Diabetes epidemic spurs renewed focus, creative solutions for US endocrinologist shortage

BY THE NUMBERS

Hazard Ratio

1.49
1.58
1.66
1.68
1.74

1.97
2.03
2.13

Clinitest

1.54
1.62

5 Questions: Peter W.F. Wilson, MD

1. Black-and-White rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>King Page</th>
<th>3/4 Page</th>
<th>Island/Half Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
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<td>$4,275</td>
<td>$3,885</td>
<td>$2,815</td>
<td>$2,580</td>
<td>$2,375</td>
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<td>2,010</td>
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<td>1,850</td>
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<tr>
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<td>3,645</td>
<td>3,290</td>
<td>2,275</td>
<td>2,050</td>
<td>1,850</td>
</tr>
</tbody>
</table>

2. Earned Rates:

a) Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. A spread counts as two pages regardless of its size (King-size or A-size).

b) Agency commission: Fifteen percent gross billings on space, color, cover, and preferred position charges.

c) Cash discount: Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

4. Covers, Positions:

a) Covers:

Second cover: Earned b/w rate plus 25%. Color additional.
Third cover: Earned b/w rate plus 15%. Color additional.
Fourth cover: Earned b/w rate plus 50%. Color additional.

b) Positions:

Special positions: Contact your sales representative for more details.

5. Online Advertising Rates: Please contact your sales representative for more details.

2019 Rate Card: Print

DISCOUNTS
1. Combined Earned Frequency: All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
2. New Advertiser/Product Incentive: New product advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2019. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
   a) Product that has not advertised in ENDOCRINE TODAY in the past calendar year
   b) New indication for a currently advertised product in ENDOCRINE TODAY
3. Continuity Incentive: Advertisements for an individual product are eligible for a discount based upon the number of issues in which they advertise. Issue insertions do not need to be consecutive. This program may not be combined with the New Advertiser Discount.
   a) 6 issues = 10% off
   b) 12 issues = 15% off
4. Prescribing Information Discount: B&W prescribing information (PI) pages are eligible for the following discount. The 3rd page of PI and after may take a 50% discount off the earned rate.
5. Clinical Trial Ad Buy One, Get One Free: Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with other Continuity, Free Ad or New Advertiser Discounts.
6. Multichannel Program: Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
7. Corporate Discount: Total net spend achieved in the year 2019 will set a Corporate Discount to be taken off 2020 advertising.
8. When taking advantage of more than one discount program, discounts must be taken in the following order:
   a) Less New Advertiser/Product or Continuity Incentive
   b) Less SLACK Corporate Discount
   c) Less 15% Agency Discount
   Equals net cost

ISSUANCE AND CLOSING
1. Established: February 2003
2. Frequency: 12 times per year
3. Issue Dates: 25th of the month of issue
4. Mailing Dates & Class: Mails within the issue month; Periodical Class.
5. Extensions and Cancellations:
   a) Extensions: If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
   b) Cancellations: If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL
1. General Editorial Direction: ENDOCRINE TODAY is the first clinical newspaper that addresses the latest information on diabetes and endocrine disorders. It reports clinical news with expert perspective and features of interest to Endocrinologists, Diabetes Educators and IIs. From timely meeting coverage and the latest drug approvals to special features on growth hormones, pituitary tumors and information about legislative and socioeconomic topics, ENDOCRINE TODAY reports the news with expert perspective about what the news means to clinical practice.
2. Average Issue Projection:
   a) Average Number of Articles per Issue: 30
   b) Editorial Sections:
      - Diabetes
      - Metabolism
      - Pediatric Endocrinology
      - Thyroid
      - Cardiometabolic Disorders
      - Hormone Therapy
      - Bone and Mineral Metabolism
      - Neuroendocrinology
      - Adrenal
      - Reproduction
      - Androgen Disorders
      - Meeting Highlights
      - In the Journals
      - New Drug Approvals
3. Origin of Editorial:
   a) Staff written: 90%
   b) Solicited: 5%
   c) Submitted: 5%
   d) Articles or abstracts from meetings: 65%
   e) Peer review: No, meetings that are covered are selected in advance.

CIRCULATION
1. Description of Circulation Parameters:
   a) Endocrinologists
   b) Primary Diabetes
   c) Internal Medicine, General Practitioner, Family Practice, Prescribing Diabetes RXs
   d) Pediatric Endocrinologists
   e) Diabetes Educators
   f) Endocrine Physician Assistants
2. Demographic Selection Criteria:
   a) Prescribing: Yes
   b) Circulation Distribution: Controlled: 100%
   c) Paid Information:
      - Association members:
        - Is publication received as part of dues? No
      - Subscription rates:
        - U.S.: $399/yr. individual
        - Canada: add 5% tax/yr.
        - Outside the U.S.: add $89/yr.
3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mailing House: LSC Communications
4. Date and source of breakdown: BPA Worldwide, July 2018
5. Total estimated circulation for 2019: 16,873

