### RATES

**Per Page rates:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>4,470</td>
<td>2,975</td>
</tr>
<tr>
<td>6x</td>
<td>4,365</td>
<td>2,900</td>
</tr>
<tr>
<td>12x</td>
<td>4,230</td>
<td>2,820</td>
</tr>
<tr>
<td>24x</td>
<td>4,135</td>
<td>2,740</td>
</tr>
<tr>
<td>36x</td>
<td>4,080</td>
<td>2,715</td>
</tr>
<tr>
<td>48x</td>
<td>3,965</td>
<td>2,635</td>
</tr>
<tr>
<td>60x</td>
<td>3,880</td>
<td>2,585</td>
</tr>
<tr>
<td>72x</td>
<td>3,865</td>
<td>2,575</td>
</tr>
<tr>
<td>96x</td>
<td>3,825</td>
<td>2,545</td>
</tr>
<tr>
<td>120x</td>
<td>3,785</td>
<td>2,520</td>
</tr>
<tr>
<td>144x</td>
<td>3,750</td>
<td>2,490</td>
</tr>
<tr>
<td>192x</td>
<td>3,705</td>
<td>2,465</td>
</tr>
<tr>
<td>252x</td>
<td>3,655</td>
<td>2,440</td>
</tr>
<tr>
<td>320x</td>
<td>3,615</td>
<td>2,400</td>
</tr>
<tr>
<td>412x</td>
<td>3,585</td>
<td>2,375</td>
</tr>
</tbody>
</table>

1. **Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.

2. **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.

3. **Bleed:** No extra charge.

4. **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.

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

6. **Recruitment/Classified Rates:** Please contact your sales representative at slack@healiohss.com.

### 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 2023. 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 in the past calendar year
   - b) New indication for a currently advertising product in HEALIO GASTROENTEROLOGY

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 = 15% off
   - b) 12 issues = 25% off

4. **Prescribing Information Discount:** ALL Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% 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.

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 spending achieved in the year 2022 will set a Corporate Discount to be taken off 2024 advertising.

8. **When taking advantage of more than one discount program, discounts must be taken in the following order:**
   - **Gross Cost:**
     - a) Less Prescribing Information Discount
     - b) Less New Advertisers/Product or Continuity Discount
   - **Equals Net Cost**

**Effective Rate Date:** January 2023 for all advertisers.

**Circulation:** 16,484

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

- **Wanda Granato**
  Sales Administrator
  wgranato@healiohss.com, ext. 451
  6900 Grove Road
  Thorofare, NJ 08086-9447
  856-994-9909 · 800-257-8290

**Send inserts and BRCS to:**

- **Laurie Shelton**
  HEALIO GASTROENTEROLOGY
  LSC Communications
  13487 S. Preston Highway
  Lebanon Junction, KY 40150-8218

**Advertising Office:**

HEALIO STRATEGIC SOLUTIONS
Matthew Holland
Chief Commercial Officer
m holland@healiohss.com, ext. 394

**Advertising Solutions**

Christine Martynick
Vice President, Advertising Solutions & Agency Partnerships
cmartynick@healiohss.com, ext. 416

- **Kristen Weil**
  Senior Business Development Strategist
  kweil@healiohss.com, ext. 372

**Custom Solutions**

Matt Dechen
Vice President, Deep Engagement & Custom Solutions
mdechen@healiohss.com, ext 200

Lisa Demko, BSN, RN
Senior Director, Business Development & Marketing Strategy
ldemko@healiohss.com, ext. 525

**PRINT CIRCULATION NOTES**

- **Click to view full circulation info**
- **Click to view print advertising terms and conditions**
**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 reject 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 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 16,519 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 executive 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 16,519 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 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**
      - **Guideline**
      - **FDA/Drug Pipeline**
      - **Meeting News Coverage**

4. **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

5. **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

6. **CIRCULATION**

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

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total based off BPA July 2022 analyzed issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gastroenterology (GE)</td>
<td>16,384</td>
</tr>
<tr>
<td>Hepatology (HEP)</td>
<td>135</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>16,519</strong></td>
</tr>
</tbody>
</table>

2. **Demographic Selection Criteria:**
   a) **Prescribing:** No

3. **Circulation distribution:** Controled: 100%

4. **Paid information:**
   a) **Association members:** N/A
   b) **Is publication received as part of dues?:** No
   c) **Subscription rate:** $340/year.
      - Canada: add 5% tax/year.
      - Outside the U.S.: add $98

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

6. **Data and source of breakdown:** BPA Worldwide, January 2022

7. **Estimated total circulation for 2023:** 16,484

**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 products 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**
      - **Meeting**
      - **Issue**
      - **CCF** January
      - **Scubs and Heels Summit** January
      - **ACG** September

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

7. **Additional Advertising Opportunities:**
   a) **BRC inserts:** See $5 under Insert Information for specifications
   b) **Split-run advertising:** Contact publisher for more information

8. **Reprints:** Yes, email: scoreprints@sheridan.com.

