



Circulation: **51,912**

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2017 Rate Card

Print

RATES

1. Black-and-White rates:

CARD DEMO Black-and-White Rates:

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
King Page	\$4,865	\$4,815	\$4,770	\$4,715	\$4,675	\$4,635	\$4,585	\$4,520	\$4,485	\$4,435	\$4,395	\$4,360	\$4,315	\$4,275	\$4,245
3/4 Page	4,485	4,445	4,400	4,360	4,310	4,265	4,235	4,175	4,145	4,105	4,065	4,025	3,985	3,945	3,910
Island/Half Page	3,735	3,705	3,670	3,630	3,600	3,565	3,515	3,480	3,450	3,415	3,370	3,335	3,300	3,260	3,225
1/3 Page	2,810	2,780	2,740	2,715	2,700	2,675	2,640	2,615	2,585	2,560	2,530	2,485	2,450	2,450	2,450
1/4 Page	2,620	2,600	2,570	2,545	2,520	2,485	2,460	2,440	2,410	2,380	2,365	2,320	2,280	2,280	2,280
1/8 Page	2,400	2,385	2,355	2,330	2,305	2,270	2,255	2,240	2,220	2,195	2,175	2,135	2,100	2,100	2,100

FULL RUN Black-and-White Rates

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
King Page	\$6,160	\$6,095	\$6,050	\$5,985	\$5,925	\$5,860	\$5,810	\$5,730	\$5,685	\$5,620	\$5,570	\$5,520	\$5,470	\$5,425	\$5,385
3/4 Page	5,685	5,635	5,580	5,520	5,460	5,410	5,360	5,290	5,255	5,200	5,150	5,090	5,050	5,015	4,955
Island/Half Page	4,730	4,695	4,660	4,590	4,555	4,510	4,455	4,405	4,365	4,325	4,285	4,240	4,180	4,140	4,080
1/3 Page	3,555	3,525	3,480	3,450	3,425	3,395	3,345	3,300	3,275	3,240	3,205	3,155	3,110	3,110	3,110
1/4 Page	3,320	3,290	3,250	3,215	3,180	3,155	3,125	3,095	3,060	3,015	2,995	2,940	2,890	2,890	2,890
1/8 Page	3,105	3,085	3,040	3,010	2,985	2,940	2,905	2,895	2,870	2,840	2,805	2,760	2,725	2,725	2,725

CARD DEMO Color Rates:

Charge per color per page or fraction	
Standard color	\$785
Matched color	865
Metallic color	1,175
Four color	2,245
Four color + PMS	3,115
Four color + Metallic	3,415

FULL RUN Color Rates:

Charge per color per page or fraction	
Standard color	\$1015
Matched color	1,100
Metallic color	1,505
Four color	2,875
Four color + PMS	3,980
Four color + Metallic	4,370

2017 Rate Card: Print

2. **Rates:**
 - a) **Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. A spread counts as two pages regardless of its size (King-size or A-size)
 - 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: Available only to Full Run Advertisers.**
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.
 - b) **Special positions:** Contact your sales representative for more details.
5. **Online Advertising Rates:** Please contact your Sales Representative or visit healio.com/cardiology for more information.
6. **Recruitment/Classified Rates:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

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 product advertisers with a minimum 3 ad commitment receive a 20% discount off all advertising placed in 2017. 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 *CARDIOLOGY TODAY* in the past calendar year
 - b) New indication for currently advertised product in *CARDIOLOGY TODAY*
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 or Free Ad Program.
 - a) 3 issues = 5% off
 - b) 6 issues = 15% off
 - c) 12 issues = 25% off

4. **Free Ad Program:** Buy 5 ads get 1 free. Purchase 5 ads and receive a 6th ad of equal or lesser size free. May not be combined with Continuity or New Advertiser Discounts.
5. **Total Audience Discount:** Any advertiser in who places an ad in every issue of *CARDIOLOGY TODAY* and *CARDIOLOGY TODAY'S INTERVENTION* is eligible for a 10% discount. May be combined with other earned discounts and incentives. Must be for the same product and indication in both publications.
6. **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.
7. **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.
8. **Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
9. **Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
10. **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 SLACK Corporate Discount Program
 - c) Less 15% Agency Discount**Equals net cost**

ISSUANCE AND CLOSING

1. **Established:** February 1998
2. **Frequency:** 12 times per year
3. **Issue Dates:** 1st 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 closing date.

