

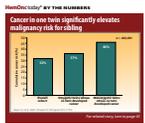
Healio
HemOnc today
CLINICAL NEWS IN ONCOLOGY AND HEMATOLOGY

'Tide has turned' in AML: Better understanding of disease biology may lead to treatment advances

The development of highly effective targeted therapies has revolutionized the treatment of acute myeloid leukemia (AML), with new drugs now being used to treat many types of blood cancer. ...



Dr. ...



Oncology community questions proposed changes to Medicare Part B reimbursement

... Medicare Part B reimbursement for oncology services is under review. ...

EDITORIAL: ...
MEETING NEWS COVERAGE: ...
COMMENTARY: ...

A SLACK Incorporated publication

Circulation: 42,689

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Effective Rate Date: January 2017 for all advertisers.

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 | \$5,105 | \$5,045 | \$5,015 | \$4,940 | \$4,905 | \$4,860 | \$4,800 | \$4,745 | \$4,685 | \$4,655 | \$4,610 | \$4,570 | \$4,520 | \$4,490 | \$4,460 |
| 3/4 Page | 4,715 | 4,665 | 4,630 | 4,570 | 4,515 | 4,480 | 4,435 | 4,385 | 4,340 | 4,300 | 4,250 | 4,200 | 4,165 | 4,125 | 4,095 |
| Island/Half Page | 3,925 | 3,885 | 3,850 | 3,820 | 3,765 | 3,735 | 3,685 | 3,645 | 3,620 | 3,585 | 3,535 | 3,490 | 3,460 | 3,430 | 3,385 |
| 1/3 Page | 2,945 | 2,910 | 2,885 | 2,860 | 2,835 | 2,800 | 2,770 | 2,735 | 2,715 | 2,700 | 2,670 | 2,620 | 2,580 | 2,580 | 2,580 |
| 1/4 Page | 2,745 | 2,720 | 2,705 | 2,670 | 2,635 | 2,605 | 2,580 | 2,550 | 2,530 | 2,515 | 2,495 | 2,445 | 2,410 | 2,410 | 2,410 |
| 1/8 Page | 2,550 | 2,530 | 2,505 | 2,480 | 2,455 | 2,425 | 2,385 | 2,370 | 2,345 | 2,330 | 2,305 | 2,235 | 2,205 | 2,205 | 2,205 |

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

| Charge per color per page or fraction | |
|---------------------------------------|-------|
| Standard color | \$805 |
| Matched color | 920 |
| Metallic color | 1,195 |
| Four color | 2,295 |
| Four color + PMS | 3,205 |
| Four color + Metallic | 3,495 |

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:**
 - 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.
- 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.

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 Discount:** New 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 or Free Ad Program. To qualify, the advertisement must be for a:
 - a) Product that has not advertised in HEMONC TODAY in the past calendar year
 - b) New indication for a currently advertising product in HEMONC TODAY
- 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 or Free Ad Program.
 - a) 6 issues = 10% off
 - b) 12 issues = 15% off
 - c) 24 Issues = 20% off
- 4. Free Ad Program:** Buy 5 ads get 1 free. Purchase 5 ads and receive a 6th ad of equal or lesser size free. May not be combined with Continuity or New Advertiser Discounts.
- 5. Prescribing Information Discount:** **ALL** Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% discount off the earned rate.
- 6. 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.
- 7. Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.

