

HEALIO
Infectious Disease News
 Volume 17 Number 4
 April 2019

'Common-sense' precautions reduce risk for variant flu at fairs

Influenza viruses are often responsible for respiratory illness, and their transmission is well understood. However, influenza variant viruses are more unpredictable. The first case in the United States was reported in a young child in a retail park in the United Kingdom in 2013. The virus was genetically similar to the 2009 A/WSN/02/09 influenza A virus, but it had a different surface protein. The virus was genetically similar to the 2009 A/WSN/02/09 influenza A virus, but it had a different surface protein. The virus was genetically similar to the 2009 A/WSN/02/09 influenza A virus, but it had a different surface protein.

Reference to a shared animal-human infection

HEALIO Strategic Solutions is pleased to announce the launch of our new website, www.healiosolutions.com. The new website is designed to provide you with the latest news, information, and resources for your business. We are committed to providing you with the highest quality content and services. Please visit our website today to explore all the features and benefits it has to offer.

Drug prices on TV 'a step in the right direction'

Under a deal with pharmaceutical companies, the U.S. House of Representatives has passed a bill that would require drug manufacturers to disclose the price of their drugs to the public. The bill is a significant step toward increasing transparency in the pharmaceutical industry. It is hoped that this will lead to lower drug costs for patients and the healthcare system as a whole.

Appropriateness of the use of antibiotics in a hospital setting

Antibiotic use in hospitals is a major concern for public health. Overuse and misuse of antibiotics can lead to the development of antibiotic-resistant bacteria, which can be difficult to treat. It is essential for healthcare providers to use antibiotics judiciously and only when necessary. This includes following guidelines for prescribing and monitoring antibiotic use in all hospital settings.

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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	\$3,555	\$3,275	\$2,930	\$2,450	\$1,650	\$1,465
6x	3,455	3,170	2,790	2,380	1,600	1,395
12x	3,400	3,085	2,690	2,335	1,540	1,350
24x	3,325	3,025	2,655	2,285	1,485	1,300
36x	3,225	2,985	2,590	2,235	1,435	1,240
48x	3,170	2,930	2,525	2,150	1,350	1,200
60x	3,135	2,835	2,475	2,130	1,290	1,155
72x	3,085	2,790	2,410	2,070	1,215	1,055
96x	3,045	2,760	2,370	2,045	1,195	1,040
120x	3,020	2,725	2,335	2,000	1,180	1,020
144x	2,995	2,690	2,300	1,985	1,170	1,015
196x	2,955	2,655	2,270	1,950	1,155	995
252x	2,930	2,625	2,230	1,920	1,140	980
320x	2,875	2,580	2,175	1,920	1,140	980
412x	2,840	2,540	2,135	1,920	1,140	980

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

Charge per color per page or fraction	
Standard color	\$845
Matched color	935
Metallic color	1,175
Four color	2,575
Four color + PMS	3,480
Four color + Metallic	3,710

2. Earned Rates:

- 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).
- 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.

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.
- Special positions:** Contact your sales representative.

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

6. Recruitment/Classified Rates: Please contact your regional sales representative at 800-257-8290, ext. 494.

Circulation: **11,558**

[Click to view full circulation info](#)

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

Advertising Office:

HEALIO STRATEGIC SOLUTIONS

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Send Product insertion orders and ad materials to:

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 Sales Administrator

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Thorofare, NJ 08086-9447

856-994-9909 • 800-257-8290

Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis

INFECTIOUS DISEASE NEWS

LSC Communications

13487 S. Preston Highway

Lebanon Junction, KY 40150-8218

Discounts

- 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.
- New Advertiser Discount:** New 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:
 - Product that has not advertised in Infectious Disease News in the past calendar year
 - New indication for a currently advertising product in Infectious Disease News
- 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.
 - 6 issues = 10% off
 - 12 issues = 15% off
- 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.
- 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.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spend achieved in the year 2020 will set a Corporate Discount to be taken off 2021 advertising.
- When taking advantage of more than one discount, discounts must be taken in the following order:

Gross Cost:

 - Less New Advertiser/Product or Continuity Incentive
 - Less Healio Strategic Solutions Corporate Discount
 - Less 15% Agency Discount

Equals net cost

ISSUANCE AND CLOSING

- Established:** July 1988
- Frequency:** 12 times per year
- Issue Dates:** 1st of the month of issue
- Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- 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

- General Editorial Direction:**
INFECTIOUS DISEASE NEWS is a monthly newspaper designed to provide the latest information and news to the busy infectious disease specialist.

