**RATES**

1. **Black-and-white rates:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,325</td>
<td>$2,880</td>
</tr>
<tr>
<td>6x</td>
<td>4,220</td>
<td>2,810</td>
</tr>
<tr>
<td>12x</td>
<td>4,100</td>
<td>2,720</td>
</tr>
<tr>
<td>24x</td>
<td>3,995</td>
<td>2,655</td>
</tr>
<tr>
<td>36x</td>
<td>3,950</td>
<td>2,625</td>
</tr>
<tr>
<td>48x</td>
<td>3,835</td>
<td>2,550</td>
</tr>
<tr>
<td>60x</td>
<td>3,760</td>
<td>2,505</td>
</tr>
<tr>
<td>72x</td>
<td>3,745</td>
<td>2,485</td>
</tr>
<tr>
<td>96x</td>
<td>3,710</td>
<td>2,465</td>
</tr>
<tr>
<td>120x</td>
<td>3,660</td>
<td>2,435</td>
</tr>
<tr>
<td>144x</td>
<td>3,630</td>
<td>2,410</td>
</tr>
<tr>
<td>196x</td>
<td>3,585</td>
<td>2,380</td>
</tr>
<tr>
<td>252x</td>
<td>3,540</td>
<td>2,355</td>
</tr>
<tr>
<td>320x</td>
<td>3,495</td>
<td>2,330</td>
</tr>
<tr>
<td>412x</td>
<td>3,465</td>
<td>2,305</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned black-and-white rates.

<table>
<thead>
<tr>
<th>Charge per color per page or fraction</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard color</td>
<td>$555</td>
</tr>
<tr>
<td>Matched color</td>
<td>605</td>
</tr>
<tr>
<td>Metallic color</td>
<td>760</td>
</tr>
<tr>
<td>Four color</td>
<td>1,515</td>
</tr>
</tbody>
</table>

2. **Rates:**

   a) **Earned rates:** Given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.

   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%.
      - **Third cover:** Earned b/w rate plus 15%.
      - **Fourth cover:** Earned b/w rate plus 50%.
      - **Center Spread:** Earned b/w rate plus 15%.
   
   b) **Other positions:** Contact your sales representative for more details.

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

6. **Recruitment/Classified Rates:** Please contact your sales representative at slack@kerhgroup.com.

**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 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 or Free Ad Program. To qualify, the advertisement must be for a:
   
   a) **Product** that has not advertised in **Healio Rheumatology** in the past calendar year

   b) **New indication** for a currently advertising product in **Healio Rheumatology**

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) 6 issues = 15% off
   
   b) 12 issues = 25% off

4. **Prescribing Information Discount:** B&W prescribing
2019 Rate Card: Print

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 to 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 the earned rate.

8. When taking advantage of more than one discount program, discounts must be taken in the following order:
   - Gross Cost:
     - Less Continuity or New Advertiser Discount
     - Less SLACK Corporate Discount
     - Less 15% Agency Discount
   - Equals net cost

ISSUANCE AND CLOSING

1. Established: March 2016
2. Frequency: 12 times per year.
3. Issue Dates: January, February, March, April, May, June, July, August, September, October, November, December.
4. Mailing Dates & Class: Mails within the issue months; Periodical Class (pending).
5. Extensions and Cancellations:
   - 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.
   - 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: HEALIO RHEUMATOLOGY is a news magazine of exclusive digital content produced by the award-winning publishers of Healio.com, a website that reports the latest clinical research by physicians to physicians in approximately 20 different specialties. Compiling essential online content from the most highly trafficked daily posts found at Healio.com/Rheum, this innovative web-first print publication will offer late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care. Intriguing headlines from Healio.com’s highly popular In the Journals section, which features executive summaries and abstracts of research from the specialty’s most important peer-reviewed journals, will also be showcased.

