

Healio HemOnc today

CLINICAL NEWS IN ONCOLOGY AND HEMATOLOGY

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As oncology workforce ages, need for objective assessment of competency increases

As the oncology workforce ages, there is a growing concern about the ability of older physicians and nurses to keep up with the demands of the profession. A new study published in *HemOnc Today* suggests that objective assessment of competency is needed to ensure patient safety and quality of care. The study, led by Dr. Robert J. Gray, MD, of the University of Michigan, found that older physicians and nurses are more likely to have gaps in their knowledge and skills compared to younger colleagues. The researchers recommend that healthcare organizations implement regular competency assessments to identify areas for improvement and provide targeted training and support for older staff members.



The worst thing to have to do is to have to do it. Dr. Robert J. Gray, MD, discusses the importance of objective assessment of competency in the oncology workforce.

Analysis quantifies total costs of CAR T-cell therapy

A new analysis published in *HemOnc Today* quantifies the total costs of CAR T-cell therapy, including the cost of the cell collection, manufacturing, and infusion. The study found that the total cost of CAR T-cell therapy is significantly higher than previously reported, reaching up to \$1.2 million per patient. The researchers attribute this increase to the high cost of the cell collection and manufacturing process. They recommend that healthcare organizations explore ways to reduce costs, such as streamlining the manufacturing process and negotiating better rates with suppliers.

Personalized immunotherapy may offer a benefit for high-risk squamous cell head and neck cancers

A new study published in *HemOnc Today* suggests that personalized immunotherapy may offer a benefit for high-risk squamous cell head and neck cancers. The study, led by Dr. David H. Johnson, MD, of the University of Texas MD Anderson Cancer Center, found that patients who received personalized immunotherapy had significantly better outcomes compared to those who received standard of care. The researchers recommend that personalized immunotherapy be considered as a treatment option for high-risk patients.

EDITORIAL BOARD: David H. Johnson, MD, PhD, Director, Hematology/Oncology, University of Texas MD Anderson Cancer Center
ADVERTISING: Courtney Cashman, Group Sales Director, Slack Incorporated
CONTACT: Courtney Cashman, Group Sales Director, Slack Incorporated, ccashman@healio.com, ext. 455, cell: 732-500-6114

2019 RATE CARD

Print

Effective Rate Date: January 2019 for all advertisers.

RATES

1. Black-and-White rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$5,310	\$4,905	\$4,085	\$3,065	\$2,855	\$2,650
6x	5,250	4,855	4,045	3,030	2,830	2,630
12x	5,215	4,820	4,005	3,005	2,815	2,605
24x	5,140	4,755	3,975	2,975	2,780	2,580
36x	5,105	4,695	3,915	2,950	2,745	2,555
48x	5,055	4,660	3,885	2,910	2,710	2,525
60x	4,995	4,615	3,835	2,880	2,685	2,485
72x	4,935	4,565	3,795	2,845	2,650	2,465
96x	4,875	4,515	3,765	2,825	2,630	2,440
120x	4,845	4,475	3,730	2,810	2,615	2,425
144x	4,795	4,420	3,675	2,780	2,595	2,395
196x	4,755	4,370	3,630	2,725	2,545	2,325
252x	4,700	4,335	3,600	2,685	2,510	2,295
320x	4,670	4,295	3,570	2,685	2,510	2,295
412x	4,640	4,260	3,525	2,685	2,510	2,295

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

Charge per color per page or fraction	
Standard color	\$820
Matched color	940
Metallic color	1,220
Four color	2,340
Four color + PMS	3,270
Four color + Metallic	3,565

2. Earned Rates:

- 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).
- 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.

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.
- Special positions:** Contact your sales representative.

5. Online Advertising Rates: Please contact your sales representative.

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

Toll-Free: 855-233-8100
Phone: 484-362-2365

Advertising Office: SLACK Incorporated

Courtney Cashman
Group Sales Director

ccashman@healio.com, ext. 455
cell: 732-500-6114

Brett Baxter
Sales Director, Oncology

bbaxter@healio.com, ext. 361

Tracy Murray
Senior Account Manager

tmurray@healio.com, 609-658-6115

Kristen Weil
National Account Manager
kweil@healio.com, ext. 372

Send Product insertion orders and ad materials to:

Nina Maccarone
Sales Administrator
nmaccarone@healio.com, ext. 468

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

Send inserts and BRCs to:

Jesse Davis
HEMONC TODAY
LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

DISCOUNTS

- 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.
- New Advertiser Discount:** New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2019. This discount may not be combined with the Continuity Discount or Free Ad Program. To qualify, the advertisement must be for a:
 - Product that has not advertised in HEMONC TODAY in the past calendar year
 - New indication for a currently advertising product in HEMONC TODAY
- 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.
 - 6 issues = 10% off
 - 12 issues = 15% off
 - 24 Issues = 20% off
- 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.
- Prescribing Information Discount:** **ALL** Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% discount off the earned rate.
- 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.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spend achieved in the year 2019 will set a Corporate Discount to be taken off 2020 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**
Gross Cost:
 - Less New Advertiser/Product or Continuity Incentive
 - Less SLACK Corporate Discount
 - Less 15% Agency Discount**Equals net cost**

ISSUANCE AND CLOSING

- Established:** March 2000
- Frequency:** 24 times per year
- Issue Dates:** 10th and 25th of the month of issue
- Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- Extensions and Cancellations:**
 - 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.
 - 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

- 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.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - 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
- Origin of Editorial:**
 - Articles or abstracts from meetings and interviews with oncology and hematology experts.
 - Staff Written:** 85%
 - Solicited:** 10%
 - Submitted:** 5%
 - Peer review:** No. Meetings to be covered selected in advance.

