



**Circulation: 11,710**

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**Advertising Office:  
SLACK Incorporated**

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**2017 Rate Card:** Print

**RATES**

1. **Space:**
  - a) **Full Page:** \$6,615 gross
  - b) **Half Page:** \$4,625 gross
2. **Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.
3. **Agency commission:** Fifteen percent gross billings on space and preferred position charges.
4. **Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.
5. **Bleed:** No extra charge.
6. **Covers, Positions:**
  - a) **Covers:**
    - Fourth cover: 50% premium.
    - Second cover: 25% premium.
    - Table of Contents: 15% premium.
    - Center Spread: 15% premium.
    - All other special positions: 10% premium.
7. **Online Advertising Rates:** Please contact your sales representative for more information.
8. **Recruitment/Classified Rates:** Please contact your sales representative at 800-257-8290.

**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. **HCV Next/Infectious Disease News Combination Discount:** Any advertisement that runs in HCV Next and Infectious Disease News in the same month may take a \$500 discount on each full page of advertising (\$100 per fractional page) within HCV Next. Advertisements must be for the same product and same relative unit size (pages & color) for both publications.
3. **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.
4. **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.
5. **Multichannel Program:** Custom multichannel programs and pricing are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
6. **Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
7. **When taking advantage of more than one discount program, discounts must be taken in the following order:**
  - a) **Gross Cost:**
    - Less Combination Discount
    - Less PI Discount
    - Less SLACK Corporate Discount
    - Less 15% Agency Discount
  - b) **Equals net cost**

Effective Rate Date: January 2017 for all advertisers.

**ISSUANCE AND CLOSING**

1. **Established:** March 15, 2014
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; 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

- General Editorial Direction:** HCV Next will bridge the gap between cutting edge news and the physicians who treat patients with HCV, by providing physicians with peer context and perspective on the latest research developments.
- Average Issue Projection:**
  - Average articles: 18
  - Average article length: 1,000 words
- Editorial features/columns**
  - Features:**
    - Cover Story
    - Feature article
    - Photo features
  - 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
- Origin of Editorial:**
  - Source:** A mix of columns, article series and staff-written feature articles
  - Staff written:** Yes
  - Solicited:** Yes
  - Submitted:** Yes

## CIRCULATION

- Description of Circulation Parameters:**
  - HCV Next circulation covers all prescribers active within the key specialties treating Hepatitis C.

Specialty:	Total
Gastroenterology (GE)	4,803
Internal Medicine (IM)	2,296
Infectious Disease (ID)	2,108
Family Medicine (FM)	1,282
Nurse Practitioners (NP)	486
Hematology/Oncology (HO)	259
General Surgery (GS)	115
Hepatology (HEP)	134
General Practice (GP)	88
Transplant Hepatology (THP)	105
Transplant Surgery (TTS)	34
<b>TOTAL:</b>	<b>11,710</b>

- Demographic Selection Criteria:**
  - Prescribing:** Yes
- Circulation distribution: Controlled:** 99.5%, Paid: 0.5%
- Paid information:**
  - Association members:** N/A
  - Is publication received as part of dues?:** No
  - Subscription rate:** \$186/year. Canada: add 5% GST; outside the U.S.: add \$55
- Circulation Verification:**
  - Publisher's Sworn Statement:** Audit pending
- Mailing house:** Publishers Press
- Estimated total circulation for 2017:** 11,710

## 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 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.
- Editorial Research:** Yes
- Ad Format and Placement Policy:** Interspersed within articles
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
  - Bonus distribution:** DDW, ASM Microbe, ID Week, ACG, AASLD
- Additional Advertising Opportunities:**
  - BRC inserts:** See 5b under Insert Information on page 7 for specifications
  - Split-run advertising:** Contact publisher for more information
  - Reprints:** Yes, email: reprints@healio.com.

## AD SPECIFICATIONS

### 1. Available Ad 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	7½"	x 10¾"	8¾"	x 11½"
½ Page Horizontal	7½"	x 5"	8¾"	x 5½"
½ Page Vertical	3½"	x 10¾"	4½"	x 11½"

Trim size of journal: 8⅞" x 10⅞"

- a) \*Bleed ads use non-bleed size for live area. If in doubt about size, contact the SLACK office.
- b) To view thumbnails of ads specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs).

### 2. Paper Stock:

- a) Inside pages: 80 lb. gloss
- b) Covers: 100 lb. gloss

### 3. Type of Binding: Saddle stitch

### 4. Print Ad Requirements: For specifications go to [healio.com/slackadspecs](http://healio.com/slackadspecs).

### 5. 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.**

### 6. Note: Spread ads should be sent as a one-page file.

### 7. Media: CDs and DVDs. Ads will not be accepted via email. FTP site available.

### 8. Disposition of Ad Materials: 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.
- a) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

### 2. Insert Charges: Furnished inserts billed at space rate 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 8⅞" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 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 tipping/binding. Add ⅛" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

### 6. Quantity: Full run — 13,500 (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 SLACK will not be responsible for shortage on press.

## CONTACT INFORMATION

### Insertion Orders:

Send Product insertion orders and ad materials to:

Carolyn Boerner  
 Director of Sales Administration  
 HCV NEXT  
 c/o SLACK Incorporated  
 6900 Grove Road  
 Thorofare, NJ 08086-9447  
[cboerner@healio.com](mailto:cboerner@healio.com)  
 856-848-1000 ext. 355  
 Fax: 856-848-6091

### NEW SHIPPING ADDRESS FOR 2017

Send inserts and BRCs to:

Kathy Duvall  
 HCV NEXT  
 Publishers Press, Inc.  
 13487 S. Preston Highway  
 Lebanon Junction, KY 40150-8218

## TERMS AND CONDITIONS

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