

2014 Media Kit

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About Cancer Research Simplified

Boston-based, independent, global nonprofit organization Cancer Research Simplified (CRS) informs people throughout Massachusetts, New England, across the country, and around the world about cancer in a simplified way. Its three-fold mission is to:

1 Educate the public and to provide easy to understand information about cancer types, causes, research, treatment, and prevention for cancer patients, those impacted by the disease and the general public

2 Bridge the gap between cancer scientists' work to eradicate the epidemic and cancer patients

3 Provide cancer research scholarships for high school students worldwide who have an aptitude and a passion for advanced careers in cancer research

Cancer Research Simplified (www.CancerResearchSimplified.org) is a single cancer organization that provides simplified cancer information in several languages, making it accessible around the globe. Its educational cancer programs, printed and online, are accessible through its website, TV, events, and social media.

Cancer Research Simplified originally offered its programs in the English, German, and Turkish languages. It has recently extended to South Africa, now providing its programs in the Afrikaans language.



Through CRS, cancer information is now more accessible than ever. CRS provides and will continue to provide a single platform for everyone. With its experienced, dynamic, and passionate team, CRS stays ahead of its curve by using the latest information technologies to reach its audience. With its unique Cancer TV Show, it brings cancer scientists and cancer patients together like never before!

All our efforts in producing educationally rich contents rely on the generosity of our subscribers and the support of the public-spirited business community.



Making a complex subject simple- Will you help us help others?

Your support helps ensure that Cancer Research Simplified has the critical resources needed to produce and deliver its message on cancer in its unique simplified form, via website, TV, newsletters, events and social media globally!

Your support shows the world that you or your organization provides simplified information to those who need and want it, such as cancer patients and the general public, often in times of deep distress where one feels there is nowhere to turn. Simplifying what cancer is can help others treat it better, can take significant fear away from this disease, and can help prevent

it through living a more informed lifestyle. You can be seen as a leader in the fight against cancer through the Cancer Research Simplified approach!

Founded by an award-winning cancer scientist, CRS stands out from other cancer associations as a grass-root organization dedicated to working more intimately with its subscribers, viewers, followers, and fans around the globe. Healthcare professionals answer cancer questions on prevention and living with cancer in a simplified, down-to-earth manner.

CRS answers the questions that many don't have time to ask or answer, and/or may be afraid to.

FROM ZEYNEP, BREAST CANCER PATIENT, CURRENTLY UNDER THERAPY IN FRANKFURT, GERMANY (4/26/2013) (NOW CANCER SURVIVOR)



"The videos are extremely helpful. I learned the cancer types from Cancer Research Simplified. I didn't know about cancer types at all. You help humanity, and I know that, step-by-step, we'll learn so much more through you. We need knowledgeable people like you, whom we listen to closely and which allows us to be more careful in the future."



FROM RICHARD KLEIN, RETIRED EXECUTIVE, MA

"I received the newsletter and am impressed by the content and form. I shared it with my wife who found it of great interest and well presented. Keep up the good work!"



FROM YOHANN, MANAGER OF A BIOTECH COMPANY IN TOULOUSE, FRANCE

"I find your videos really great. If this kind of website would have existed in the past, it would have been very useful for some people of my family. Congratulation for this idea: explaining cancer medicine to non-scientific people."

You can access CRS virtually anywhere!

Cancer Research Simplified is taking advantage of today's technology to spread the message in a concise and orderly manner.

CRS provides help to cancer patients and researchers alike by way of its www.cancerreseachsimplified.org website, its in-print and online newsletters, participation at many healthcare events and fairs, its blog, special social events and social media. Dr. Ayguen Sahin, its founder, creates videos that illustrate how to fight cancer by giving advice and providing information on topics such as a cancer-fighting diet, self-examination, creating checklists for your doctor visits and simplifying the complexities of oncology medical terms that are broadly understood. Cancer Research Simplified distills the voluminous, complex medical jargon about cancer and makes it simple for everyone to understand, hence its namesake.



Cancer Research Simplified is on the move!

In less than just one year, CRS' 19,000-plus website visitors come from 119 countries and all over the U.S.!