Articles and features will focus on reports that are relevant to the daily practice of these specialists and will help in the recognition and treatment of infectious diseases. Areas of coverage include HIV/AIDS, hepatitis, infection control, immunizations, emerging diseases, antibacterial resistance and disease epidemics as well as general coverage of viruses, bacteria, fungi and parasites. Reports of presentations by opinion leaders will accompany columns and features and address topics such as pharmacology, immunization, and diagnostic issues.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - Average Article Length:** 21 inches
 - Editorial Sections:**
 - News Articles
 - Pharmacology Consult
 - Antimicrobials
 - HIV/AIDS
 - Commentary
 - Perspective
 - Calendar of Events
- Origin of Editorial:**
 - Articles or abstracts from meetings and interviews with experts in infectious diseases:** N/A
 - Staff written:** 85%
 - Solicited:** 15%
 - Peer review:** No. Meetings to be covered selected by Editorial Board in advance. Content reviewed by Chief Medical Editor prior to publishing.

CIRCULATION

- Description of Circulation Parameters:**
 - Office-based: Infectious Disease Specialists
 - Hospital-based: Residents, Interns, Full-time staff
 - Other professional activity: Medical Teaching, Research
 - Osteopathic specialties: Infectious Disease Specialists
 - Internal medicine: High prescribers of HIV/AIDS therapies
- Demographic Selection Criteria:**
 - Prescribing:** N/A
 - Circulation distribution:**
Controlled: 99.5%
Paid: 0.5%
 - Paid information:**
Association members: N/A
Is publication received as part of dues?: No
 - Subscription rate:** \$402/year. Outside the U.S.: add \$92
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing house:** LSC Communications
- Date and source of breakdown:**
BPA Worldwide, July 2019
- Estimated total circulation for 2020:** 11,558

GENERAL INFORMATION

- 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.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
 - Format:** Within articles
 - Are ads rotated?** Yes
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
 - Bonus convention distribution:** See Editorial Calendar
 - Other:** Advertiser Index
- Online Advertising Opportunities:** Contact your sales representative for more information.
- Additional Advertising Opportunities:**
 - BRC inserts:** See 5b under Insert Information for specifications.
 - Split-run advertising:** Contact sales representative for information.
- Reprints:** Yes, e-mail: 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

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

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:

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: 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 — 14,000 (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 Healio Strategic Solutions will not be responsible for shortages on press.



2020 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/2/2019	12/16/2019	Public health breakthroughs		
February	1/2/2020	1/17/2020	Fighting hospital-acquired infections		
March	2/3/2020	2/17/2020	Update on respiratory infections	Advisory Committee on Immunization Practices (ACIP)	
April	3/2/2020	3/17/2020	Advances in vaccinology	Conferences on Retroviruses and Opportunistic Infections (CROI)	
May	4/1/2020	4/17/2020	Update in pediatric ID	International Liver Congress (EASL) NFID's Annual Conference on Vaccinology Research European Congress of Clinical Microbiology and Infectious Diseases (ECCMID)	ASM Microbe
June	5/1/2020	5/18/2020	Spotlight on fungal infections	Digestive Disease Week (DDW)	
July	6/1/2020	6/17/2020	Managing gastrointestinal infections	ACIP Association for Professionals in Infection Control and Hospital Epidemiology Annual Meeting (APIC) ASM Microbe	
August	7/1/2020	7/17/2020	New approaches to gram-negative infections	AIDS 2020	
September	8/3/2020	8/17/2020	Improving care for patients living with HIV		IDWeek
October	9/1/2020	9/17/2020	What's new in diagnostics?		
November	10/1/2020	10/19/2020	Focus on practice management	ACIP IDWeek	
December	11/2/2020	11/18/2020	Addressing STDs in high-risk patients	American Society of Tropical Medicine and Hygiene annual meeting (ASTMH) American Association for the Study of Liver Diseases (AAASLD): The Liver Meeting IDC New York	

Note: Editorial content subject to change