Pediatricians and allergists are facing a growing challenge as food allergies become increasingly prevalent in American children, with an estimated 8% of children growing 50% between 1997 and 2008.

Immunotherapies can be administered in clinical settings around the United States to help patients with allergies to their allergen in gradually increasing amounts.

“Immunotherapy options: A future for children with food allergy.”

— EDWIN KIM, MD, MS

Director of Sales Administration
Leslie Celli
cboerner@healio.com, ext. 355
856-848-1000
Fax 856-848-6091

LSC Communications
6900 Grove Road
Thorofare, NJ 08086-9447
Phone: 484-362-2365
Toll Free: 855-233-8100
Fax: 484-362-2365

Effective Rate Date: January 2019 for all advertisers.

**RATINGS**

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>
</tr>
</thead>
<tbody>
<tr>
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<td>$6,315</td>
<td>$6,010</td>
<td>$4,940</td>
<td>$3,990</td>
<td>$3,430</td>
<td>$2,390</td>
</tr>
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<td>6,270</td>
<td>5,940</td>
<td>4,865</td>
<td>3,915</td>
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<td>2,380</td>
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<td>4,700</td>
<td>3,860</td>
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<td>2,325</td>
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<td>4,630</td>
<td>3,760</td>
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<td>2,290</td>
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<td>5,650</td>
<td>4,565</td>
<td>3,725</td>
<td>3,215</td>
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<tr>
<td>60x</td>
<td>5,975</td>
<td>5,585</td>
<td>4,515</td>
<td>3,680</td>
<td>3,190</td>
<td>2,240</td>
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<tr>
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<td>5,940</td>
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<td>4,400</td>
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<td>3,500</td>
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<tr>
<td>120x</td>
<td>5,840</td>
<td>5,385</td>
<td>4,315</td>
<td>3,470</td>
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<td>2,170</td>
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<tr>
<td>144x</td>
<td>5,770</td>
<td>5,340</td>
<td>4,280</td>
<td>3,435</td>
<td>3,085</td>
<td>2,140</td>
</tr>
<tr>
<td>196x</td>
<td>5,730</td>
<td>5,290</td>
<td>4,235</td>
<td>3,390</td>
<td>3,045</td>
<td>2,090</td>
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<td>252x</td>
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<td>5,260</td>
<td>4,200</td>
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<td>2,995</td>
<td>2,055</td>
</tr>
<tr>
<td>320x</td>
<td>5,655</td>
<td>5,220</td>
<td>4,180</td>
<td>3,355</td>
<td>2,995</td>
<td>2,055</td>
</tr>
<tr>
<td>412x</td>
<td>5,615</td>
<td>5,185</td>
<td>4,155</td>
<td>3,355</td>
<td>2,995</td>
<td>2,055</td>
</tr>
</tbody>
</table>

**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

2. **Earned Rates:**

   a) Earned rates are given to advertisers (parent companies 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.

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@khrigroup.com.

Phone: 855-233-8100
### 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) 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) **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 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</td>
<td>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>¼ Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td>10.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13&quot; x 10&quot;</td>
<td>7.63&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot; x 10&quot;</td>
<td>15.1&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>4.68&quot; x 13.5&quot;</td>
<td>5.18&quot; x 14&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td>10.5&quot; x 7.0&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td>5.18&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td>7.63&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td>2.73&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>½ 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) 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:
   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:

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Max Paper Stock</th>
<th>Min Paper Stock</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004&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.
4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ¼" from gutter trim. Inserts are jogged to the foot. Book trims ¼" 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 ¼" lip (from perforation) for binding. Add ¼" 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.

2019 Rate Card: Print

Type of Binding: Saddle-stitch

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.

Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.
Pediatricians and allergists are facing a growing demand for children with food allergy and the development and have been used more frequently in clinical settings around the United States. Immunotherapy options: A future for children with food allergy

Source: Bandzar S, et al.

For more on this story, turn to page 16

Note: Editorial content subject to change

2019 EDITORIAL CALENDAR
Print

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>FEATURED TOPICS</th>
<th>MEETING COVERAGE</th>
<th>BONUS DISTRIBUTION</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>1/2/2019</td>
<td>1/16/2019</td>
<td>STDs in adolescents</td>
<td></td>
<td></td>
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<tr>
<td>March</td>
<td>2/1/2019</td>
<td>2/15/2019</td>
<td>Emergency care</td>
<td></td>
<td></td>
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<tr>
<td>April</td>
<td>3/1/2019</td>
<td>3/15/2019</td>
<td>Asthma diagnosis and treatment challenges</td>
<td>American Academy of Dermatology (AAD)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>American Academy of Allergy, Asthma &amp; Immunology (AAAAI) Annual Meeting</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>4/1/2019</td>
<td>4/15/2019</td>
<td>Treatment strategies in the NICU</td>
<td></td>
<td></td>
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<tr>
<td>June</td>
<td>5/1/2019</td>
<td>5/15/2019</td>
<td>Prevention and treatment of waterborne diseases</td>
<td>Pediatric Academic Societies (PAS) Meeting</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>6/3/2019</td>
<td>6/17/2019</td>
<td>Focus on gastrointestinal conditions</td>
<td>Digestive Disease Week (DDW)</td>
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<tr>
<td>August</td>
<td>7/1/2019</td>
<td>7/16/2019</td>
<td>Advances in otolaryngology</td>
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<td></td>
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<tr>
<td>September</td>
<td>8/1/2019</td>
<td>8/15/2019</td>
<td>Sports medicine</td>
<td>AAP</td>
<td></td>
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<tr>
<td>November</td>
<td>10/1/2019</td>
<td>10/16/2019</td>
<td>Managing and preventing outbreaks among children</td>
<td>IDWeek</td>
<td>IDC New York</td>
</tr>
</tbody>
</table>

Note: Editorial content subject to change