

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:**

Gross Cost:

 - 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
 - Perspective
 - 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:** 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 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:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	x 13.5"	21"	x 14"
King Page	10"	x 13.5"	10.5"	x 14"
¾ Page (Vertical)	7.05"	x 13.5"	7.55"	x 14"
¾ Page (Horizontal)	10"	x 10"	10.5"	x 10.5"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	x 10.5"
½ Page (Vertical)	4.68"	x 13.5"	5.18"	x 14"
½ Page (Horizontal)	10"	x 6.5"	10.5"	x 7.0"
⅓ Page	4.68"	x 10"	5.18"	x 10.5"
¼ Page (Vertical Block)	4.68"	x 6.25"	5.18"	x 6.75"
¼ Page (Horizontal Block)	7.13"	x 4.75"	7.63"	x 5.25"
¼ Page (Vertical Strip)	2.23"	x 13.5"	2.73"	x 14"
¼ Page (Horizontal Strip)	10"	x 3"	10.5"	x 3.5"
⅛ Page (Vertical Block)	2.23"	x 6.25"	2.73"	x 6.75"
⅛ Page (Horizontal Block)	4.68"	x 2.84"	5.18"	x 3.34"

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 ⅛" on all sides of trim size.

2. Type of Binding: Saddle-stitch

3. Print Ad Requirements: For specifications, go to: healio.com/slackadspecs

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

4. Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

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:

a) **Furnished Inserts:** Billed at the earned black-and-white space rate. Commissionable.

b) A-size inserts charged at Island half-page rate.

c) Tabloid-size inserts charged at the King page rate.

3. Sizes and Specifications:

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

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. ⅛" foot trim.

4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" 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 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** Full run — 60,000 (estimated). 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.

What's Your Diagnosis? 9 | Pharmacology Consult: 13 | Web Watch: 22

Healthcare

INFECTIOUS DISEASES IN CHILDREN

THE PEDIATRICIAN'S NO. 1 NEWS SOURCE

Volume 11 Number 1
JAN 2019

Immunotherapy options: A future for children with food allergy

Reductions and allergens are facing a growing number of children with food allergy and...
 "We need to try and broaden what we are doing in immunotherapy to study..."
 "The goal of therapy is to become desensitized to the allergen and allow desensitization, which does prevent those from eating proteins of the allergen that are usually high consumed. Although an immunotherapy treatment is still approved..."
 "Although no case is currently available for food allergies, multiple therapies are in development and have been used more frequently in clinical settings around the United States. These immunotherapies can be administered..."

BY THE NUMBERS
Between 2015 and 2016, in U.S. EDs, there were an estimated 25,554 injuries and 121,399 injuries...

WEIGHING THE PROS AND CONS OF PEDIATRIC FITNESS TRACKING DEVICES
 Obesity is a prevalent condition...
 "Screened Kid View" or through a health app...
 "Screened Kid View" or through a health app...
 "Screened Kid View" or through a health app..."

FOR MORE
 Visit www.infectiousdiseases.com for more information.

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2019 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/3/2018	12/14/2018	Reducing the burden of influenza	IDC New York	
February	1/2/2019	1/16/2019	STDs in adolescents		
March	2/1/2019	2/15/2019	Emergency care		
April	3/1/2019	3/15/2019	Asthma diagnosis and treatment challenges	American Academy of Dermatology (AAD) American Academy of Allergy, Asthma & Immunology (AAAAI) Annual Meeting	
May	4/1/2019	4/15/2019	Treatment strategies in the NICU		
June	5/1/2019	5/15/2019	Prevention and treatment of waterborne diseases	Pediatric Academic Societies (PAS) Meeting	
July	6/3/2019	6/17/2019	Focus on gastrointestinal conditions	Digestive Disease Week (DDW)	
August	7/1/2019	7/16/2019	Advances in otolaryngology		
September	8/1/2019	8/15/2019	Sports medicine		
October	9/3/2019	9/17/2019	Focus on HIV/AIDS		AAP
November	10/1/2019	10/16/2019	Managing and preventing outbreaks among children	IDWeek	IDC New York
December	11/1/2019	11/15/2019	Spotlight on ADHD	American Academy of Pediatrics (AAP) National Conference & Exhibition IDC New York	

Note: Editorial content subject to change