

Diabetes in Real Life 8 | Imaging Analysis 15 | Meeting News Coverage: AADE 23

Healio® **Endocrine today** Volume 31 Number 8 August 2014

CLINICAL NEWS ON DIABETES AND ENDOCRINE DISORDERS

**Experts look for answers to nature of pituitary dysfunction after traumatic brain injury**

**Follow-up often poor after gestational diabetes**

**Clinical manifestations of diabetic kidney disease among US adults, 1988-2014**

**There's something new in the postscript**

Circulation: **16,455**

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**Advertising Office:  
SLACK Incorporated**

Matt Dechen  
Sales Director, Cardiometabolic  
[mdechen@healio.com](mailto:mdechen@healio.com), ext. 200

Kathy Huntley  
Senior Account Manager  
[khuntley@healio.com](mailto:khuntley@healio.com), ext. 249

Ann Marie Haley  
Sales Administrator  
[ahaley@healio.com](mailto:ahaley@healio.com), ext. 263

6900 Grove Road  
Thorofare, NJ 08086-9447  
856-848-1000 • 800-257-8290  
Fax 856-848-6091

# 2017 Rate Card

## Print

### RATES

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

Frequency	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
King Page	\$4,460	\$4,410	\$4,370	\$4,325	\$4,280	\$4,235	\$4,185	\$4,145	\$4,110	\$4,060	\$4,020	\$3,975	\$3,935	\$3,900	\$3,865
3/4 Page	4,110	4,060	4,020	3,970	3,920	3,890	3,845	3,795	3,745	3,710	3,665	3,625	3,590	3,555	3,505
Island/Half Page	3,735	3,685	3,645	3,610	3,580	3,505	3,470	3,425	3,395	3,360	3,295	3,270	3,235	3,200	3,160
1/3 Page	2,705	2,655	2,620	2,575	2,525	2,480	2,435	2,400	2,360	2,300	2,270	2,225	2,185	2,185	2,185
1/4 Page	2,480	2,435	2,400	2,360	2,295	2,265	2,220	2,180	2,125	2,090	2,050	2,005	1,970	1,970	1,970
1/8 Page	2,285	2,245	2,210	2,160	2,115	2,080	2,030	1,990	1,930	1,900	1,855	1,810	1,780	1,780	1,780

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

Charge per color per page or fraction	
Standard color	\$785
Matched color	900
Metallic color	1,175
Four color	2,250
Four color + PMS	2,495
Four color + Metallic	3,025

#### 2. Earned Rates:

- Earned rates** are given to advertisers (parent company 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.
- 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 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.
- Positions:**  
**Special positions:** Contact your sales representative for more details.

#### 5. Online Advertising Rates:

Please contact your sales representative for more information.

#### 6. Recruitment/Classified Rates:

Please contact the sales representative at [slack@kerhgroup.com](mailto:slack@kerhgroup.com). Toll Free: 855-233-8100. Phone: 484-362-2365.

## DISCOUNTS

- 1. Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
- 2. New Advertiser/Product Incentive:** New product advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2017. 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 ENDOCRINE TODAY in the past calendar year
  - b) New indication for a currently advertised product in ENDOCRINE TODAY
- 3. Continuity Incentive:** 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 2017 will set a Corporate Discount to be taken off 2018 advertising.
- 8. When taking advantage of more than one discount program, discounts must be taken in the following order:**

**Gross Cost:**

  - a) Less New Advertiser/Product or Continuity Incentive
  - b) Less SLACK Corporate Discount
  - c) Less 15% Agency Discount

