Infectious Diseases in Children

Development and have been used more frequently
food allergies, multiple therapies are in develop-
8%.
with some study results putting that number at
school-aged children are af-
by the CDC that 4% to 6% of
these patients.
and time-tested forms of im-
ning number of children with food allergy and
Food allergies have be-
related to
26,854 injuries
Cover Story
What's Your Diagnosis?
Source: Bandzar S, et al.
Between 2015 and 2016 in U.S. EDs,
was 11 years, and average and median age for
ON THE COVER
HOVERBOARD
The George Washington Uni-
versity School of Medicine and
try and behavioral sciences at
assistant professor of psychia-
National Health System and
tric psychologist at Children's
activity levels.
ents can also assess their child’s

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RATES

<table>
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<tr>
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<th>Island/Half Page</th>
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Color: In addition to earned black-and-white rates.

Charge per color per page or fraction

| Standard color | $1,045 |
| Matched color  | 1,155  |
| Metallic color | 1,575  |
| Four color     | 3,000  |
| Four color + PMS | 4,140 |
| Four color + Metallic | 4,590 |

3. Bleed: No charge

4. Covers, Positions:
   a) Covers:
      Second cover: Earned b/w rate plus 40%.
      Color additional.
      Third cover: Earned b/w rate plus 25%.
      Color additional.
      Fourth cover: Earned b/w rate plus 50%.
      Color additional.
   b) Special positions: Contact your sales representative.

5. Online Advertising Rates: Please contact your sales representative.

6. Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com.
   Toll Free: 855-233-8100
   Phone: 484-362-2365
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 Discount: 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 INFECTIOUS DISEASES IN CHILDREN in the past calendar year
   b) New indication for currently advertising product in INFECTIOUS DISEASES IN CHILDREN

3. Continuity Discount: 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) 3 issues = 5% off
   b) 6 issues = 10% off
   c) 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: January 1988
2. Frequency: 12 times per year
3. Issue Dates: 1st week 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. Editorial Direction: INFECTIOUS DISEASES IN CHILDREN, a newspaper for the pediatrician, delivers the most up-to-date news in the field of pediatric diseases. The newspaper covers nationwide medical meetings, courses and symposia, as well as interviews with experts about vaccines, the treatment of infectious diseases, asthma and allergy, and more.
2. Average Issue Information:
   a) Average number of articles per issue: 30
   b) Editorial departments and features
      - Blogs
      - Calendar of Events
      - Commentary
      - Everyday Pediatrics
      - In the Journals
      - Perspectives
      - Pharmacology Consult
      - Products & Services
      - Spot the Rash
      - What's Your Diagnosis?
3. Origin of Editorial:
   a) Articles or abstracts from meetings/journals: 75%
   b) Staff Written: 90%
   c) Solicited: 5%
   d) Submitted: 5%
   e) Peer review: No. Meetings to be covered selected in advance.

CIRCULATION

1. Description of Circulation Parameters:
   a) Office and Hospital-based: Pediatricians
   b) Hospital-based: Residents, Interns, Full-time staff
   c) Osteopathic specialties: Pediatricians
   d) Dermatologists with secondary in pediatrics

2. Demographic Selection Criteria:
   a) Prescribing: N/A
   b) Circulation distribution:
      - Controlled: 99%
      - Paid: 1%
      - Request (non-postal): 0%
   c) Paid information:
      - Association members: N/A
      - Is publication received as part of dues?: No
   d) Subscription rates: $391/yr. individual; $627/yr. institutional

3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mailing house: LSC Communications

4. Date and Source of Breakdown: BPA Worldwide, July 2018

5. Estimated Total Circulation for 2019: 57,631

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 2 weeks prior to closing date.

2. New Product Releases: Yes

3. Editorial Research: Yes

4. Ad Format and Placement Policy:
   a) Format: Within articles
   b) Are ads rotated?: Yes

5. Ad/Edit Information:
   a) BRC inserts: 50/50 Ad/Edit Ratio

6. Value-Added Services:
   a) Bonus convention distribution: See Editorial Calendar
   b) Other: Advertiser Index

7. Online Advertising Opportunities:
   See our online rate card for details.

8. Additional Advertising Opportunities
   a) BRC inserts: See BRC 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>Non-bleed (Live area) sizes:</th>
<th>Trim sizes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot; x 13.5&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot; x 13.5&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>¾ Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
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<tr>
<td>¾ Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td>10.5&quot; x 10.5&quot;</td>
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<td>Island ½ Page</td>
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<tr>
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<td>15.1&quot; x 10.5&quot;</td>
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<tr>
<td>½ Page (Vertical)</td>
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<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td>10.5&quot; x 7.0&quot;</td>
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<td>¼ Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td>5.18&quot; x 6.75&quot;</td>
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<tr>
<td>¼ Page (Horizontal Block)</td>
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<td>¼ Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
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<td>¼ Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
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<tr>
<td>¼ Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td>2.73&quot; x 6.75&quot;</td>
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<tr>
<td>¼ Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td>5.18&quot; x 3.34&quot;</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: 8½" x 11" pre-trimmed on head and face. ¼" foot trim.
trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ½" from gutter trim.
Inserts are jogged to the foot. Book trims ¼" at head face and foot.

b) Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ½" from gutter trim.

4. 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 ½" lip (from perforation) for binding. Add ¼" for foot trim.
Cardstock minimum: 75# bulk or higher.
5. Quantity: Full run — 60,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
6. 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.
Pediatricians and allergists are facing a growing number of children with food allergy and are weighing the benefits and risks of new immunotherapy treatment for children with food allergy—opinion and editorial—American Academy of Pediatrics (AAP) National Conference & Exhibition (IDC) New York

By the numbers

- The number of children with food allergy and broaden what we are doing in innovative ways—EDWIN KIM, MD, MS, assistant professor of medicine in the division of gastroenterology and nutrition at Children's Hospital Colorado and director of the Food Challenge and Research Unit at Children's Hospital Colorado.

- Matthew Greenhawt, MD, MBA, MSc, division chief of allergy and immunology at Duke Health, said.”

- "We need to try immunotherapy treatment for children with food allergy—opinion and editorial—American Academy of Pediatrics (AAP) National Conference & Exhibition (IDC) New York

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