Cancer patient family members contact CRS from Turkey, Germany, Austria and the U.S. for guidance regarding specialized cancer centers. CRS provides information by producing high-quality videos for guidance.

CRS' is often cited from national and international nonprofits, as well as companies referencing CRS' videos, such as HERA Women's Cancer Foundation, ColoradoGives, IBCPC, the International Breast Cancer Paddlers Commission - Turkish representatives and Boston Thermography.



Support our
CRS Youth Program,
providing cancer research
scholarships worldwide.

It's simple to support Cancer Research Simplified!

Special Sponsorship Partnership Packages are Available. Choose from Bronze, Silver, Gold or Platinum, or contact CRS with your ideas!

Bronze Business Member Partner \$3,000-\$4,999

- Your organization's logo on our website identifying you as a Bronze Member Business Partner, 1/4 size
- One banner ad on the CRS newsletter
- Sponsor signage at events, 1/4 size
- Sponsor signage on all website pages, 1/4 size

Silver Business Member Partner, \$5,000-\$7,999

- Your organization's logo on our website identifying you as a Silver Member Business Partner, 1/2 size
- Two banner ads on the CRS newsletter
- Sponsor signage at events, 1/2 size
- One ad for the upcoming Seminar Series
- One ad on the printed newsletters
- Sponsor signage on all website pages, 1/2 size

Gold Business Member Partner, \$8,000-\$11,999

- Your organization's logo on our website identifying you as a Gold Member Business Partner, 3/4 size
- Six banner ads on the CRS Newsletter
- Sponsor signage at events, 3/4 size
- Mentions on all printed matter from CRS
- Your logo on CRS Cable Access program
- Two ads on upcoming Seminar Series
- Two ads on the printed newsletters
- Three ads on webinars
- Right of first refusal to renew contract next year

Platinum Business Member Partner, \$12,000+

- Your organizations' logo on our website identifying you as a Platinum Member Business Partner, full size
- Top position placement for all sponsorship logos or a special mention of your platinum sponsorship
- Banner ads year-round for CRS Newsletter
- Sponsor signage year round for all events
- Ads on all webinars for the entire year
- Printed ads on all newsletters for the entire year
- Website banner ads year-round
- Special Thank-You Citation from the CEO
- Your company mention in a slide on a CRS TV program
- Right of first refusal to renew contract next year



Guests participating in the 'Cancer Quiz Game' at the 1st Annual 'Golden Heart' Fundraiser 2013

Newsletter & E-Newsletter Prices

Cancer Research Simplified E-Newsletter Advertising Rates Full, Half and Quarter Pages are Available!

Full Size Ads:	
For one	\$500
For two.....	\$900
For three	\$1,200
For four.....	\$1,400
Color charge.....	\$100

Half Size Ads:	
For one	\$300
For two.....	\$550
For three	\$750
For four.....	\$800
Color charge.....	\$75

Quarter Page Ads:	
For one	\$200
For two.....	\$350
For three	\$450
For four.....	\$500
Color charge.....	\$50

TV ad rates:

TV ad mentions:	
For 10 seconds	\$500
For 20 seconds	\$900
For 30 seconds	\$1,200



The CRS Team is committed to work directly with the public.



- Production: Ad materials to arrive at least 5 days prior to ad runs to insure quality.

- Total number of countries and U.S. states watching CRS' videos and following on Youtube and Facebook in last 12 months:

