



Circulation: **10,591**

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**Advertising Office:**  
**SLACK Incorporated**

Susan Fagan **Senior Account Manager**  
 sfagan@healio.com, ext. 291

Wanda Granato **Sales Administrator**  
 wgranato@healio.com, ext. 451

6900 Grove Road • Thorofare, NJ 08086-9447  
 856-848-1000 • 800-257-8290 • Fax 856-848-6091

# 2017 Rate Card

## Print

### RATES

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

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
King Page	\$3,250	\$3,160	\$3,110	\$3,045	\$2,950	\$2,905	\$2,870	\$2,825	\$2,785	\$2,760	\$2,745	\$2,705	\$2,680	\$2,630	\$2,595
3/4 Page	2,995	2,905	2,825	2,765	2,735	2,680	2,590	2,555	2,525	2,495	2,460	2,430	2,405	2,360	2,325
Island/Half Page	2,680	2,555	2,460	2,430	2,370	2,310	2,265	2,205	2,170	2,135	2,105	2,080	2,040	1,990	1,955
1/3 Page	2,245	2,180	2,135	2,090	2,045	1,965	1,950	1,895	1,870	1,830	1,815	1,785	1,755	1,755	1,755
1/4 Page	1,510	1,465	1,410	1,360	1,315	1,235	1,180	1,110	1,090	1,080	1,070	1,055	1,045	1,045	1,045
1/8 Page	1,340	1,275	1,235	1,190	1,135	1,095	1,055	965	950	930	925	910	895	895	895

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

Charge per color per page or fraction	
Standard color	\$820
Matched color	\$910
Metallic color	\$1,140
Four color	\$2,500
Four color + PMS	\$3,380
Four color + Metallic	\$3,600

#### 2. Rates:

- 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).
- 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. No discount allowed after this period.

#### 3. Bleed:

- 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 for more details.
- Online Advertising Rates:** Please contact your sales representative for more information.
  - 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. New Advertiser Discount:** New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2017. This discount may not be combined with the 2017 Continuity Discount. To qualify, the advertisement must be for a:
  - 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 = 10% off
  - b) 12 issues = 15% 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 2017 will set a Corporate Discount to be taken off 2018 advertising.
- 8. When taking advantage of more than one discount, discounts must be taken in the following order:**

**Gross Cost:**

  - a) Less New Advertiser/Product or Continuity Incentive
  - b) Less SLACK Corporate Discount
  - c) Less 15% Agency Discount

**Equals net cost**

## ISSUANCE AND CLOSING

- 1. Established:** July 1988
- 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 the closing date.

## EDITORIAL

- 1. 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.
- 2. Average Issue Projection:**
  - a) **Average Number of Articles per Issue:** 30
  - b) **Average Article Length:** 21 inches
  - c) **Editorial Sections:**
    - News Articles
    - Pharmacology Consult
    - Zoonotic Infections
    - AIDS Compendium
    - Commentary
    - Perspective
    - Calendar of Events
- 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. **Demographic Selection Criteria:**
  - a) **Prescribing:** N/A
  - b) **Circulation distribution:**  
Controlled: 99.5%  
Paid: 0.5%
  - c) **Paid information:**  
Association members: N/A  
Is publication received as part of dues?: No
  - d) **Subscription rate:** \$368/year. Outside the U.S.: add \$84
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:** 10,591

## 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:**  
See Editorial Calendar
  - b) **Other:** Advertiser Index
7. **Online Advertising Opportunities:** Contact your sales representative or visit [Healio.com/ID](http://Healio.com/ID) for more information.
8. **Additional Advertising Opportunities:**
  - a) **BRC inserts:** See 5b under Insert Information on page 10 for specifications.
  - b) **Split-run advertising:** Contact sales representative for information.
9. **Reprints:** Yes, e-mail: [reprints@healio.com](mailto:reprints@healio.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"
⅙ Page (Vertical Block)	2.23" x	6.25"	2.73" x	6.75"
⅙ 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](http://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 Ad Requirements:

For specifications go to [healio.com/slackadspecs](http://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 Materials:

Ad materials will be held one year from date of last insertion and then destroyed unless otherwise notified 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: 8 ⅛" 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.
5. **BRCs:**
- a) **Pricing:** Consult sales representative. Non-commissionable.
  - b) **BRC Specifications:** 3 ½" x 5" minimum to 4 ¼" 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: 12,000 (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-contents 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:

Wanda Granato  
 Sales Administrator  
 INFECTIOUS DISEASE NEWS  
 C/O - SLACK Incorporated  
 6900 Grove Road  
 Thorofare, NJ 08086-9447  
[wgranato@healio.com](mailto:wgranato@healio.com)  
 856-848-1000 ext. 451  
 Fax: 856-848-6091

### NEW SHIPPING ADDRESS FOR 2017

Send inserts to:  
 Kathy Duvall  
 INFECTIOUS DISEASE NEWS  
 Publishers Press, Inc.  
 13487 S. Preston Highway  
 Lebanon Junction, KY 40150-8218

## TERMS AND CONDITIONS

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