- 8. Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
- 9. 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:** March 2000
- 2. Frequency:** 24 times per year
- 3. Issue Dates:** 10th and 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:** HEMONC TODAY delivers the most up-to-date news in oncology and hematology, and perspective including topics in non-malignant blood disorders, anemia and hemostasis, as well as the latest information on breast cancer, lung cancer and other solid tumors. Although the emphasis in HEMONC TODAY is on treatment and pharmacology, the practice management section presents information on malpractice, legislative and socioeconomic topics of interest to hematologists and oncologists.
- 2. Average Issue Projection:**
 - a) **Average Number of Articles per Issue:** 30
 - b) **Editorial Sections:**
 - News Articles
 - Commentary and Perspective
 - Drugs in the Pipeline
 - Pharmacology Consult
 - Interviews
 - Special Focus
 - Practice Management
 - Products and Services
 - In the Journals
 - Meeting Highlights
 - Imaging Analysis
 - Regulatory and Legislative Issues
 - Point/Counter
 - Case Challenges
 - In Practice
 - Supportive & Palliative Care
- 3. Origin of Editorial:**
 - a) Articles or abstracts from meetings and interviews with oncology and hematology experts.
 - b) **Staff Written:** 85%
 - c) **Solicited:** 10%
 - d) **Submitted:** 5%
 - e) **Peer review:** No. Meetings to be covered selected in advance.

CIRCULATION

1. **Description of Circulation Parameters:**
 - a) Oncologists
 - b) Hematologists
 - c) Hem/Oncs
 - d) Gynecologic Oncologists
 - e) Pediatric Hem/Oncs
 - f) Radiation Oncologists
 - g) Medical Oncologist
 - h) Oncology Pharmacists
 - i) Oncology Nurses
 - j) Surgical Oncologists
 - k) Pulmonologists
 - l) Urologists
 - m) Colon & Rectal Surgeons
2. **Demographic Selection Criteria:**
 - a) **Prescribing:** Yes
 - b) **Circulation distribution:**
Controlled: 99.97%
Paid: 0.03%
 - c) **Paid Information:**
Association members: NA
Is publication received as part of dues? No
 - d) **Subscription rates:** U.S. \$531/yr. individual
Outside the U.S.: add \$156/yr.
3. **Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mailing House:** Publishers Press
4. **Date and source of breakdown:** [BPA Worldwide, July 2016](#)
5. **Estimated total circulation for 2017:** 42,689

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 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
 - b) Other: Advertisers Index
7. **Online Advertising Opportunities:**
Contact your sales representative or visit Healio.com/HemOnc 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, reprints@healio.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" | 13.5" | 21" | 14" |
| King Page | 10" | 13.5" | 10.5" | 14" |
| ¾ Page (Vertical) | 7.05" | 13.5" | 7.55" | 14" |
| ¾ Page (Horizontal) | 10" | 10" | 10.5" | 10.5" |
| Island ½ Page | 7.13" | 10" | 7.63" | 10.5" |
| Island Spread | 14.6" | 10" | 15.1" | 10.5" |
| ½ Page (Vertical) | 4.68" | 13.5" | 5.18" | 14" |
| ½ Page (Horizontal) | 10" | 6.5" | 10.5" | 7.0" |
| ⅓ Page | 4.68" | 10" | 5.18" | 10.5" |
| ¼ Page (Vertical Block) | 4.68" | 6.25" | 5.18" | 6.75" |
| ¼ Page (Horizontal Block) | 7.13" | 4.75" | 7.63" | 5.25" |
| ¼ Page (Vertical Strip) | 2.23" | 13.5" | 2.73" | 14" |
| ¼ Page (Horizontal Strip) | 10" | 3" | 10.5" | 3.5" |
| ⅛ Page (Vertical Block) | 2.23" | 6.25" | 2.73" | 6.75" |
| ⅛ Page (Horizontal Block) | 4.68" | 2.84" | 5.18" | 3.34" |

a) Trim size of journal: 10.5" x 14"

b) To view thumbnails of ads specs, visit 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

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 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: 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 0.3125 in | 60# coated text 0.3125 in | .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 ¾" 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 — 47,000 (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 SLACK will not be responsible for shortages on press.

CONTACT INFORMATION

Insertion Orders:

Send Product insertion orders and ad materials to:

Nina Maccarone
Sales Administrator
HEMOC TODAY
c/o SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
nmaccarone@healio.com
856-848-1000 ext. 468
Fax: 856-848-6091

NEW SHIPPING ADDRESS FOR 2017

Send inserts and BRCs to:

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

TERMS AND CONDITIONS

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