2. Average Issue Projection:
   a) Average articles: 18
   b) Average article length: 1,000 words

3. Editorial Features/columns:
   a) Features:
      - Cover Story
      - Physician-Contributed Columns
      - In the Journals
      - Guideline
      - FDA/Drugs Pipeline
      - Meeting News Coverage
   b) Topics Covered:
      - Diagnostics
      - Drug/drug interaction
      - Combination therapies
      - Guidelines
      - Practice management issues
      - Regulatory issues
      - Coding
      - General economic issues
      - Treatment of patients in special populations and those with comorbidities
      - Meeting coverage of leading congresses

4. Origin of Editorial:
   a) Source: A mix of columns, article series and staff-written feature articles
   b) Staff written: Yes
   c) Solicited: Yes
   d) Submitted: Yes

CIRCULATION

1. Description of Circulation Parameters:
   a) Rheumatologists: 5,977
   b) Pediatric Rheumatologists: 395
   c) IMs with a secondary in rheumatology: 377
   d) Rheumatology Nurse Practitioners and Physician Assistants: 597
   e) Rheumatology Nurses Society Members: 864

2. Circulation Distribution:
   a) Direct Request: 100%
   b) U.S.: 100%
   c) International: 0%

3. Subscription Rates*:
   - For Individuals: $295 per year
   - For Institutions: $599 per year
   - For Nurses and Allied Health Professionals: $185 per year
   - *Outside the U.S.: Add $87

4. Estimated total circulation for 2019: 8,230

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 health care profession and subject to Publisher’s approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

2. Editorial Research: Yes
3. Ad Format and Placement Policy: Interspersed within articles
4. Ad/Edit Information: 50/50 Ad/Edit Ratio
5. Value-Added Services:
   a) Bonus Convention Distribution: See Editorial Calendar
   b) Other: Advertiser Index
6. Online Advertising Opportunities: Contact your sales representative for more information.
7. Additional Advertising Opportunities:
   a) BRC inserts: See $5 under Insert Information for specifications
   b) Split-run advertising: Contact publisher for more information
8. Reprints: Yes, email: reprints@slackinc.com.
**AD SPECIFICATIONS**

1. **Available Advertising Unit Sizes:**

| Ad sizes                  | Non-bleed (Live area) sizes: | Bleed sizes:*
|---------------------------|-----------------------------|----------------
|                           | Width  | Height  | Width | Height |
| Full Page Spread          | 15¼"   | x       | 16½"  | x      |
| Full Page                 | 7½"    | x       | 8¼"   | x      |
| ½ Page (Horizontal)       | 7½"    | x       | 8¼"   | x      |
| ½ Page (Vertical)         | 3¾"    | x       | 4½"   | x      |

* Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

For spread ads, keep content (images/text) ¼" in on each side of the gutter

---

**INSERT INFORMATION**

1. **Availability and Acceptance:**
   - **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
   - **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

2. **Insert Charges:** Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis.

3. **Sizes and Specifications:** All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher’s discretion. Inserts are jogged to foot.

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock Max</th>
<th>Min</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>

4. **Trimming:** Supply size: 8¼" x 11¼". Trim size 8¾" x 10½". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ½" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".

5. **BRCs:**
   - **Pricing:** Contact your sales representative for prices. Non-commissionable.
   - **BRC Specifications:** 3½" x 5" minimum to 4½" x 6" maximum; perforated with ½" lip (from perforation) for tipping/binding. Add ⅛" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. **Quantity:** Full run — 10,000 (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 shortage on press.
## 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>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/3/2018</td>
<td>12/18/2018</td>
<td>Opioid Epidemic in Rheumatology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1/2/2019</td>
<td>1/22/2019</td>
<td>Advances in Juvenile Arthritis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>2/1/2019</td>
<td>2/15/2019</td>
<td>Women’s Health Issues and Rheumatic Diseases</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>3/1/2019</td>
<td>3/20/2019</td>
<td>The Dermatology-Rheumatology Connection</td>
<td>Congress of Clinical Rheumatology</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>4/1/2019</td>
<td>4/17/2019</td>
<td>Managing Psychological Impact of Rheumatic Disease</td>
<td>Interdisciplinary Autoimmune Summit</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>5/1/2019</td>
<td>5/17/2019</td>
<td>Updates in Immune-Checkpoint Inhibitors</td>
<td>CCR; OARSI</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>6/3/2019</td>
<td>6/19/2019</td>
<td>Advances in Diagnostic Imaging</td>
<td>EULAR</td>
<td>Rheumatology Nurses Society</td>
</tr>
<tr>
<td>August</td>
<td>7/1/2019</td>
<td>7/19/2019</td>
<td>Vaccination and Autoimmune Diseases</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>8/1/2019</td>
<td>8/19/2019</td>
<td>IBD-associated Arthritis</td>
<td>Rheumatology Nurses Society</td>
<td>American College of Rheumatology</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2019</td>
<td>10/18/2019</td>
<td>Psoriatic Arthritis</td>
<td>ACR</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>11/1/2019</td>
<td>11/15/2019</td>
<td>Management of Vasculitis</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: Editorial content subject to change*