2020
RATE CARD
Print

**RATES**

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

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,455</td>
<td>$2,965</td>
</tr>
<tr>
<td>6x</td>
<td>4,345</td>
<td>2,895</td>
</tr>
<tr>
<td>12x</td>
<td>4,225</td>
<td>2,800</td>
</tr>
<tr>
<td>24x</td>
<td>4,115</td>
<td>2,735</td>
</tr>
<tr>
<td>36x</td>
<td>4,070</td>
<td>2,705</td>
</tr>
<tr>
<td>48x</td>
<td>3,950</td>
<td>2,625</td>
</tr>
<tr>
<td>60x</td>
<td>3,875</td>
<td>2,580</td>
</tr>
<tr>
<td>72x</td>
<td>3,855</td>
<td>2,560</td>
</tr>
<tr>
<td>120x</td>
<td>3,770</td>
<td>2,510</td>
</tr>
<tr>
<td>144x</td>
<td>3,740</td>
<td>2,480</td>
</tr>
<tr>
<td>196x</td>
<td>3,695</td>
<td>2,450</td>
</tr>
<tr>
<td>252x</td>
<td>3,645</td>
<td>2,425</td>
</tr>
<tr>
<td>320x</td>
<td>3,600</td>
<td>2,400</td>
</tr>
<tr>
<td>412x</td>
<td>3,570</td>
<td>2,375</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>
</tr>
</thead>
<tbody>
<tr>
<td>Standard color</td>
</tr>
<tr>
<td>Matched color</td>
</tr>
<tr>
<td>Metallic color</td>
</tr>
<tr>
<td>Four color</td>
</tr>
</tbody>
</table>

2. **Rates:**
   a) **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.
   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. No discount allowed after this period.
   d) **Bleed:** No charge

3. **Covers, Positions:**
   a) **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. Facing table of contents: Earned b/w rate plus 15%. Color additional. Center Spread: Earned b/w rate plus 15%. Color additional.
   b) **Other positions:** Contact your sales representative for more details.

4. **Discounts**
   a) **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.
   b) **New Advertiser Discount:** New 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 or Free Ad Program. To qualify, the advertisement must be for a:
      i) **Product** that has not advertised in **HEALIO RHEUMATOLOGY** in the past calendar year
      ii) **New indication** for a currently advertising product in **HEALIO RHEUMATOLOGY**
   c) **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.
      i) **6 issues = 15% off**
      ii) **12 issues = 25% off**

5. **Online Advertising Rates:** Please contact your sales representative for more information.


**Effective Rate Date:** January 2020 for all advertisers.

---

2020 RATE CARD

Circulation: **8,311**

**Advertising Office:**

HEALIO STRATEGIC SOLUTIONS
Matthew Holland
Chief Commercial Officer
mholland@healiostrategicsolutions.com, ext. 394

Advertising Solutions
Christine Martynick
Vice President
cmartynick@healiostrategicsolutions.com, ext. 416

Kristen Weil
National Account Manager
kweil@healiostrategicsolutions.com, ext. 372

**Custom Solutions**

Pat Duffey
Vice President & Group Sales Director
pduffey@healiostrategicsolutions.com, ext. 262

Leslie Celli
Senior Account Manager
lcelli@healiostrategicsolutions.com, ext. 330

Send Product insertion orders and ad materials to:

Jennifer Carroll
Sales Administrator
jcarroll@healiostrategicsolutions.com, ext. 323

6900 Grove Road
Thorofare, NJ 08086-9447
856-994-9909 - 800-257-8290
Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
HEALIO RHEUMATOLOGY
LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

---

**Healio.com/Rheum**

---

Click to view full circulation info

Click to view print advertising terms and conditions
EDITORIAL

1. General Editorial Direction: Healio Rheumatology 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/Rheum, this innovative web-first print publication will offer 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/Drugs 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) Rheumatologists ........................................ 6,110
   b) Pediatric Rheumatologists ............................ 416
   c) IMs with a secondary in rheumatology ........... 371
   d) Rheumatology Nurse Practitioners
      and Physician Assistants ............................ 697
   e) Rheumatology Nurses Society Members ............ 863

