



Circulation: **8,429**

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**Advertising Office:
SLACK Incorporated**

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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
Full Page	\$4,120	\$4,015	\$3,900	\$3,805	\$3,760	\$3,650	\$3,580	\$3,565	\$3,530	\$3,485	\$3,455	\$3,410	\$3,370	\$3,330	\$3,300
1/2 Page	2,740	2,675	2,590	2,530	2,500	2,425	2,380	2,370	2,350	2,320	2,295	2,265	2,240	2,215	2,195

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

Charge per color per page or fraction	
Standard color	\$550
Matched color	600
Metallic color	750
Four color	1,500

2. **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.

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.

Facing table of contents: Earned b/w rate plus 15%. Color additional.

Center Spread: Earned b/w rate plus 15%. Color additional.

b) **Other 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 your sales representative at 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 Discount:** New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2016. 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 HEALIO RHEUMATOLOGY in the past calendar year
 - b) New indication for a currently advertising product in HEALIO RHEUMATOLOGY
- 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:** 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 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 Continuity or New Advertiser Discount
 - b) Less SLACK Corporate Discount
 - c) Less 15% Agency Discount

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; Periodical Class (pending).
- 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 *In the Journals* section, which features 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
 - In The Journals
 - Guideline
 - 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 5,712
 - b) Pediatric Rheumatologists..... 348
 - c) IMs with a secondary in rheumatology 443
 - d) Rheumatology Nurse Practitioners and Physician Assistants 656
 - e) Rheumatology Nurses Society Members 865
 - f) Other physicians accessing Healio/Rheumatology content online 405
2. **Circulation Distribution:**
 - a) Direct Request: 100%
 - b) U.S.: 100%
International: 0%
 - c) **Subscription Rates*:**
For Individuals:.....\$278 per year
For Institutions:\$480 per year
For Nurses and Allied Health Professionals:\$174 per year
*Outside the U.S.: Add \$82
3. **Circulation Verification:**
 - a) **Audit:** BPA Audit Pending
 - b) **Mail House:** Publishers Press
4. **Estimated total circulation for 2017:** 8,429

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 distribution:** CCR, RNS, ACR
 - b) **Other:** Advertiser Index
6. **Online Advertising Opportunities:** Contact your sales representative or visit Healio.com for more information.
7. **Additional Advertising Opportunities:**
 - a) BRC inserts: See 5b under Insert Information on page 10 for specifications
 - b) Split-run advertising: Contact publisher for more information
8. **Reprints:** Yes, email: reprints@healio.com.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:			Bleed sizes:*		
	Width		Height	Width		Height
Full Page Spread	15¾"	x	10¾"	16½"	x	11½"
Full Page	7½"	x	10¾"	8¾"	x	11½"
½ Page (Horizontal)	7½"	x	5"	8¾"	x	5¾"
½ Page (Vertical)	3½"	x	10¾"	4"	x	11½"
¼ Page	3½"	x	5"			

a) Trim size of journal: 8½" x 10½"

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

*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

For spread ads, keep content (images/text) ¼" in on each side of the gutter

2. Paper Stock:

a) Inside pages: 45 lb. gloss

b) Covers: 100 lb. gloss

3. Type of Binding: Saddle stitch

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 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 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.

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"

4. Trimming: Supply size: 8¼" x 11½". Trim size 8½" x 10¾". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".

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 ⅛" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. Quantity: Full run — 9,500 (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 shortage on press.

CONTACT INFORMATION

Insertion Orders:

Send Product insertion orders and ad materials to:

Carolyn Boerner
Sales Administrator
HEALIO RHEUMATOLOGY
c/o SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
cboerner@slackinc.com
856-848-1000 ext. 355
Fax: 856-848-6091

NEW SHIPPING ADDRESS FOR 2017

Send inserts to:
Jesse Davis
HEALIO RHEUMATOLOGY
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

TERMS AND CONDITIONS

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