**Equals net cost**

## ISSUANCE AND CLOSING

- 1. Established:** February 2003
- 2. Frequency:** 12 times per year
- 3. Issue Dates:** 25th 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:** ENDOCRINE TODAY is the first clinical newspaper that addresses the latest information on diabetes and endocrine disorders. It reports clinical news with expert perspective and features of interest to Endocrinologists, Diabetes Educators and IMs. From timely meeting coverage and the latest drug approvals to special features on growth hormones, pituitary tumors and information about legislative and socioeconomic topics, ENDOCRINE TODAY reports the news with expert perspective about what the news means to clinical practice.
- 2. Average Issue Projection:**
  - a) **Average Number of Articles per Issue: 30**
  - b) **Editorial Sections:**
    - Diabetes
    - Metabolism
    - Pediatric Endocrinology
    - Thyroid
    - Cardiometabolic Disorders
    - Hormone Therapy
    - Bone and Mineral Metabolism
    - Neuroendocrinology
    - Adrenal
    - Reproduction
    - Androgen Disorders
    - Meeting Highlights
    - In the Journals
    - New Drug Approvals
- 3. Origin of Editorial:**
  - a) **Staff written:** 90%
  - b) **Solicited:** 5%
  - c) **Submitted:** 5%
  - d) **Articles or abstracts from meetings:** 65%
  - e) **Peer review:** No, meetings that are covered are selected in advance.

## CIRCULATION

1. **Description of Circulation Parameters:**
  - a) Endocrinologists
  - b) Primary Diabetes
  - c) Internal Medicine, General Practitioner, Family Practice, Prescribing Diabetes RXs
  - e) Pediatric Endocrinologists
  - f) Diabetes Educators
  - g) Endocrine Physician Assistants
2. **Demographic Selection Criteria:**
  - a) **Prescribing:** Yes
  - b) **Circulation Distribution:** Controlled: 100%
  - c) **Paid Information:**  
**Association members:**  
Is publication received as part of dues? No
  - d) **Subscription rates:**  
U.S.: \$376/yr. individual  
Canada: add 5% tax/yr.  
Outside the U.S.: add \$84/yr.
3. **Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mailing House:** Publishers Press
4. **Date and source of breakdown:** BPA Worldwide, July 2016
5. **Total estimated circulation for 2017:** 16,455

## 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 two weeks prior to the closing date.
2. **New Product Releases:** Yes
3. **Editorial Research:** Yes
4. **Ad Format and Placement Policy:**
  - a) **Format:** Within articles
5. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
6. **Value-Added Services:**
  - a) **Bonus Convention Distribution**
  - b) **Other:** Advertiser's Index
7. **Online Advertising Opportunities:** Contact your sales representative or visit [healio.com/endocrinology](http://healio.com/endocrinology) for more information.
8. **Additional Advertising Opportunities:**
  - a) **BRC inserts:** See 5b under Insert Information on page 10 for specifications.
  - b) **Split-run advertising:** Contact publisher for information.
9. **Reprints:** Yes. Email: [reprints@slackinc.com](mailto:reprints@slackinc.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/slackadspecs](http://healio.com/slackadspecs)

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. Paper Stock:

a) Inside pages: 40 lb. text

b) Covers: 70 lb. cover

### 3. Type of Binding: Saddle-stitch or Perfect bound

### 4. Print Ad Requirements: For specifications, go to: [healio.com/slackadspecs](http://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.

**Media:** CDs and DVDs. **Ads will not be accepted via e-mail. FTP site available.**

### 5. Disposition of Ad Materials: Ad materials will be held one year from date of last insertion and then destroyed unless otherwise notified 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.

### 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: 8½" 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 lb. bulk or higher.

### 6. Quantity: Full run — 20,000. 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 SLACK will not be responsible for shortage on press.

## CONTACT INFORMATION

### Insertion Orders:

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

Ann Marie Haley  
Sales Administrator  
ENDOCRINE TODAY  
c/o SLACK Incorporated  
6900 Grove Road  
Thorofare, NJ 08086-9447  
[ahaley@healio.com](mailto:ahaley@healio.com)  
856-848-1000 ext. 263  
Fax: 856-848-6091

### NEW SHIPPING ADDRESS FOR 2017

#### Send inserts and BRCs to:

Kathy Duvall  
ENDOCRINE TODAY  
Publishers Press, Inc.  
13487 S. Preston Highway  
Lebanon Junction, KY 40150-8218

## TERMS AND CONDITIONS

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