

Healio
Infectious Disease News
 Volume 11 Number 4
 April 2021

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

Physicians brace for potential surge in COVID-19 cases

Black-and-White rates

HEALIO COVID-19 Resource Center
healio.com/coronavirus

2021 RATE CARD

Print

Effective Rate Date: January 2021 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	\$3,610	\$3,325	\$2,975	\$2,485	\$1,675	\$1,485
6x	3,505	3,220	2,830	2,415	1,625	1,415
12x	3,450	3,130	2,730	2,370	1,565	1,370
24x	3,375	3,070	2,695	2,320	1,505	1,320
36x	3,275	3,030	2,630	2,270	1,455	1,260
48x	3,220	2,975	2,565	2,180	1,370	1,220
60x	3,180	2,880	2,510	2,160	1,310	1,170
72x	3,130	2,830	2,445	2,100	1,235	1,070
96x	3,090	2,800	2,405	2,075	1,215	1,055
120x	3,065	2,765	2,370	2,030	1,200	1,035
144x	3,040	2,730	2,335	2,015	1,190	1,030
196x	3,000	2,695	2,305	1,980	1,170	1,010
252x	2,975	2,665	2,265	1,950	1,155	995
320x	2,920	2,620	2,210	1,950	1,155	995
412x	2,885	2,580	2,165	1,950	1,155	995

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

Charge per color per page or fraction	
Standard color	\$845
Matched color	935
Metallic color	1,175
Four color	2,575
Four color + PMS	3,480
Four color + Metallic	3,710

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 25%. Color additional.
 - Third cover:** Earned b/w rate plus 15%. Color additional.
 - Fourth cover:** Earned b/w rate plus 50%. Color additional.
- 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.

Circulation: **11,846**

[Click to view full circulation info](#)

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

Advertising Office:

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Senior Director, Business Development & Market Strategy
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Send Product insertion orders and ad materials to:

AnnMarie Haley
 Sales Administrator

ahaley@healio.com, ext. 263

6900 Grove Road

Thorofare, NJ 08086-9447

856-994-9909 • 800-257-8290

Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis

INFECTIOUS DISEASE NEWS
 LSC Communications

13487 S. Preston Highway

Lebanon Junction, KY 40150-8218

Discounts

- 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.
- 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:
 - Product that has not advertised in Infectious Disease News in the past calendar year
 - New indication for a currently advertising product in Infectious Disease News
- 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 = 10% off
 - 12 issues = 15% off
- 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.
- 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.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spend achieved in the year 2021 will set a Corporate Discount to be taken off 2022 advertising.
- When taking advantage of more than one discount, discounts must be taken in the following order:

Gross Cost:

 - Less New Advertiser/Product or Continuity Incentive
 - Less Healio Strategic Solutions Corporate Discount
 - Less 15% Agency Discount

Equals net cost

ISSUANCE AND CLOSING

- Established:** July 1988
- Frequency:** 12 times per year
- Issue Dates:** 1st of the month of issue
- Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- Extensions and Cancellations:**
 - 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.
 - 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

- 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.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - Average Article Length:** 21 inches
 - Editorial Sections:**
 - News Articles
 - Pharmacology Consult
 - Antimicrobials
 - HIV/AIDS
 - Commentary
 - Perspective
 - Calendar of Events
- Origin of Editorial:**
 - Articles or abstracts from meetings and interviews with experts in infectious diseases:** N/A
 - Staff written:** 85%
 - Solicited:** 15%
 - Peer review:** No. Meetings to be covered selected by Editorial Board in advance. Content reviewed by Chief Medical Editor prior to publishing.

CIRCULATION

- Description of Circulation Parameters:**
 - Office-based: Infectious Disease Specialists
 - Hospital-based: Residents, Interns, Full-time staff
 - Other professional activity: Medical Teaching, Research
 - Osteopathic specialties: Infectious Disease Specialists
 - Internal medicine: High prescribers of HIV/AIDS therapies
- Demographic Selection Criteria:**
 - Prescribing:** N/A
 - Circulation distribution:**
Controlled: 99.5%
Paid: 0.5%
 - Paid information:**
Association members: N/A
Is publication received as part of dues?: No
 - Subscription rate:** \$402/year. Outside the U.S.: add \$92
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing house:** LSC Communications
- Date and source of breakdown:**
BPA Worldwide, July 2020
- Estimated total circulation for 2021:** 11,846

GENERAL INFORMATION

- 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.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
 - Format:** Within articles
 - Are ads rotated?** Yes
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
 - Bonus convention distribution:** See Editorial Calendar
 - Other:** Advertiser Index
- Online Advertising Opportunities:** Contact your sales representative for more information.
- Additional Advertising Opportunities:**
 - BRC inserts:** See 5b under Insert Information for specifications.
 - Split-run advertising:** Contact sales representative for information.
- Reprints:** Yes, e-mail: 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/adspecs
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 or Perfect bound

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

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: 8⅞" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.
- 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 — 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.

Pharm Consult: Fungal threats 11 | How will the pandemic end? 19 | Eye on ID: Typhoid fever 42

Infectious Disease News

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Physicians brace for potential surge in COVID-19 cases

Site Visit: COVID-19 Research Center at Harvard

2021 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE
January	12/1/2020	12/16/2020	Update on mosquito-borne diseases	
February	1/4/2021	1/19/2021	What's new in HIV prevention research?	HIV Research for Prevention Conference
March	2/1/2021	2/16/2021	Gastrointestinal infections	Advisory Committee on Immunization Practices (ACIP)
April	3/1/2021	3/17/2021	Treating dermatologic manifestations of infectious disease	Conferences on Retroviruses and Opportunistic Infections (CROI) American Academy of Dermatology Annual Meeting
May	4/1/2021	4/16/2021	Fighting hospital-acquired infections	European Congress of Clinical Microbiology and Infectious Diseases (ECCMID)
June	5/3/2021	5/17/2021	Spotlight on emerging diseases	CDC Epidemic Intelligence Service Conference
July	6/1/2021	6/15/2021	Update on antimicrobial stewardship best practices	ASM Microbe Advisory Committee on Immunization Practices (ACIP) NFID's Annual Conference on Vaccinology Research
August	7/1/2021	7/19/2021	Focus on HIV cure research	IAS Conference on HIV Science
September	8/2/2021	8/17/2021	What's new in influenza vaccination?	
October	9/1/2021	9/16/2021	Treating respiratory infections	
November	10/1/2021	10/15/2021	The threat of drug-resistant STDs	IDWeek Advisory Committee on Immunization Practices (ACIP)
December	11/1/2021	11/15/2021	Pediatric ID	American Society of Tropical Medicine and Hygiene annual meeting (ASTMH) IDC New York

Note: Editorial content subject to change