Countries	119
U.S. States.....	50

Cancer Research Simplified Demographics 2013

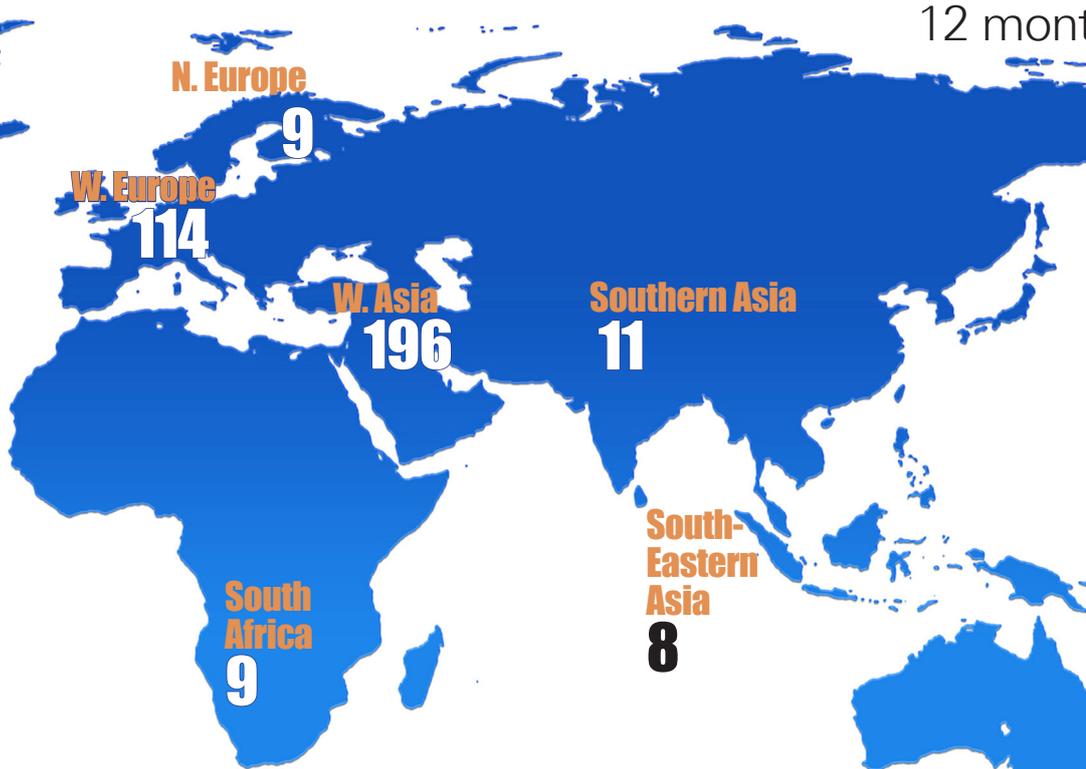
CRS has a large global reach: nearly 19,000 website views in 12 months, 119 countries and all 50 states in the U.S.

CRS has a solid social media presence. In 12 months, 469 Facebook fans, 4,746 Youtube views, 75 LinkedIn followers.

Website visits through social network in 12 months:

	433	86 %
	28	6 %
	16	3 %
LinkedIn	12	2 %

Top 10 subcontinents for website visitors in 12 months



Top 10 countries for website visitors in 12 months

- 1** U.S.
- 2** Turkey
- 3** Germany
- 4** France
- 5** South Africa
- 6** Mexico
- 7** Austria
- 8** India
- 9** U.K.
- 10** Switzerland

• Total number of countries watching CRS' educational videos on Youtube in last 12 months:

Top 10 website traffic/referrals in 12 months:

Direct.....	461	T.co referral.....	28
Facebook/referral.....	341	Plus.url.google.com/referral.....	16
Google/organic.....	254	LinkedIn referral.....	12
M. Facebook.com.....	92	Weebly.com/referral.....	7
CRS newsletter/email.....	36	Bing/organic.....	4

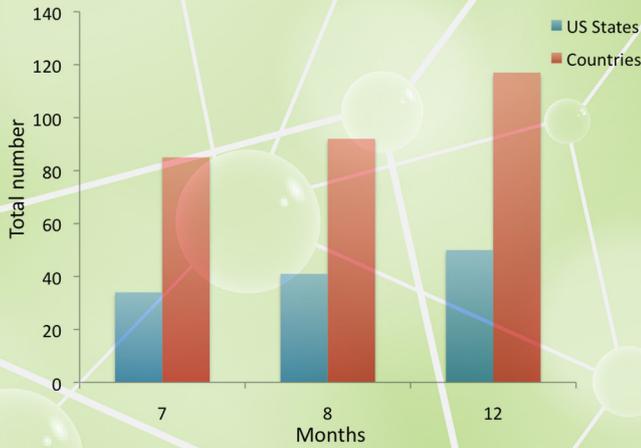
Asia.....	35
Europe.....	34
Africa.....	18
West Asia.....	15
South America.....	10
Oceania.....	3
North America.....	2