2. Circulation Distribution:
   a) Direct Request: 100%
   b) U.S.: 100%
   c) International: 0%
   d) Subscription Rates*:
      For Individuals: ........................................ $304 per year
      For Institutions: ....................................... $525 per year
      For Nurses and Allied Health Professionals: ........... $190 per year
      *Outside the U.S.: Add $90

3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mail House: LSC Communications

4. Coverage: Date and source of breakdown:
   BPA Worldwide, July 2019

5. Estimated total circulation for 2020: 8,311

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: See Editorial Calendar
   b) Other: Advertiser Index

6. Online Advertising Opportunities: Contact your sales representative for more information.

7. Additional Advertising Opportunities:
   a) BRC inserts: See B & D under Insert Information for specifications
   b) Split-run advertising: Contact publisher for more information

8. Reprints: Yes, email: scsreprints@sheridan.com.
AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>Non-bleed (Live area) sizes</th>
<th>Bleed sizes:*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15¾&quot; x 10¾&quot;</td>
<td>16½&quot; x 11½&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7¾&quot; x 10¾&quot;</td>
<td>8¾&quot; x 11½&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>7¾&quot; x 4¼&quot;</td>
<td>8¼&quot; x 5½&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>3¼&quot; x 10¾&quot;</td>
<td>4¼&quot; x 11½&quot;</td>
</tr>
</tbody>
</table>

a) Trim size of journal: 8½" x 10½"

b) To view thumbnails of ads specs, visit healio.com/slackadspecs

*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the Healio Strategic Solutions office.

For spread ads, keep content (images/text) ¼" in on each side of the gutter.

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 accepted.
   b) Acceptance: A sample of the insert must be submitted to the Publisher for approval.

2. Insert Charges: Furnished inserts billed at black-and-white space rate at frequency earned 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.

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock Max</th>
<th>Paper Stock Min</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004&quot;</td>
</tr>
</tbody>
</table>

4. Trimming: Size: 8¼" x 11¼". Trim size 8¾" x 10½". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ¼" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ¼".

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 ½” lip (from perforation) for tipping/binding. Add ¼” for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. Quantity: Full run — 11,000 (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 shortage on press.
# 2020 Editorial Calendar

**Print**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>FEATURED TOPICS</th>
<th>MEETING COVERAGE</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/2/2019</td>
<td>12/19/2019</td>
<td>Hepatic involvement in rheumatic disease</td>
<td></td>
<td>Annual Basic and Clinical Immunology for the Busy Clinician</td>
</tr>
<tr>
<td>February</td>
<td>1/2/2020</td>
<td>1/21/2020</td>
<td>Biosimilar market spotlight</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>2/3/2020</td>
<td>2/18/2020</td>
<td>Gout</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>3/2/2020</td>
<td>3/18/2020</td>
<td>Advances in antiphospholipid syndrome</td>
<td></td>
<td>Congress of Clinical Rheumatology – East</td>
</tr>
<tr>
<td>May</td>
<td>4/1/2020</td>
<td>4/20/2020</td>
<td>Managing spondyloarthropathies</td>
<td>Interdisciplinary Autoimmune Summit</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>5/1/2020</td>
<td>5/19/2020</td>
<td>IgG4-related Disease</td>
<td>Congress of Clinical Rheumatology – East</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>6/1/2020</td>
<td>6/18/2020</td>
<td>Role of steroids in rheumatology</td>
<td>EULAR</td>
<td>Rheumatology Nurses Society Association of Women in Rheumatology</td>
</tr>
<tr>
<td>August</td>
<td>7/1/2020</td>
<td>7/20/2020</td>
<td>Interdisciplinary collaboration in action</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>8/3/2020</td>
<td>8/19/2020</td>
<td>Myositis</td>
<td>Rheumatology Nurses Society</td>
<td>Congress of Clinical Rheumatology – West</td>
</tr>
<tr>
<td>October</td>
<td>9/1/2020</td>
<td>9/18/2020</td>
<td>Focus on telemedicine</td>
<td>Congress of Clinical Rheumatology – West</td>
<td>American College of Rheumatology</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2020</td>
<td>10/19/2020</td>
<td>Challenges of treating obese populations</td>
<td>American College of Rheumatology</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>11/2/2020</td>
<td>11/18/2020</td>
<td>Treatment of Raynaud’s Phenomenon</td>
<td>American College of Rheumatology</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Editorial content subject to change*