### RATES

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>King Page</th>
<th>3/4 Page</th>
<th>Island/Half Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,315</td>
<td>$6,010</td>
<td>$4,940</td>
<td>$3,990</td>
<td>$3,430</td>
<td>$2,390</td>
</tr>
<tr>
<td>6x</td>
<td>6,270</td>
<td>5,940</td>
<td>4,865</td>
<td>3,915</td>
<td>3,390</td>
<td>2,380</td>
</tr>
<tr>
<td>12x</td>
<td>6,210</td>
<td>5,860</td>
<td>4,775</td>
<td>3,875</td>
<td>3,375</td>
<td>2,355</td>
</tr>
<tr>
<td>24x</td>
<td>6,180</td>
<td>5,805</td>
<td>4,700</td>
<td>3,860</td>
<td>3,325</td>
<td>2,325</td>
</tr>
<tr>
<td>36x</td>
<td>6,135</td>
<td>5,720</td>
<td>4,630</td>
<td>3,760</td>
<td>3,265</td>
<td>2,290</td>
</tr>
<tr>
<td>48x</td>
<td>6,050</td>
<td>5,650</td>
<td>4,565</td>
<td>3,725</td>
<td>3,215</td>
<td>2,270</td>
</tr>
<tr>
<td>60x</td>
<td>5,975</td>
<td>5,585</td>
<td>4,515</td>
<td>3,680</td>
<td>3,190</td>
<td>2,240</td>
</tr>
<tr>
<td>72x</td>
<td>5,940</td>
<td>5,520</td>
<td>4,400</td>
<td>3,610</td>
<td>3,165</td>
<td>2,220</td>
</tr>
<tr>
<td>96x</td>
<td>5,890</td>
<td>5,450</td>
<td>4,350</td>
<td>3,500</td>
<td>3,150</td>
<td>2,190</td>
</tr>
<tr>
<td>120x</td>
<td>5,840</td>
<td>5,385</td>
<td>4,315</td>
<td>3,470</td>
<td>3,110</td>
<td>2,170</td>
</tr>
<tr>
<td>144x</td>
<td>5,770</td>
<td>5,340</td>
<td>4,280</td>
<td>3,435</td>
<td>3,085</td>
<td>2,140</td>
</tr>
<tr>
<td>196x</td>
<td>5,730</td>
<td>5,290</td>
<td>4,235</td>
<td>3,390</td>
<td>3,045</td>
<td>2,090</td>
</tr>
<tr>
<td>252x</td>
<td>5,695</td>
<td>5,260</td>
<td>4,200</td>
<td>3,355</td>
<td>2,995</td>
<td>2,055</td>
</tr>
<tr>
<td>320x</td>
<td>5,655</td>
<td>5,220</td>
<td>4,180</td>
<td>3,355</td>
<td>2,995</td>
<td>2,055</td>
</tr>
<tr>
<td>412x</td>
<td>5,615</td>
<td>5,185</td>
<td>4,155</td>
<td>3,355</td>
<td>2,995</td>
<td>2,055</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Charge per color per page or fraction</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard color</td>
<td>$1,045</td>
</tr>
<tr>
<td>Matched color</td>
<td>1,155</td>
</tr>
<tr>
<td>Metallic color</td>
<td>1,575</td>
</tr>
<tr>
<td>Four color</td>
<td>3,000</td>
</tr>
<tr>
<td>Four color + PMS</td>
<td>4,140</td>
</tr>
<tr>
<td>Four color + Metallic</td>
<td>4,590</td>
</tr>
</tbody>
</table>

#### 2. Earned Rates:

- **Earned rates** are given to advertisers (parent companies and its subsidiaries) based on the total number of pages placed 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.

#### 3. Bleed: No charge

#### 4. Covers, Positions:

- **Covers**:
  - Second cover: Earned b/w rate plus 40%.
  - Third cover: Earned b/w rate plus 25%.
  - Fourth cover: Earned b/w rate plus 50%.

- **Special positions**: Contact your sales representative.