9. **Publisher’s Liability:** The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher’s control.

10. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

11. **Competitor Information:** HEALIO GASTROENTEROLOGY does not accept advertisements that contain competitor(s’) names, publication covers, logos or other content.

12. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word “Advertorial” or “Advertisement” will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.

13. **Billing Policy:** Billing to an advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.
AD SPECIFICATIONS

1. Available Ad Unit Sizes:

| Ad sizes:       | Non-bleed (Live area) sizes: | Bleed sizes:*
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15¾”</td>
<td>10¼”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7¾”</td>
<td>10¼”</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7¾”</td>
<td>4¾”</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3¾”</td>
<td>10¼”</td>
</tr>
</tbody>
</table>

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

a) Trim size of journal: 8½” x 10¼”
b) To view thumbnails of ads specs, visit healio.com/adspecs.

2. Type of Binding: Saddle-stitch

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

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. Contact the sales administrator for file sharing options.

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.

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock</th>
<th>Max</th>
<th>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”</td>
<td></td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004”</td>
<td></td>
</tr>
</tbody>
</table>

4. Trimming: Supply size: 8¼” x 11¼”. Trim size 8¾” x 10¼”. Trimming of oversized inserts will be charged at cost. Keep live matter ¼” from trim edges and ¾” 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 4¼” 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 — 18,000 (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. 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>FEATURED TOPICS</th>
<th>MEETING COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Endoscopy/Colonoscopy</td>
<td></td>
</tr>
<tr>
<td>Ads Close</td>
<td>12/1/2022</td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>12/14/2022</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Diversity in GI</td>
<td>Crohn's &amp; Colitis Congress</td>
</tr>
<tr>
<td>Ads Close</td>
<td>1/3/2023</td>
<td>January 18-21 (Denver, Colorado)</td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>1/19/2023</td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>NASH</td>
<td></td>
</tr>
<tr>
<td>Ads Close</td>
<td>2/1/2023</td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>2/17/2023</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>Nutrition in GI</td>
<td>European Crohn's and Colitis Organisation</td>
</tr>
<tr>
<td>Ads Close</td>
<td>3/1/2023</td>
<td>March 1-4 (Copenhagen, Denmark)</td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>3/17/2023</td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>Therapeutic Drug Monitoring</td>
<td></td>
</tr>
<tr>
<td>Ads Close</td>
<td>4/3/2023</td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>4/19/2023</td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>Liver Transplant</td>
<td>Digestive Disease Week</td>
</tr>
<tr>
<td>Ads Close</td>
<td>5/1/2023</td>
<td>May 6-9 (Chicago)</td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>5/17/2023</td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>Pancreatic Disorders</td>
<td>International Liver Congress</td>
</tr>
<tr>
<td>Ads Close</td>
<td>6/1/2023</td>
<td>June 21-25 (Vienna, Austria)</td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>6/15/2023</td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>Irritable Bowel Syndrome</td>
<td>GI Outlook</td>
</tr>
<tr>
<td>Ads Close</td>
<td>7/5/2023</td>
<td>TBD</td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>7/20/2023</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Bariatric Surgery</td>
<td></td>
</tr>
<tr>
<td>Ads Close</td>
<td>8/1/2023</td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>8/18/2023</td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Inflammatory Bowel Disease</td>
<td></td>
</tr>
<tr>
<td>Ads Close</td>
<td>9/1/2023</td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>9/18/2023</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Hepatitis</td>
<td>American College of Gastroenterology</td>
</tr>
<tr>
<td>Ads Close</td>
<td>10/2/2023</td>
<td>TBD</td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>10/19/2023</td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Fecal Microbiota Transplant</td>
<td>The Liver Meeting</td>
</tr>
<tr>
<td>Ads Close</td>
<td>11/1/2023</td>
<td>TBD</td>
</tr>
<tr>
<td>Ad Materials Due</td>
<td>11/16/2023</td>
<td></td>
</tr>
</tbody>
</table>

Note: Editorial content subject to change