EDITORIAL

1. **General Editorial Direction:** *CARDIOLOGY TODAY* delivers the most up-to-date news in the field of cardiac medicine. The newspaper provides timely coverage of scientific meetings and events, with special emphasis on coronary heart disease, electrophysiology and arrhythmias, interventional cardiology including catheterization, myocardial disorders and cardiovascular pharmacology. In addition, the newspaper provides news about the latest legislative and regulatory developments affecting the practice of cardiology.
2. **Average Issue Projection:**
 - a) **Average Number of Articles per Issue:** 30
 - b) **Average Article Length:** 21 inches
 - c) **Editorial Sections:**

• News Articles	• Cover Story	• Device of the Month
• Commentary	• In the Journals	• Meetings and Courses
3. **Origin of Editorial:**
 - a) **Staff Written:** 85%
 - b) **Solicited:** 10%
 - c) **Submitted:** 5%
 - d) **Articles from Meetings:** 75%
 - e) **Peer Review:** No.

CIRCULATION

1. **Description of Circulation Parameters:**
 - a) Cardiovascular Diseases
 - b) Pediatrics, Cardiology
 - c) Interventional Cardiology
 - d) Cardiac Electrophysiology
 - e) Internal Medicine
2. **Demographic Selection Criteria:**
 - a) **Prescribing:** NA
 - b) **Circulation distribution:**
Controlled: 99.88%
Paid: 0.12%
Request (non-postal): 0%
 - c) **Paid Information:**
Association members: NA
Is publication received as part of dues?: No
 - d) **Subscription rates:** U.S.: \$358/yr individual; Canada: add 5% GST; Outside U.S.: add \$84/year
3. **Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mailing House:** Publishers Press
4. **Date and source of breakdown:** BPA Worldwide, July 2016
5. **Estimated total circulation for 2017:** 51,912

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:**
 - a) **Bonus Convention Distribution**
 - b) **Other:** Advertiser Index
7. **Online Sponsorship Opportunities:** Contact your sales representative or visit healio.com/cardiology for more information.
8. **Additional Advertising Opportunities:**
 - a) **BRC inserts:** See 5b, under Insert Information on page 11 for specifications.
 - b) **Split-run advertising.** Contact publisher for information.
9. **Reprints:** Yes, email: reprints@slackinc.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. Paper Stock:

- a) Inside pages: 45 lb. gloss
- b) Covers: 80 lb. gloss

3. Type of Binding:

- Saddle stitch or Perfect bound

4. Print 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.

Media: CDs and DVDs. Ads will not be accepted via e-mail. FTP site available.

- 5. Disposition of Ad Material: Ad materials will be held 1 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. Short-cut or gatefold inserts are accepted.
- 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: 8½" 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 foot. Foot trim is ⅛".
- 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 lb. bulk or higher.

- 6. **Quantity:** Full Run: 58,000. Card Demo: 34,000. 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 SLACK will not be responsible for shortage on press

CONTACT INFORMATION

Insertion Orders:

Send Product insertion orders and materials to:

Ann Marie Haley
Sales Administrator
CARDIOLOGY TODAY
c/o SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
ahaley@healio.com
856-848-1000 ext. 263
Fax: 856-848-6091

NEW SHIPPING ADDRESS FOR 2017

Send inserts and BRCs to:

Jesse Davis
CARDIOLOGY TODAY
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

TERMS AND CONDITIONS

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