

Heallo.com/GI

**Healio**  
Gastroenterology  
and Liver Disease

VOLUME 14 NUMBER 8  
AUGUST 2019

**COVER STORY**  
**Biosimilars Poised to Move Needle in GI, but Hurdles Remain**

**DRUG PIPELINE**  
CD40 May be Key to Activating Immune Response in Pancreatic Cancer

**MEETING NEWS**  
Highlights from Digestive Disease Week

**BY THE NUMBERS**  
8 Recent Reports on Treatment, New Trials from International NASH Day

**in the journals**  
Pregnant Mothers' Diet may Impact Baby's Gut Microbiome  
page 22

**The Cost of Biosimilars, Lessons from Hepatitis C**  
Lionard H. Caucanas, MD  
page 7

**Your preferred news source**

**Circulation: 15,493**

[Click to view full circulation info](#)

[Click to view print advertising terms and conditions](#)

**Advertising Office: SLACK Incorporated**

Courtney Cashman  
Group Sales Director

[ccashman@healio.com](mailto:ccashman@healio.com), ext. 455  
cell: 732-500-6114

Kristen Weil  
National Account Manager  
[kweil@healio.com](mailto:kweil@healio.com), ext. 372

**Send Product insertion orders and ad materials to:**

Nina Maccarone  
Sales Administrator  
[nmaccarone@healio.com](mailto:nmaccarone@healio.com), ext. 468

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

**Send inserts and BRCs to:**

Jesse Davis  
HEALIO GASTROENTEROLOGY AND LIVER DISEASE  
LSC Communications  
13487 S. Preston Highway  
Lebanon Junction, KY 40150-8218

# 2019 RATE CARD

Print

Effective Rate Date: January 2019 for all advertisers.

## RATES

Per Page rates:

Frequency	Full Page	1/2 Page
1x	\$3,880	\$2,580
6x	3,785	2,515
12x	3,670	2,445
24x	3,585	2,380
36x	3,540	2,355
48x	3,435	2,285
60x	3,370	2,245
72x	3,355	2,235
96x	3,320	2,210
120x	3,285	2,185
144x	3,255	2,160
196x	3,215	2,135
252x	3,170	2,110
320x	3,135	2,085
412x	3,105	2,065

- Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.
- Rates:**
  - Earned rates:** Given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
  - 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.
- Bleed:** No extra charge.
- Covers, Positions:**
  - Covers:**
    - Fourth cover: 50% premium.
    - Second cover: 25% premium.
    - Table of Contents: 15% premium.
    - Center Spread: 15% premium.
    - All other special positions: 10% premium.
- Online Advertising Rates:** Please contact your sales representative for more information.
- Recruitment/Classified Rates:** Please contact your sales representative at [slack@kerhgroup.com](mailto:slack@kerhgroup.com). Toll Free: 855-233-8100. Phone: 484-362-2365.

## DISCOUNTS

- 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.
- New Advertiser Discount:** New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2019. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
  - Product that has not advertised in HEALIO GASTROENTEROLOGY AND LIVER DISEASE in the past calendar year
  - New indication for a currently advertising product in HEALIO GASTROENTEROLOGY AND LIVER DISEASE
- 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.
  - 6 issues = 15% off
  - 12 issues = 25% off
- Prescribing Information Discount:** ALL Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% discount off the earned rate.
- 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.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spending achieved in the year 2019 will set a Corporate Discount to be taken off 2020 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**

**Gross Cost:**

  - Less New Advertiser/Product or Continuity Discount
  - Less SLACK Corporate Discount
  - Less 15% Agency Discount

**Equals Net Cost**

## ISSUANCE AND CLOSING

1. **Established:** January 2015
2. **Frequency:** 12 times per year.
3. **Mailing Dates & Class:** Mails within the issue months; Periodical Class.
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:** HEALIO GASTROENTEROLOGY AND LIVER DISEASE is a news magazine of exclusive digital content produced by the award-winning publishers of Healio.com, a website that reports the latest clinical research by physicians to physicians in approximately 20 different specialties. Compiling essential online content from the most highly trafficked daily posts found at Healio.com/Gastroenterology, this innovative web-first print publication will offer its audience of 15,187 gastroenterologists and hepatologists late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care. Intriguing headlines from Healio.com's highly popular *In the Journals* section, which features executive summaries and abstracts of research from the specialty's most important peer-reviewed journals, will also be showcased.
2. **Average Issue Projection:**
  - a) Average articles: 18
  - b) Average article length: 1,000 words
3. **Editorial features/columns**
  - a) **Features:**
    - Cover Story
    - Physician-Contributed Columns
    - In The Journals
    - Guideline
    - FDA/Drug Pipeline
    - Meeting News Coverage