GENERAL INFORMATION
1. Requirements for Advertising Acceptance:
   Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher’s approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.
2. New Product Releases: Yes
3. Editorial Research: Yes
4. Ad Format and Placement Policy:
   a) Format: Within articles
5. Ad/Edit Information: 50/50 Ad/Edit Ratio
6. Value-Added Services:
   a) Bonus Convention Distribution: See Editorial Calendar
   b) Other: Advertiser’s Index
7. Online Advertising Opportunities: Contact your sales representative for more information.
8. Additional Advertising Opportunities:
   a) BRC inserts: See 5b under Insert Information for specifications.
   b) Split-run advertising: Contact publisher for information.
9. Reprints: Yes, Email: reprints@slackinc.com
AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>Width</th>
<th>Height</th>
<th>Trim sizes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Spread</td>
<td>20.5&quot;</td>
<td>13.5&quot;</td>
<td>21&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot;</td>
<td>13.5&quot;</td>
<td>10.5&quot;</td>
</tr>
<tr>
<td>¾ Page (Vertical)</td>
<td>7.05&quot;</td>
<td>13.5&quot;</td>
<td>7.55&quot;</td>
</tr>
<tr>
<td>¾ Page (Horizontal)</td>
<td>10&quot;</td>
<td>10&quot;</td>
<td>10.5&quot;</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13&quot;</td>
<td>10&quot;</td>
<td>7.63&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot;</td>
<td>10&quot;</td>
<td>15.1&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68&quot;</td>
<td>13.5&quot;</td>
<td>5.18&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot;</td>
<td>6.5&quot;</td>
<td>10.5&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68&quot;</td>
<td>6.25&quot;</td>
<td>5.18&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13&quot;</td>
<td>4.75&quot;</td>
<td>7.63&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23&quot;</td>
<td>13.5&quot;</td>
<td>2.73&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot;</td>
<td>3&quot;</td>
<td>10.5&quot;</td>
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<tr>
<td>¼ Page (Vertical Block)</td>
<td>2.23&quot;</td>
<td>6.25&quot;</td>
<td>2.73&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>4.68&quot;</td>
<td>2.84&quot;</td>
<td>5.18&quot;</td>
</tr>
</tbody>
</table>

a) Trim size of journal: 10.5" x 14"
b) To view thumbnails of ads specs, visit healio.com/slackadspecs
For spread ads, keep content (images/text) ¼" in on each side of the gutter
For bleed ads, add ¼" on all sides of trim size.

INSERT INFORMATION

1. Availability and Acceptance:
   a) Availability: Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.
   b) Acceptance: A paper and insert sample must be submitted to the Publisher for approval.

2. Insert Charges: Furnished inserts billed at the earned black-and-white-space rate. Commissionable.

3. Sizes and Specifications:

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max</td>
<td>Min</td>
</tr>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
</tr>
</tbody>
</table>

a) Full size inserts: supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher’s discretion.
b) A-size: Supply size: 8¼” x 11" pre-trimmed on head and face. ¼” foot and gutter grind.

4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ¾” from gutter trim. Inserts are jogged to the foot. Book trims ⅛” at head face and foot.

5. BRCs:
   a) Pricing: Contact your Sales Representative for prices. Non-commissionable.
   b) BRC Specifications: 3½” x 5” minimum to 4½” x 6” maximum; perforated with ⅛” lip (from perforation) for binding. Add ⅛” for foot trim. Cardstock minimum: 75# bulk or higher.

6. Quantity: Full run — 20,000. Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.

7. Shipping: Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.
### 2019 EDITORIAL CALENDAR

**Print**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIAL DUE</th>
<th>FEATURED TOPICS</th>
<th>MEETING COVERAGE</th>
<th>BONUS DISTRIBUTION</th>
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<tr>
<td>January</td>
<td>12/6/2018</td>
<td>12/20/2018</td>
<td>2018 Device and Drug Update</td>
<td>American Heart Association</td>
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<td>February</td>
<td>1/4/2019</td>
<td>1/18/2019</td>
<td>Thyroid Disorders</td>
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<td>March</td>
<td>2/5/2019</td>
<td>2/15/2019</td>
<td>Diabetes Technology</td>
<td>American College of Cardiology</td>
<td>Endocrine Society</td>
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<td></td>
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<td>American Diabetes Association (American Association of</td>
<td>American Diabetes</td>
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<td>Clinical Endocrinologists)</td>
<td>Association)</td>
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<td>3/20/2019</td>
<td>Type 2 Diabetes</td>
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<td>4/22/2019</td>
<td>Cardiometabolic Disorders</td>
<td>Endocrine Society</td>
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<td>American Diabetes Association</td>
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<tr>
<td>July</td>
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<td>6/19/2019</td>
<td>Osteoporosis</td>
<td>American Association of Diabetes Educators</td>
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<td>Menopause Management</td>
<td>American Diabetes Association</td>
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<tr>
<td>September</td>
<td>8/6/2019</td>
<td>8/21/2019</td>
<td>Obesity</td>
<td>American Association of Diabetes Educators</td>
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<td>October</td>
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<td>9/19/2019</td>
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<td>American Association of Bone and Mineral Research</td>
<td>Obesity Week</td>
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<td>American Society of Bone and Mineral Research</td>
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<td>European Association for the Study of Diabetes</td>
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<td>North American Menopause Society</td>
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<td>American Thyroid Association</td>
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<td>11/19/2019</td>
<td>Type 1 Diabetes</td>
<td>Obesity Week</td>
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Note: Editorial content subject to change.