CRS Fact Sheet 2013

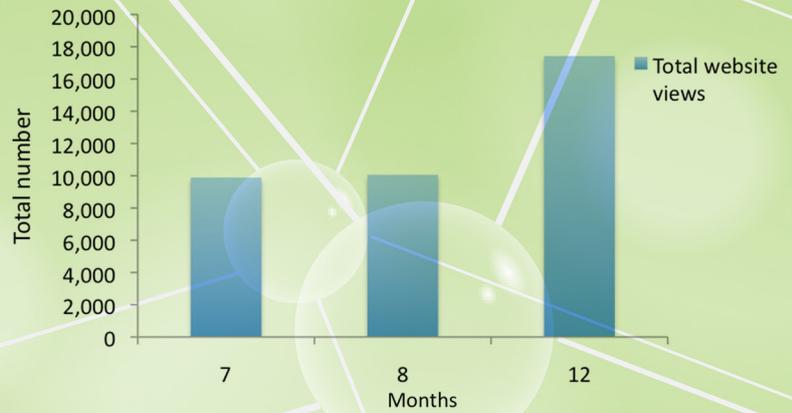
Our achievements: Reviewing 2013

(as of January 30, 2014)

Countries and US States viewing our Cancer Education Programs



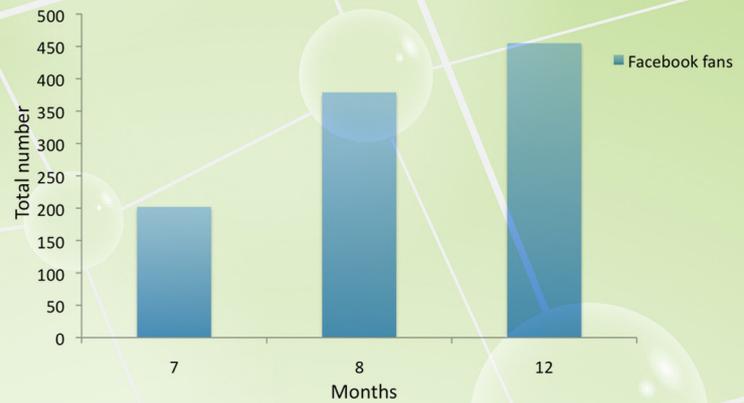
Total website views



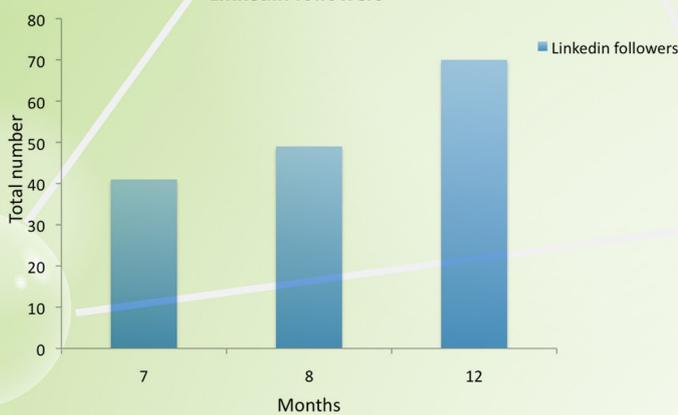
Total Youtube views



Facebook fans



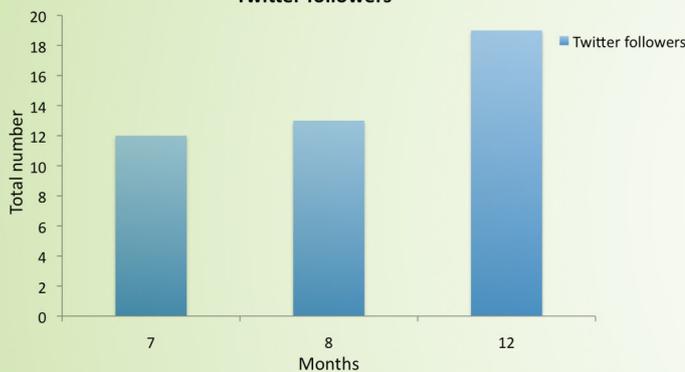
Linkedin followers



Google+ followers



Twitter followers



Press releases (national and international)

