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Volume 17 | Number 6  
JUNE 2018

# Endocrine today

CLINICAL NEWS ON DIABETES AND ENDOCRINE DISORDERS

**NEW DISCOVERIES HIGHLIGHT PATHWAYS FOR BETA-CELL REGENERATION IN TYPE 1, TYPE 2 DIABETES**

The promise of beta-cell regeneration — restoring the number of insulin-producing cells in type 1 and type 2 diabetes — has long been considered an elusive goal. Research now demonstrates that stem-cell therapy with pluripotent stem cells, which can be converted into beta cells, may be able to produce new beta cells in the pancreas. However, researchers have struggled to translate the findings into clinical practice. In this issue, researchers have found that all beta cells are dead by the time someone is diagnosed with diabetes. **Annals of Internal Medicine**, June 19, 2018.

**The one thing we have learned over the years is that not all beta cells are dead by the time someone is diagnosed with diabetes.** — **Annals of Internal Medicine**, June 19, 2018.

**Diabetes in Real Life** is a new column that will help you understand the complexities of diabetes. It is written by an expert in the field. It is available to all readers. It is a must-read for anyone who is interested in diabetes. It is a must-read for anyone who is interested in diabetes. It is a must-read for anyone who is interested in diabetes.

**Diabetes Today** by THE HEALIO GROUP

**Insulin as an antitumor agent: Insulin offers risks, not benefits**

The off-late use of insulin to stimulate growth hormone release in cancer patients has been questioned. Insulin is associated with increased mortality in cancer patients. Insulin is associated with increased mortality in cancer patients. Insulin is associated with increased mortality in cancer patients.

**SEARCH** | **ADVERTISING** | **CONTACT**

# 2020 RATE CARD

Print

Effective Rate Date: January 2020 for all advertisers.

## RATES

### 1. Black-and-White rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$4,780	\$4,405	\$4,000	\$2,900	\$2,655	\$2,445
6x	4,730	4,350	3,950	2,850	2,610	2,405
12x	4,680	4,305	3,910	2,805	2,575	2,370
24x	4,635	4,255	3,870	2,760	2,530	2,320
36x	4,585	4,200	3,835	2,705	2,455	2,265
48x	4,535	4,170	3,755	2,655	2,425	2,225
60x	4,485	4,120	3,720	2,610	2,380	2,175
72x	4,445	4,065	3,670	2,575	2,340	2,130
96x	4,405	4,010	3,640	2,530	2,280	2,070
120x	4,350	3,975	3,600	2,460	2,240	2,040
144x	4,305	3,930	3,530	2,430	2,195	1,990
196x	4,260	3,890	3,500	2,385	2,150	1,935
252x	4,220	3,845	3,465	2,345	2,110	1,905
320x	4,180	3,810	3,430	2,345	2,110	1,905
412x	4,140	3,755	3,390	2,345	2,110	1,905

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

Charge per color per page or fraction	
Standard color	\$785
Matched color	900
Metallic color	1,175
Four color	2,250
Four color + PMS	2,495
Four color + Metallic	3,025

### 2. Earned Rates:

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

- 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.
- Positions:**
  - Special 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 the sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

**Circulation: 17,086**

[Click to view full circulation info](#)

[Click to view print advertising terms and conditions](#)

### Advertising Office:

#### HEALIO STRATEGIC SOLUTIONS

Matthew Holland  
Chief Commercial Officer

[mholland@healiostrategicsolutions.com](mailto:mholland@healiostrategicsolutions.com), ext. 394

#### Advertising Solutions

Christine Martynick  
Vice President

[cmartynick@healiostrategicsolutions.com](mailto:cmartynick@healiostrategicsolutions.com), ext. 416

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Account Manager

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#### Custom Solutions

Matt Dechen  
Group Sales Director

[mdechen@healiostrategicsolutions.com](mailto:mdechen@healiostrategicsolutions.com), ext. 200

