Just Pick Up the Phone: The Case for Cross-Specialty Coordination in AS, IBD

Co-managing ankylosing spondylitis and inflammatory bowel disease can have no boundaries that led him to choose this unique specialty.

Leonard H. Calabrese, DO

Follow your passions, and reinvent yourself. 'Just pick up the phone,' said the mentors that were willing to help.

Seyedehsan Navabi, MD.

Effective Rate Date: January 2023 for all advertisers.

<table>
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<th>Full Page</th>
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Color: In addition to earned black-and-white rates.

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<tr>
<th>Color</th>
<th>Charge per color per page or fraction</th>
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<tr>
<td>Metallic color</td>
<td>760</td>
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<tr>
<td>Four color</td>
<td>1,515</td>
</tr>
<tr>
<td>Four Color + PMS</td>
<td></td>
</tr>
<tr>
<td>Four Color + Metallic</td>
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</table>

1. 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.

2. Covers:
   a) Covers:
      - Second cover: Earned b/w rate plus 25%
      - Third cover: Earned b/w rate plus 15%
      - Fourth cover: Earned b/w rate plus 50%
      - Facing table of contents: Earned b/w rate plus 15%
      - Center spread: Earned b/w rate plus 15%
      - Color additional.
   b) Special positions: Contact your sales representative for more details.

3. Bleed: No charge
2023 Rate Card: Print

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 to meet your specific advertising needs. Contact your Sales Representative to discuss options.

7. Corporate Discount: Total net spend achieved in the year 2023 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:
   a) Gross Cost:
      b) Less PI Discount
      c) Less Continuity or New Advertiser Discount
      d) Less Healio Strategic Solutions Corporate Discount
      e) Less 15% Agency Discount
      f) Equals net cost

ISSUANCE AND CLOSING

1. Established: March 2016
2. Frequency: 12 times per year.
3. Issue Dates: January, February, March, April, May, June, July, August, September, October, November, December.
4. Mailing Dates & Class: Mails within the issue months; Standard 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: 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 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
      - Guidelines
      - 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: 6,448
   b) Pediatric Rheumatologists: 485
   c) IMs with a secondary in rheumatology: 337
   d) Rheumatology Nurse Practitioners and Physician Assistants: 671
   e) Rheumatology Nurses Society Members: 487

2. Circulation Distribution:
   a) Direct Request: 100%
   b) U.S.: 100%
   c) International: 0%

3. Subscription Rates*:
   a) For Individuals: $327 per year
   b) For Institutions: $655 per year
   c) For Nurses and Allied Health Professionals: $205 per year
   d) Canada: add 5% tax/yr.
   e) Outside the U.S.: Add $96

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

5. Estimated total circulation for 2023: 8,395

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
      - Meeting Issue
      - CCR East: April
      - CCR West: September
   b) Other: Advertiser Index

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

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

8. Reprints: Yes, email: scsreprints@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 RHEUMATOLOGY does not accept advertisements that contain competitor(s’) names, publication covers, logos or other content.

12. Advertisements: 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 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</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15 1/4”</td>
<td>x</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 1/4”</td>
<td>x</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>7 1/4”</td>
<td>x</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>3 3/8”</td>
<td>x</td>
</tr>
</tbody>
</table>

a) Trim size of journal: 8 5/8” x 10 5/8”

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

*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) 1/4” in on each side of the gutter

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.

4. Trimming: Supply size: 8 1/4” x 11 1/4”. Trim size 8 1/8” x 10 1/2”. Trimming of oversized inserts will be charged at cost. Keep live matter 1/4” from trim edges and 3/16” from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8”.

5. BRCs:
   a) Pricing: Contact your sales representative for prices. Non-commissionable.
   b) BRC Specifications: 3 1/8” x 6” minimum; perforated with 3/4” lip (from perforation) for tipping/binding. Add 1/8” for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. Quantity: Full run — 10,000 (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.
2023
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>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/1/2022</td>
<td>12/20/2022</td>
<td>Long COVID</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1/3/2023</td>
<td>1/23/2023</td>
<td>Burnout in Rheumatologists</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>2/1/2023</td>
<td>2/21/2023</td>
<td>Challenges in Pediatric Rheumatology</td>
<td>Osteoarthritis Research Society International March 17-20 (Denver)</td>
</tr>
<tr>
<td>April</td>
<td>3/1/2023</td>
<td>3/20/2023</td>
<td>Gout</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>5/1/2023</td>
<td>5/22/2023</td>
<td>Women’s Health and Rheumatic Diseases</td>
<td>EULAR May 31-June 3 (Milan)</td>
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<tr>
<td>July</td>
<td>6/1/2023</td>
<td>6/21/2023</td>
<td>Managing Spondyloarthropathies</td>
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</tr>
<tr>
<td>August</td>
<td>7/5/2023</td>
<td>7/24/2023</td>
<td>Mentoring in Rheumatology</td>
<td>Rheumatology Nurses Society; TBD</td>
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<td>Association of Women in Rheumatology; TBD</td>
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<tr>
<td>September</td>
<td>8/1/2023</td>
<td>8/21/2023</td>
<td>Role of Steroids in Rheumatology</td>
<td>Congress of Clinical Rheumatology - West TBD (San Diego)</td>
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<td>October</td>
<td>9/1/2023</td>
<td>9/21/2023</td>
<td>Advances in Antiphospholipid Syndrome</td>
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<td>November</td>
<td>10/2/2023</td>
<td>10/23/2023</td>
<td>Update on Telemedicine in Rheumatology</td>
<td>American College of Rheumatology TBD</td>
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<td>December</td>
<td>11/1/2023</td>
<td>11/20/2023</td>
<td>Biosimilar Market: Year in review</td>
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Note: Editorial content subject to change