



**Circulation: 8,202**

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**Advertising Office:**

**HEALIO STRATEGIC SOLUTIONS**

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**Director, Business Development & Market Strategy**

[lcelli@healio.com](mailto:lcelli@healio.com), ext. 330

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

Carolyn Boerner

**Director of Sales Administration**

[cboerner@healio.com](mailto:cboerner@healio.com), ext. 355

6900 Grove Road

Thorofare, NJ 08086-9447

856-994-9909 • 800-257-8290

Fax 856-848-6091

**Send inserts and BRCs to:**

Jesse Davis

HEALIO RHEUMATOLOGY

LSC Communications

13487 S. Preston Highway

Lebanon Junction, KY 40150-8218

# 2021 RATE CARD

Print

Effective Rate Date: January 2021 for all advertisers.

## RATES

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

Frequency	Full Page	1/2 Page
1x	\$4,520	\$3,010
6x	4,410	2,940
12x	4,290	2,840
24x	4,175	2,775
36x	4,130	2,745
48x	4,010	2,665
60x	3,935	2,620
72x	3,915	2,600
96x	3,875	2,580
120x	3,825	2,550
144x	3,795	2,515
196x	3,750	2,485
252x	3,700	2,460
320x	3,655	2,435
412x	3,625	2,410

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

Charge per color per page or fraction	
Standard color	\$555
Matched color	605
Metallic color	760
Four color	1,515

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%. Color additional.

**Third cover:** Earned b/w rate plus 15%. Color additional.

**Fourth cover:** Earned b/w rate plus 50%. Color additional.

**Facing table of contents:** Earned b/w rate plus 15%. Color additional.

**Center Spread:** Earned b/w rate plus 15%. Color additional.

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](mailto:slack@kerhgroup.com). Toll Free: 855-233-8100. Phone: 484-362-2365.

## 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 Discount:** New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2021. 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 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 to meet your specific advertising needs. Contact your Sales Representative to discuss options.
7. **Corporate Discount:** Total net spend achieved in the year 2021 will set a Corporate Discount to be taken off 2022 advertising.
8. **When taking advantage of more than one discount program, discounts must be taken in the following order:**  
**Gross Cost:**
  - a) Less Continuity or New Advertiser Discount
  - b) Less Healio Strategic Solutions Corporate Discount
  - c) 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; Standard 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:** 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 ..... 6,245
  - b) Pediatric Rheumatologists ..... 441
  - c) IMs with a secondary in rheumatology ..... 362
  - d) Rheumatology Nurse Practitioners and Physician Assistants ..... 682
  - e) Rheumatology Nurses Society Members .... 443
2. **Circulation Distribution:**
  - a) Direct Request: 100%
  - b) U.S.: 100%  
International: 0%
  - c) **Subscription Rates\*:**
    - For Individuals: ..... \$304 per year
    - For Institutions: ..... \$525 per year
    - For Nurses and Allied Health Professionals: ..... \$190 per year
    - \*Outside the U.S.: Add \$90
3. **Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mail House:** LSC Communications
4. **Coverage: Date and source of breakdown:**  
BPA Worldwide, July 2020
5. **Estimated total circulation for 2021:** 8,202

## 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 5b under Insert Information for specifications
  - b) Split-run advertising: Contact publisher for more information
8. **Reprints:** Yes, email: [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).

## AD SPECIFICATIONS

### 1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:			Bleed sizes:*		
	Width		Height	Width		Height
Full Page Spread	15¾"	x	10¾"	16½"	x	11½"
Full Page	7¾"	x	10¾"	8¾"	x	11½"
½ Page (Horizontal)	7¾"	x	4¾"	8¾"	x	5½"
½ Page (Vertical)	3¾"	x	10¾"	4¾"	x	11½"

a) **Trim size of journal:** 8½" x 10½"

b) To view thumbnails of ads specs, visit [healio.com/adspecs](http://healio.com/adspecs)

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

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

2. **Type of Binding:** Saddle-stitch

3. **Print Ad Requirements:** For specifications, go to: [healio.com/adspecs](http://healio.com/adspecs)

**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 accepted.

b) **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.

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"

4. **Trimming:** Supply size: 8¼" x 11½". Trim size 8½" x 10½". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ¾" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ½".

### 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 tipping/binding. Add ½" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. **Quantity:** Full run — 11,000 (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 shortage on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.



# 2021 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE
January	12/1/2020	12/18/2020	Gout	
February	1/4/2021	1/20/2021	Advances in antiphospholipid syndrome	
March	2/1/2021	2/17/2021	IgG4-related disease	
April	3/1/2021	3/19/2021	Scleroderma: Advances and setbacks	
May	4/1/2021	4/21/2021	Dermatologic involvement in rheumatic disease	Interdisciplinary Autoimmune Summit
June	5/3/2021	5/19/2021	Challenges in pediatric rheumatology	Congress of Clinical Rheumatology – East
July	6/1/2021	6/18/2021	Pain management interventions	EULAR
August	7/1/2021	7/21/2021	Vaccination and autoimmune diseases	
September	8/2/2021	8/18/2021	Managing psychological impact of rheumatic disease	Rheumatology Nurses Society; Association of Women in Rheumatology
October	9/1/2021	9/20/2021	Opioid use in rheumatology	Congress of Clinical Rheumatology – West
November	10/1/2021	10/21/2021	Fibromyalgia: Changing terrain	American College of Rheumatology
December	11/1/2021	11/17/2021	Women's health and rheumatic diseases	American College of Rheumatology

Note: Editorial content subject to change