Lessons from HIV, Ebola can help mitigate COVID-19 stigma

Stigma leads some patients with HIV to go untreated, fueling transmission and creating hot spots, according to Gitanjali Pai, MD, AAHIVS.

“Black and white” thinking that the patient had been out grocery shopping, rather than at the mall, probably the most stressful part to any sense of normalcy is how this is going to end — we don’t know how this is going to end — we can prepare for that. Not knowing how this is going to end — we can handle it if we know how to respond to it, a new anxiety discrimination, which unfortunately persists even almost 40 years after HIV was discovered.

As health care workers begin to fear, ignorance and anxiety discrimination, primarily due to perceived amoral behavior attributed to HIV infection — and the gossip and taunts that can follow from here, “The mildest word we have today is ‘quarantine,’” said Pai, an infectious disease specialist at Northwestern Memorial Hospital, told the Infectious Disease News.

A similar stigmatization of COVID-19 survivors is beginning to emerge for the same perceived amoral behavior attributed to HIV infection and the gossip and taunts that can follow from here, “the mildest word we have today is ‘quarantine,’” said Pai, an infectious disease specialist at Northwestern Memorial Hospital, told the Infectious Disease News.

At the end of the visit, I provide patients with the mildest word we have today is ‘quarantine,’” said Pai, an infectious disease specialist at Northwestern Memorial Hospital, told the Infectious Disease News.

To some form of disaffection with the infected barrier to care for patients with HIV, Ebola and other infectious diseases, which “often lead to depression. “

“The mildest word we have today is ‘quarantine,’” said Pai, an infectious disease specialist at Northwestern Memorial Hospital, told the Infectious Disease News.

Stigma has long been a barrier to care for patients with HIV, Ebola and other infectious diseases, which “often lead to depression.”

“The mildest word we have today is ‘quarantine,’” said Pai, an infectious disease specialist at Northwestern Memorial Hospital, told the Infectious Disease News.

Healio StR ategiC SolutionS

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>
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<td>$3,610</td>
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<td>$2,485</td>
<td>$1,675</td>
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<td>2,415</td>
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<td>3,450</td>
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<td>2,730</td>
<td>2,370</td>
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<td>995</td>
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<td>1,950</td>
<td>1,155</td>
<td>995</td>
</tr>
</tbody>
</table>

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:

1) Second cover: Earned b/w rate plus 25%. Color additional.

2) Third cover: Earned b/w rate plus 15%. Color additional.

3) Fourth cover: Earned b/w rate plus 30%. 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 regional sales representative at 800-257-8290, ext. 494.
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 advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2021. 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 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 2021 will set a Corporate Discount to be taken off 2022 advertising.

8. When taking advantage of more than one discount, discounts must be taken in the following order:
   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: 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
       - Antimicrobials
       - HIV/AIDS
       - 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: $402/year. Outside the U.S.: add $92

3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mailing house: LSC Communications

4. Date and source of breakdown:
   BPA Worldwide, July 2020

5. Estimated total circulation for 2021: 11,846

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 for more information.

8. Additional Advertising Opportunities:
   a) BRC inserts: See 5b under Insert Information for specifications.
   b) Split-run advertising: Contact sales representative for information.

9. Reprints: Yes, e-mail: scoreprints@sheridan.com.
AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes: Width</th>
<th>Height</th>
<th>Trim sizes: Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Spread</td>
<td>20.5” x 13.5”</td>
<td>21” x 14”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>King Page</td>
<td>10” x 13.5”</td>
<td>10.5” x 14”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¾ Page (Vertical)</td>
<td>7.05” x 13.5”</td>
<td>7.55” x 14”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¾ Page (Horizontal)</td>
<td>10” x 10”</td>
<td>10.5” x 10.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13” x 10”</td>
<td>7.63” x 10.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6” x 10”</td>
<td>15.1” x 10.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68” x 13.5”</td>
<td>5.18” x 14”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10” x 6.5”</td>
<td>10.5” x 7.0”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68” x 6.25”</td>
<td>5.18” x 6.75”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13” x 4.75”</td>
<td>7.63” x 5.25”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23” x 13.5”</td>
<td>2.73” x 14”</td>
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<td></td>
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<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10” x 3”</td>
<td>10.5” x 3.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>2.23” x 6.25”</td>
<td>2.73” x 6.75”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>4.68” x 2.84”</td>
<td>5.18” x 3.34”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Type of Binding: Saddle-stitch or Perfect bound

3. Print Ad Requirements: For specifications, go to: healio.com/adspecs

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:

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

4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ¼” from gutter trim. Inserts are jogged to the foot. Book trims ½” 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 ¼” for foot trim. Cardstock minimum: 75# bulk or higher.

6. Quantity: Full run — 14,000 (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. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.

8. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ¼” from gutter trim. Inserts are jogged to the foot. Book trims ½” at head face and foot.

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      Add ¼” for foot trim. Cardstock minimum: 75# bulk or higher.

10. Quantity: Full run — 14,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.

11. 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. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>FEATURED TOPICS</th>
<th>MEETING COVERAGE</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>12/1/2020</td>
<td>12/16/2020</td>
<td>Update on mosquito-borne diseases</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1/4/2021</td>
<td>1/19/2021</td>
<td>What's new in HIV prevention research?</td>
<td>HIV Research for Prevention Conference</td>
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<tr>
<td>March</td>
<td>2/1/2021</td>
<td>2/16/2021</td>
<td>Gastrointestinal infections</td>
<td>Advisory Committee on Immunization Practices (ACIP)</td>
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<tr>
<td>April</td>
<td>3/1/2021</td>
<td>3/17/2021</td>
<td>Treating dermatologic manifestations of infectious disease</td>
<td>Conferences on Retroviruses and Opportunistic Infections (CROI)</td>
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<td></td>
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<td></td>
<td>American Academy of Dermatology Annual Meeting</td>
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<tr>
<td>May</td>
<td>4/1/2021</td>
<td>4/16/2021</td>
<td>Fighting hospital-acquired infections</td>
<td>European Congress of Clinical Microbiology and Infectious Diseases (ECCMID)</td>
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<td>June</td>
<td>5/3/2021</td>
<td>5/17/2021</td>
<td>Spotlight on emerging diseases</td>
<td>CDC Epidemic Intelligence Service Conference</td>
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<tr>
<td>July</td>
<td>6/1/2021</td>
<td>6/15/2021</td>
<td>Update on antimicrobial stewardship best practices</td>
<td>ASM Microbe</td>
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<td>Advisory Committee on Immunization Practices (ACIP)</td>
</tr>
<tr>
<td>September</td>
<td>8/2/2021</td>
<td>8/17/2021</td>
<td>What's new in influenza vaccination?</td>
<td>NFID's Annual Conference on Vaccinology Research</td>
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<td>October</td>
<td>9/1/2021</td>
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<td>Treating respiratory infections</td>
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<td>10/15/2021</td>
<td>The threat of drug-resistant STDs</td>
<td>IDWeek</td>
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<td>Advisory Committee on Immunization Practices (ACIP)</td>
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<td>American Society of Tropical Medicine and Hygiene annual meeting (ASTMH)</td>
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<td>IDC New York</td>
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