#### 5. Online Advertising Rates: Please contact your sales representative.

#### 6. Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com.

---

**Effective Rate Date:** January 2018 for all advertisers.
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 on all advertising placed in 2018. 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 DISEASES IN CHILDREN in the past calendar year
   b) New indication for currently advertising product in INFECTIOUS DISEASES IN CHILDREN

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) 3 issues = 5% off
   b) 6 issues = 10% off
   c) 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 promote participation in a current clinical trial. Corporate advertisers with a minimum 3 ad commitment receive a 20% discount off the earned rate.

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 2018 will set a Corporate Discount to be taken off 2019 advertising.

8. When taking advantage of more than one discount program, discounts must be taken in the following order:
   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: January 1988
2. Frequency: 12 times per year
3. Issue Dates: 1st week 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. Editorial Direction: INFECTIOUS DISEASES IN CHILDREN, a newspaper for the pediatrician, delivers the most up-to-date news in the field of pediatric diseases. The newspaper covers nationwide medical meetings, courses and symposia, as well as interviews with experts about vaccines, the treatment of infectious diseases, asthma and allergy, and more.

2. Average Issue Information:
   a) Average number of articles per issue: 30
   b) Editorial departments and features
      - Blogs
      - Calendar of Events
      - Commentary
      - Everyday Pediatrics
      - In the Journals
      - Perspective
      - Pharmacology Consult
      - Products & Services
      - Spot the Rash
      - What’s Your Diagnosis?

3. Origin of Editorial:
   a) Articles or abstracts from meetings/journals: 75%
   b) Staff Written: 90%
   c) Solicited: 5%
   d) Submitted: 5%
   e) Peer review: No. Meetings to be covered selected in advance.

CIRCULATION

1. Description of Circulation Parameters:
   a) Office and Hospital-based: Pediatricians
   b) Hospital-based: Residents, Interns, Full-time staff
   c) Osteopathic specialties: Pediatricians
   d) Dermatologists with secondary in pediatrics

2. Demographic Selection Criteria:
   a) Prescribing: N/A
   b) Distribution:
      Controlled: 99%
      Paid: 1%
      Request (non-postal): 0%
   c) Paid Information:
      Association members: N/A
      Is publication received as part of dues?: No
   d) Subscription rates:
      $368/yr. individual; $591 institutional

3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mailing house: Publishers Press

4. Date and Source of Breakdown:
   BPA Worldwide, July 2017

5. Estimated Total Circulation for 2018: 57,016

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. Format and Place Setting Policy:
   a) Format: Within articles
   b) Are ads rotated?: Yes

5. Ad/Print 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:
   See our online rate card for details.

8. Additional Advertising Opportunities
   a) BRC inserts: See BRC under Insert Information for specifications.
   b) Split-run advertising. Contact publisher for information.

9. Reprints:
   a) Email reprints@healio.com
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 x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot; x 13.5&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot; x 13.5&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>¾ Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td>10.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>14.6&quot; x 10&quot;</td>
<td>15.1&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68&quot; x 13.5&quot;</td>
<td>5.18&quot; x 14&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td>10.5&quot; x 7.0&quot;</td>
</tr>
<tr>
<td>¾ Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td>5.18&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td>7.63&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td>2.73&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td>5.18&quot; x 3.34&quot;</td>
</tr>
</tbody>
</table>
```

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 ¼ on all sides of trim size.

--

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) 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: 8¾" x 12" pre-trimmed on head and face. ⅛" foot trim.

4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅛" 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. Non-commissionable.
   b) BRC Specifications: 3½” x 5” minimum to 4½” x 6” maximum; perforated with ⅛” lip (from perforation) for binding. Add ¼” for foot trim.
      Cardstock minimum: 75# bulk or higher.

6. Quantity: Full run — 60,000 (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 SLACK will not be responsible for shortages on press.
Head lice: Misinformation, resistance

BY THE NUMBERS

1 or 2 days once removed
die after they are combing out

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed

1 or 2 days once removed