

Cancer Side Effects Guide · Media kit

Advertise with a trusted, plain-language cancer resource for patients and caregivers ·
<https://cancersideeffectsguide.com/advertise/>

Who we reach

CancerSideEffectsGuide.com is a free, plain-language guide for people with cancer and the people who care for them. Readers come to us when they're searching for answers about treatment side effects, specific cancer drugs, and help paying for care. We launched with breast, lung, prostate, colorectal, and ovarian cancer.

Audience metrics available on request.

Contextual targeting

- **Cancer type:** Breast, lung, prostate, colorectal, and ovarian cancer hubs
- **Subtype:** For example, HR+/HER2-, triple-negative, EGFR-positive lung, castration-resistant prostate, and RAS wild-type colorectal
- **Biomarker:** HER2, EGFR, ALK, KRAS G12C, BRCA, MSI-H, and more
- **Drug class:** Immunotherapy, targeted pills, antibody-drug conjugates, hormone therapy, and chemotherapy
- **Side effect:** Nausea, fatigue, neuropathy, rash, diarrhea, low blood counts, and more

Ad units (IAB)

- **728x90 and 970x90:** Leaderboard and large leaderboard (desktop, top of page)
- **300x250 and 300x600:** Medium rectangle and half page (sidebar and in-content)
- **320x50:** Mobile banner

Sponsorship packages

- **Cancer-type Side Effects Center sponsorship:** A labeled sponsorship of one cancer type's side-effects hub (breast, lung, prostate, colorectal, or ovarian), with a 'Supported by' box on its hub, subtype, and related side-effect pages.
- **Side-effect hub sponsorship:** A labeled sponsorship of one side-effect guide, such as Nausea, Neuropathy (nerve damage), or Mucositis (mouth sores), with a 'Supported by' box on that guide.
- **Newsletter sponsorship:** One labeled sponsor message per issue in our free reader newsletter, which is just getting started. Subscriber counts are shared on request once we have them.
- **Standard display:** IAB units in 728x90 and 970x90, 300x250 and 300x600, and 320x50, placed by page topic (cancer type, drug class, or side effect).

The 'Supported by' box

- Every sponsorship includes a clearly labeled '**Supported by**' box with the sponsor's name and logo, a short message, and a link.
- The box has room for Important Safety Information (ISI) and a link to full Prescribing Information (PI), including scrolling or expandable ISI.
- Sponsors never see, edit, or approve our content before it's published, and our sponsored pages read the same as every other page.

Rates, audience metrics, and availability available on request.

Our commitments

- Every ad is clearly labeled **Advertisement** and kept visually separate from our content.
- Advertisers have no influence on what we write, review, or recommend. Our editorial team decides content independently.

- FDA fair balance and Important Safety Information (ISI) are the advertiser's responsibility. We support ISI-linked units and units with scrolling or expandable ISI.
- We never target ads using personal health data. We don't ask readers to sign up or share health information to read the site.
- Privacy-friendly by design: contextual placement by page topic rather than tracking individuals.

Contact

Send an inquiry at <https://cancersideeffectsguide.com/advertise/>. We'll reply with audience metrics and options.

Advertising policy: <https://cancersideeffectsguide.com/advertising-policy/> · Updated October 2026