- b) **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
4. **Origin of Editorial:**
  - a) Source: A mix of columns, article series and staff-written feature articles
  - b) Staff written: Yes
  - c) Solicited: Yes
  - d) Submitted: Yes

## CIRCULATION

1. **Description of Circulation Parameters:**
  - a) HEALIO GASTROENTEROLOGY AND LIVER DISEASE circulation covers all gastroenterologists and hepatologists in the United States

Specialty:	Total
Gastroenterology (GE)	15,329
Hepatology (HEP)	139
<b>TOTAL:</b>	<b>15,468</b>

2. **Demographic Selection Criteria:**
  - a) Prescribing: No
3. **Circulation distribution: Controlled:** 100%
4. **Paid information:**
  - a) Association members: N/A
  - b) Is publication received as part of dues?: No
  - c) Subscription rate: \$307/year. Outside the U.S.: add \$89
5. **Circulation Verification:**
  - a) Address files provided by Direct Medical Data (DMD)
6. **Mailing house:** LSC Communications
7. **Estimated total circulation for 2019:** 15,493

## 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 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.
2. **Editorial Research:** Yes
3. **Ad Format and Placement Policy:** Interspersed within articles
4. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
5. **Value-Added Services:**
  - a) Bonus Convention Distribution
6. **Additional Advertising Opportunities:**
  - a) BRC inserts: See 5b under Insert Information for specifications
  - b) Split-run advertising: Contact publisher for more information
  - c) Reprints: Yes, email: [reprints@slackinc.com](mailto:reprints@slackinc.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	10⅜"	16½" x	11⅞"
Full Page	7⅝" x	10⅜"	8⅜" x	11⅞"
½ Page Horizontal	7⅝" x	4¾"	8⅜" x	5½"
½ Page Vertical	3⅜" x	10⅜"	4⅞" x	11⅞"

\*Bleed ads use non-bleed size for live area.

a) Trim size of journal: 8⅝" x 10⅜"

b) To view thumbnails of ads specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs).

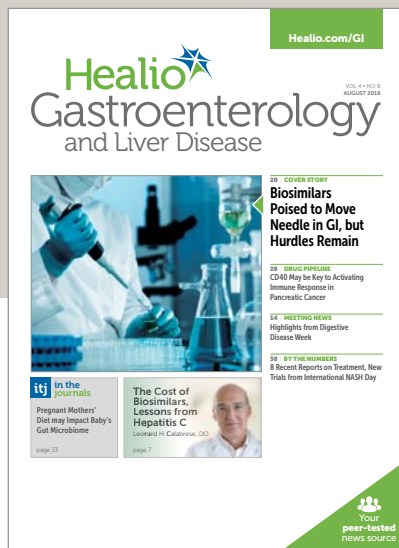
2. **Type of Binding:** Saddle-stitch
3. **Print Ad Requirements:** For specifications go to [healio.com/slackadspecs](http://healio.com/slackadspecs).
4. **Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the 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.**
5. **Note:** Spread ads should be sent as a one-page file.
6. **Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.
7. **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.
  - b) 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 11⅞". Trim size 8⅝" x 10⅜". 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 — 17,000 (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 shortage on press.



# 2019 EDITORIAL RATE CARD

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
<b>January</b>	12/6/2018	12/19/2018	Main: Motility	AIBD	CCF
<b>February</b>	1/4/2019	1/18/2019	Main: Infection Hot Topic: Endoscopy	NASH TAG	
<b>March</b>	2/5/2019	2/19/2019	Main: Hepatitis		IAS
<b>April</b>	3/6/2019	3/19/2019	Main: Obesity Hot Topic: Irritable Bowel Syndrome	European Crohn's and Colitis Organisation	DDW
<b>May</b>	4/4/2019	4/18/2019	Main: GI Cancer Screening	International Liver Congress IAS	
<b>June</b>	5/6/2019	5/20/2019	Main: Neurogastro Hot Topic: Inflammatory Bowel Disease	DDW	
<b>July</b>	6/6/2019	6/19/2019	Main: Alcoholic Liver Disease	ASCO	GI Outlook
<b>August</b>	7/5/2019	7/19/2019	Main: Microbiome Hot Topic: NASH		
<b>September</b>	8/6/2019	8/20/2019	Main: Esophagus	GI Outlook	ACG Annual Meeting
<b>October</b>	9/5/2019	9/20/2019	Main: Cirrhosis Hot Topic: Endoscopy		The Liver Meeting
<b>November</b>	10/4/2019	10/21/2019	Main: Inflammatory Bowel Disease	ACG Annual Meeting UEG Week (remote)	AIBD
<b>December</b>	11/6/2019	11/20/2019	Main: Pancreatic Disease Hot Topic: Fibrosis	The Liver Meeting	

Note: Editorial content subject to change