Among patients discharged from the hospital after COVID-19 admission:

JUNE 2023

37
12
15

Decline in new HIV protection against mpox but are now at the pre-pandemic level and grow -ly during the height of the COVID-19 pandemic. According to Christine Durand, MD, the national organ shortage remains one of the most challenging disruptions and challenges during the COVID-19 pandemic, according to experts. Despite incredible challenges brought on by the pandemic and organ shortages, there continue to be exciting developments in transplant ID, including...
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 insertions 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 2024. 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
   b) New indication for a currently advertising product in Infectious Disease News

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 = 5% off
   b) 12 issues = 10% 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 2024 will set a Corporate Discount to be taken off 2025 advertising.

8. When taking advantage of more than one discount, discounts must be taken in the following order:
   a) Less Prescribing Information Discount
   b) Less New Advertiser/Product or Continuity Incentive
   c) Less Healio Strategic Solutions Corporate Discount
   d) Less 15% Agency Discount

   Equals net cost

ISSUANCE AND CLOSING

1. Established: July 1988
2. Frequency: 12 times per year
3. Issue Date: Mails within the issue month
4. 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:
   INFECTION 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, antimicrobial 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.

2. Average Issue Projection:
   a) Average Number of Articles per Issue: 30
   b) Average Article Length: 21 inches

3. Origin of Editorial:
   a) Articles or abstracts from meetings and interviews with experts in infectious diseases: N/A
   b) Staff written: 85%
   c) Solicited: 15%
   d) Peer review: No. Meetings to be covered selected by Editorial Board in advance. Content reviewed by Chief Medical Editor prior to publishing.

CIRCULATION

1. Description of Circulation Parameters:
   a) Office-based: Infectious Disease Specialists
   b) Hospital-based: Residents, Interns, Full-time staff
   c) Other professional activity: Medical Teaching, Research
   d) Osteopathic specialties: Infectious Disease Specialists
   e) Internal medicine: High prescribers of HIV/AIDS therapies

2. Demographics Selection Criteria:
   a) Prescribing: N/A

3. Circulation Distribution:
   Controlled: 99.5%, Paid: 0.5%

4. Paid Information:
   a) Association members: N/A
   b) Is publication received as part of dues?: No
   c) Subscription rate:
      Outside the U.S.: add $98
      Canada.: add 5% tax/yr.

5. Circulation Verification:
   a) Audit: BPA Worldwide/Alliance for Audited Media
   b) Mailing house: ENRU

6. Date and source of breakdown: BPA Worldwide, July 2023

7. Estimated total circulation for 2024: 11,723

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:
   Advertiser 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 sales representative for information.

9. Reprints: Yes, email Sheridan Content Solutions at scoreprints@sheridan.com.

10. Publisher’s Liability: The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, wars, accidents or other circumstances beyond the Publisher’s control.

11. Indemnification of Publisher: In considering publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

12. Competitor Information: INFECTION DISEASE NEWS does not accept advertisements that contain competitor(s)’ names, publication covers, logos or other content.

13. Advertisers: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word “Advertorial” or “Advertisement” will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.

14. Billing Policy: Billing to an advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.
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></td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot; x 13.5&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68&quot; x 13.5&quot;</td>
<td></td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td></td>
</tr>
<tr>
<td>½ Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td></td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td></td>
</tr>
</tbody>
</table>

2. Type of Binding: Saddle-stitch

3. Print Ad Requirements: For specifications, go to: 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.

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:
   a) Trim size of journal: 10.5" x 14"
   b) To view thumbnails of ads specs, visit healio.com/adspecs

   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.

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.

   BRC Specifications: 3½" x 5" minimum to 4½" x 6" maximum; perforated with ½" lip (from perforation) for binding.

   Add ¼" 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. 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.
## 2024 Editorial Calendar

### Print

#### Featured Topics

| Issue       | January                                                                 | February                                                               | March                                                                 | April                                                                 | May                                                                 | June                                                                 | July                                                                 | August                                                                | September                                                             | October                                                                | November                                                               | December                                                               |
|-------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------|
|             | What’s new/in the pipeline for gram-negative infections?                  | Treating surgical site infections                                        | Update on vaccines against vector-borne diseases                      | HIV treatment and care in children and adolescent                      | Spotlight on UTI diagnosis and treatment                            | Optimizing antimicrobial therapy                                     | Spotlight on infection prevention                                     | Influenza vaccination in older adult                                 | Spotlight on pneumococcal vaccination                                 | Update on fecal microbiota therapy                                    | Spotlight on latent TB infection                                       | Treating syphilis during pregnancy                                     |
|             |                                                                         |                                                                        |                                                                       |                                                                       |                                                                     |                                                                      |                                                                      |                                                                       |                                                                       |                                                                       |                                                                       |                                                                       |                                                                       |                                                                       |

### Meeting Coverage

- **CROI (March 3-6)**
- **SHEA Spring Conference (April 16-19)**
- **ECCMID (April 27-30)**
- **ASM Microbe (June 13-17)**
- **APIC (June 3-4)**
- **AIDS 2024 (July 22-26)**
- **IDWeek (TBD)**

### Note

Editorial content subject to change

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Transplant medicine and the field of transplant infectious diseases faced numerous disruptions and challenges during the COVID-19 pandemic, according to experts.

"The number of transplants declined transiently during the height of the COVID-19 pandemic but are now at the pre-pandemic level and growing overall," Sarah Taimur, MD, associate professor of medicine at the Icahn School of Medicine at Mount Sinai in New York, told Healio | Infectious Disease News. Despite incredible challenges brought on by the pandemic and organ shortages, there continue to be exciting developments in transplant ID, including transplants from donors with HIV and hepatitis C, xenotransplantation, and new therapies. For this month's cover story, we touched base with experts in the field and asked about these issues and more.

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The Jynneos vaccine was up to 86% effective at preventing mpox in people who received two doses during the United States outbreak, according to three studies. The studies showed that one dose of the vaccine also reduced the risk for mpox, including one study published in MMWR in which the effectiveness of a single dose was 75%. A second study in MMWR reported a combined effectiveness of around 76% for one or two doses among people who received the vaccine in New York. A larger study, published in The New England Journal of Medicine, found that two doses of the vaccine were 66% effective, and one dose was 36% effective. Previous studies of the Jynneos vaccine also found that it protects against mpox.

"What we take away from these studies is that the vaccine’s effectiveness is substantial," Christopher R. Braden, MD, the CDC’s mpox response incident manager, said during a call with reporters. "Being Jynneos vaccine offers ‘substantial’ protection against mpox.”

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Transplant medicine contends with organ shortage and pandemic-related disruptions

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**Point:** Xenotransplantation: Are we ready for clinical trials in humans?

**Counter:**

Source: Johns Hopkins Medicine

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For daily news and perspective visit Healio.com/ID