### Send Product insertion orders and ad materials to:

Ann Marie Haley  
Sales Administrator

[ahaley@healiostrategicsolutions.com](mailto:ahaley@healiostrategicsolutions.com), ext. 263

6900 Grove Road  
Thorofare, NJ 08086-9447  
856-994-9909 • 800-257-8290  
Fax 856-848-6091

### Send inserts and BRCs to:

Jesse Davis  
ENDOCRINE TODAY  
LSC Communications  
13487 S. Preston Highway  
Lebanon Junction, KY 40150-8218

## DISCOUNTS

- 1. Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and 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 2020. 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 2020 will set a Corporate Discount to be taken off 2021 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 Healio Strategic Solutions 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 IMs. 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
  - e) Pediatric Endocrinologists
  - f) Diabetes Educators
  - g) 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
  - d) **Subscription rates:**  
 U.S.: \$411/yr. individual  
 Canada: add 5% tax/yr.  
 Outside the U.S.: add \$92/yr.
- 3. Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mailing House:** LSC Communications
- 4. Date and source of breakdown:** BPA Worldwide, July 2019
- 5. Total estimated circulation for 2020:** 17,086

## 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: [scsreprints@sheridan.com](mailto:scsreprints@sheridan.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](http://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 or Perfect bound

3. Print Ad Requirements: For specifications, go to: [healio.com/slackadspecs](http://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 Healio Strategic Solutions 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:** Furnished inserts billed at the earned black-and-white-space rate. Commissionable.

### 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: 8⅞" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.

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 — 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 Healio Strategic Solutions will not be responsible for shortages on press.

Diabetes in Real Life 6 | Bariatric surgery benefits teens 8 | Meeting News: AACE 14

Healthcare  
**Endocrine today**  
CLINICAL NEWS ON DIABETES AND ENDOCRINE DISORDERS

Volume 17, Number 1  
January 2020

**New discoveries highlight pathways for beta-cell regeneration in type 1, type 2 diabetes**



**In search for 'fountain of youth,' growth hormone offers risks, not benefits**

**Endocrine today by the numbers**

Endocrine today is a peer-reviewed journal published by the American Association of Clinical Endocrinologists (AACE). It is the leading journal in the field of endocrinology and diabetes. The journal covers a wide range of topics, including basic science, clinical practice, and patient care. It is published quarterly and is available both in print and online. The journal is a key resource for endocrinologists and other healthcare professionals in the field.

# 2020 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
<b>January</b>	12/6/2019	12/20/2019	2019 Device and Drug Update	American Heart Association	
<b>February</b>	1/6/2020	1/21/2020	Thyroid Disorders		
<b>March</b>	2/5/2020	2/18/2020	Growth Hormone		
<b>April</b>	3/6/2020	3/20/2020	Diabetes Technology		American Association of Clinical Endocrinologists
<b>May</b>	4/6/2020	4/20/2020	Diabetes and Liver Disorders/ Nonalcoholic Steatohepatitis (NASH)	American College of Cardiology ENDO	National Lipid Association American Diabetes Association
<b>June</b>	5/6/2020	5/20/2020	Cardiometabolic and Renal Disorders	American Association of Clinical Endocrinologists	
<b>July</b>	6/5/2020	6/19/2020	Osteoporosis Updates		American Association of Diabetes Educators
<b>August</b>	7/6/2020	7/21/2020	Obesity	American Diabetes Association	
<b>September</b>	8/6/2020	8/20/2020	Men's Health	American Association of Diabetes Educators	
<b>October</b>	9/3/2020	9/18/2020	Type 2 Diabetes Therapies	International Thyroid Congress/ATA American Society of Bone and Mineral Research	Obesity Week
<b>November</b>	10/6/2020	10/21/2020	Insulin	European Association for the Study of Diabetes North American Menopause Society Cardiometabolic Health Congress	
<b>December</b>	11/5/2020	11/19/2020	Type 1 Diabetes	<b>OBESITYWEEK</b>	

Note: Editorial content subject to change