

INFECTIOUS DISEASES IN CHILDREN

THE PEDIATRICIAN'S NO. 1 NEWS SOURCE

Teen PrEP use a critical 'piece of the puzzle' to ending HIV transmission

During his second year of the Urban address, both large components of the national effort to end the HIV epidemic include expanding pre-exposure prophylaxis, or PrEP, indications to the next decade. The main strategy, new HIV infections by at least 90%.

The CDC released data in July 2019 that 2017 with nearly 14 million people completing weekly oral PrEP. The CDC reported that 1.5 million people were taking PrEP in 2017, up from 1.1 million in 2016. The CDC also reported that 1.5 million people were taking PrEP in 2017, up from 1.1 million in 2016. The CDC also reported that 1.5 million people were taking PrEP in 2017, up from 1.1 million in 2016.



Recreational waterborne illnesses threaten summer fun

Research published in *Emerging Infectious Diseases* in December 2019 found that the number of recreational water illnesses in the United States is on the rise. The CDC reported that 1.5 million people were taking PrEP in 2017, up from 1.1 million in 2016. The CDC also reported that 1.5 million people were taking PrEP in 2017, up from 1.1 million in 2016.

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Circulation: 57,121

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

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 Thorofare, NJ 08086-9447
 856-994-9909 • 800-257-8290
 Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
 INFECTIOUS DISEASES IN CHILDREN
 LSC Communications
 13487 S. Preston Highway
 Lebanon Junction, KY 40150-8218

2020 RATE CARD

Print

Effective Rate Date: January 2020 for all advertisers.

RATES

1. Black-and-White rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$6,505	\$6,190	\$5,090	\$4,110	\$3,535	\$2,460
6x	6,460	6,120	5,010	4,030	3,490	2,450
12x	6,395	6,035	4,920	3,990	3,475	2,425
24x	6,365	5,980	4,840	3,975	3,425	2,395
36x	6,320	5,890	4,770	3,875	3,365	2,360
48x	6,230	5,820	4,700	3,835	3,310	2,340
60x	6,155	5,755	4,650	3,790	3,285	2,305
72x	6,120	5,685	4,530	3,720	3,260	2,285
96x	6,065	5,615	4,480	3,605	3,245	2,255
120x	6,015	5,545	4,445	3,575	3,205	2,235
144x	5,945	5,500	4,410	3,540	3,180	2,205
196x	5,900	5,450	4,360	3,490	3,135	2,155
252x	5,865	5,420	4,325	3,455	3,085	2,115
320x	5,825	5,375	4,305	3,455	3,085	2,115
412x	5,785	5,340	4,280	3,455	3,085	2,115

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

Charge per color per page or fraction	
Standard color	\$1,045
Matched color	1,155
Metallic color	1,575
Four color	3,000
Four color + PMS	4,140
Four color + Metallic	4,590

2. Earned Rates:

- a) **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).
- 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.

3. Bleed: No charge

4. Covers, Positions:

- a) **Covers:**
 - Second cover:** Earned b/w rate plus 40%. Color additional.
 - Third cover:** Earned b/w rate plus 25%. Color additional.
 - Fourth cover:** Earned b/w rate plus 50%. Color additional.
- b) **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. Toll Free: 855-233-8100 Phone: 484-362-2365

DISCOUNTS

- 1. Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healio and SLACK publications to achieve maximum frequency.
- 2. New Advertiser Discount:** New product advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2020. 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 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 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 2020 will set a Corporate Discount to be taken off 2021 advertising.
- 8. 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 Healio Strategic Solutions 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) Circulation 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: \$402/yr. individual; \$645/yr. institutional
- 3. Circulation Verification:**
 - a) Audit: BPA Worldwide
 - b) Mailing house: LSC Communications
- 4. Date and Source of Breakdown:** BPA Worldwide, July 2019
- 5. Estimated Total Circulation for 2020:** 57,121

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:** See our online rate card for details.
- 8. Additional Advertising Opportunities**
 - a) BRC inserts: See 5b under Insert Information for specifications.
 - b) Split-run advertising. Contact publisher for information.
- 9. Reprints:** Yes, email scsreprints@sheridan.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. Type of Binding: Saddle-stitch

3. Print Ad 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.

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 Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

4. Disposition of Ad Material: 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 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:

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 trim.

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 the foot. Book trims ⅛" at head face and foot.

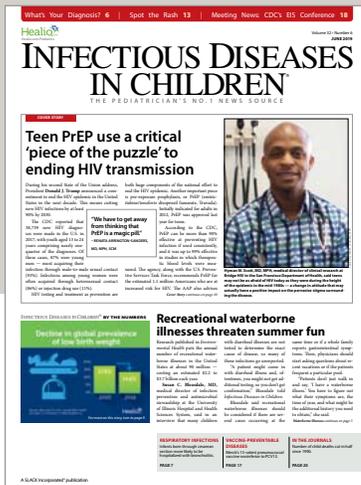
5. BRCs:

a) **Pricing:** Contact your Sales Representative for prices. Non-commissionable.

b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" 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 Healio Strategic Solutions will not be responsible for shortages on press.



2020 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/2/2019	12/18/2019	Strategies in infection control		
February	1/2/2020	1/21/2020	Update on respiratory infections		
March	2/3/2020	2/20/2020	Advances in nutrition	Advisory Committee on Immunization Practices (ACIP)	
April	3/2/2020	3/20/2020	Developments in autism research	American Academy of Dermatology (AAD) American Academy of Allergy, Asthma & Immunology (AAAAI) Annual Meeting	
May	4/1/2020	4/20/2020	What's new in dermatology?		
June	5/1/2020	5/20/2020	Focus on vaccine-preventable diseases	Pediatric Academic Societies (PAS) Meeting	
July	6/1/2020	6/22/2020	Managing gastrointestinal conditions	Advisory Committee on Immunization Practices (ACIP) Digestive Disease Week (DDW)	
August	7/1/2020	7/22/2020	Allergy and comorbidities in children		
September	8/3/2020	8/21/2020	Focus on adolescent medicine		American Academy of Pediatrics (AAP) National Conference & Exhibition
October	9/1/2020	9/22/2020	Treating bacterial infections		IDC New York
November	10/1/2020	10/22/2020	Update on developmental/behavioral medicine	Advisory Committee on Immunization Practices (ACIP) IDWeek	
December	11/2/2020	11/20/2020	Advances in neonatal care	American Academy of Pediatrics (AAP) IDC New York	

Note: Editorial content subject to change