahmer, MD
Disclosures: Consultant/Advisor, Support, Amgen, Bristol-Myers Squibb Corporation, Merck/Schering-Plough, LLC, Novartis, Lilly USA, LLC, Consultant Fees, Genentech, Inc., Janssen Pharmaceutica

Online Distribution: Standard Rates

- 1-Credit Stationary Activity: \$20,000
- 1-Credit Interactive Activity (Slide/Audio/Video): \$30,000
- 1.5-Credit Stationary Activity: \$25,000
- 1.5-Credit Interactive Activity (Slide/Audio/Video): \$37,500
- Customized quotes available for other activities

Print Distribution Only

Partners may also choose to print their activities themselves and provide it for distribution within a McMahon Group publication. All pricing includes 1 home page listing on CMEZone.com (1 year), 1 therapeutic page listing (1 year), 3 advertisements in the selected

McMahon Group publication and on the website, 1 custom email blast, and 1 Zmail blast. Prices include insertion and delivery in the selected McMahon Group publications.

Monograph Distribution

- *Anesthesiology News*: \$44,665
- *Clinical Oncology News*: \$35,240
- *Gastroenterology & Endoscopy News*: \$32,205
- *General Surgery News*: \$41,000

- *Infectious Disease Special Edition*: \$35,240
- *Pain Management News*: \$46,550
- *Pharmacy Practice News*: \$42,200

CMEZone Advertising: Standard Rates

Home Page

Featured Advertisement

- 12-Month Link: \$15,000

Anchor Banner Advertisement

- 12-Month Link: \$12,000

Newsfeed Featured Advertisement

- 12-Month Link: \$12,000

Listing

- 12-Month Link: \$10,000

Therapeutic Pages

Anchor Banner Advertisement

- 12-Month Link: \$12,000

Newsfeed Featured Advertisement

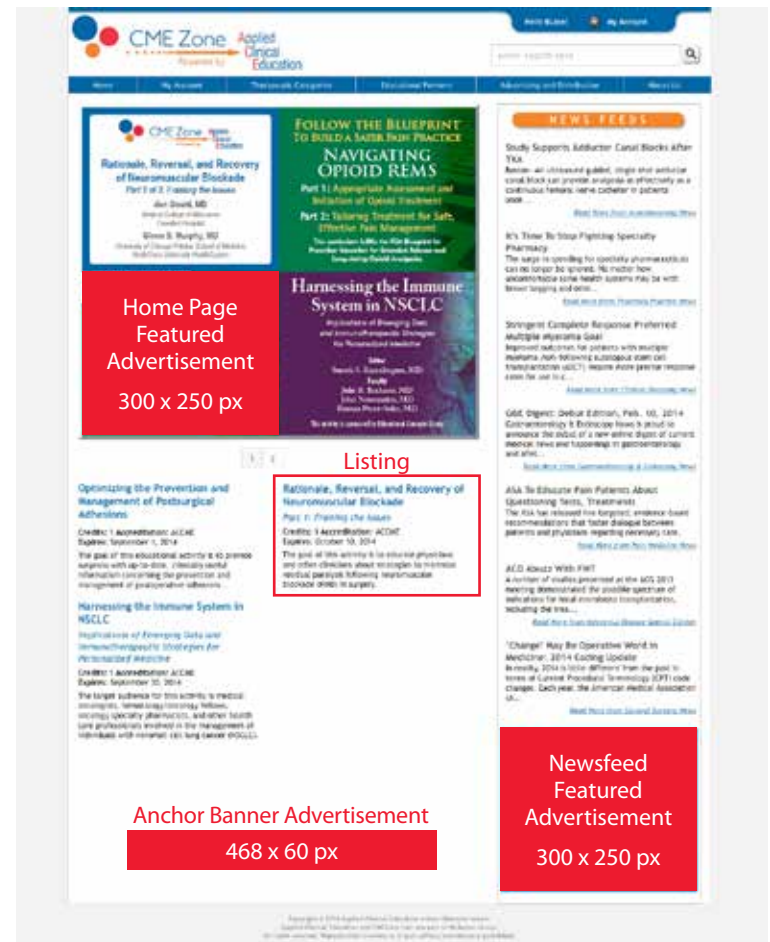
- 12-Month Link: \$12,000

Listing

- 12-Month Link: \$7,500

Email Blasts

- Custom Email Blast: \$1,000 per mailing
- Monthly Zmail Blast: \$750 per mailing



Contacts

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