CIRCULATION

- Description of Circulation Parameters:**

a) Oncologists	h) Oncology Pharmacists
b) Hematologists	i) Oncology Nurses
c) Hem/Oncs	j) Surgical Oncologists
d) Gynecologic Oncologists	k) Pulmonologists
e) Pediatric Hem/Oncs	l) Urologists
f) Radiation Oncologists	m) Colon & Rectal Surgeons
g) Medical Oncologist	
- Demographic Selection Criteria:**
 - Prescribing:** Yes
 - Circulation distribution:**
Controlled: 99.97%
Paid: 0.03%
 - Paid Information:**
Association members: NA
Is publication received as part of dues? No
 - Subscription rates:** U.S. \$564/yr. individual
Outside the U.S.: add \$161/yr.
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing House:** LSC Communications
- Date and source of breakdown:** BPA Worldwide, July 2018
- Estimated total circulation for 2019:** 43,457

GENERAL INFORMATION

- 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.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
 - Format:** Within articles
 - Are ads rotated?:** Yes
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
 - Bonus Convention Distribution
 - Other: Advertisers Index
- Online Advertising Opportunities:** Contact your sales representative for more information.
- Additional Advertising Opportunities:**
 - BRC inserts:** See 5b under Insert Information for specifications.
 - Split-run advertising:** Contact publisher for information.
- Reprints:** Yes, 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
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. Type of Binding: Saddle-stitch or Perfect bound

3. 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.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

4. 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	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 trim and gutter grind (if perfect bound).
- 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# 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.

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As the oncology workforce ages, there is a growing concern about the ability of older physicians to provide the highest quality of care. A study published in the *Journal of Clinical Oncology* found that older physicians were more likely to be associated with medical errors. The study also found that older physicians were more likely to be associated with longer hospital stays and higher costs. The authors of the study suggest that objective assessments of competency can help to identify areas where older physicians may need additional training or support. They also suggest that objective assessments can help to ensure that all patients receive the highest quality of care, regardless of the age of their physician.

A study published in the *Journal of Clinical Oncology* found that older physicians were more likely to be associated with medical errors. The study also found that older physicians were more likely to be associated with longer hospital stays and higher costs.

Analysis quantifies total costs of CAR-T-cell therapy



A study published in *Journal of Clinical Oncology* found that the total cost of CAR-T-cell therapy for relapsed and refractory multiple myeloma is approximately \$1.1 million. The study also found that the total cost of CAR-T-cell therapy for relapsed and refractory acute myeloid leukemia is approximately \$1.0 million. The authors of the study suggest that the high cost of CAR-T-cell therapy is a major barrier to its widespread use. They also suggest that the high cost of CAR-T-cell therapy is a major barrier to its widespread use.

EDITORIAL: David H. Johnson, MD, PhD, Editor in Chief, HemOnc Today
ADVERTISING: Jennifer L. Smith, Director of Advertising, HemOnc Today
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2019 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January 10	11/20/18	12/6/18	CART-cell therapy	ASH Annual Meeting and Exposition San Antonio Breast Cancer Symposium	
January 25	12/6/18	12/20/18	Breast Cancer	ASH Annual Meeting and Exposition SAN ANTONIO BREAST CANCER SYMPOSIUM	
February 10	12/20/18	01/10/19	Bone marrow transplantation		
February 25	01/10/19	01/24/19	Colorectal Cancer	Gastrointestinal Cancers Symposium	
March 10	01/24/19	02/7/19	Immunotherapy	Genitourinary Cancers Symposium	HEMOC TODAY New York
March 25	02/7/19	02/21/19	Hemophilia		
April 10	02/25/19	03/11/19	HPV-related cancers	Society of Gynecologic Oncology Annual Meeting on Women's Cancer Meeting on Women's Cancer	
April 25	03/11/19	03/27/19	Melanoma	HemOnc Today New York	
May 10	03/25/19	04/10/19	Lung Cancer	AACR Annual Meeting	
May 25	04/10/19	04/24/19	Renal cell carcinoma	AACR Annual Meeting ONS Annual Congress	ASCO Annual Meeting
June 10	04/24/19	05/9/19	Sickle cell disease		
June 25	05/9/19	05/23/19	Head and neck cancer	ASCO Annual Meeting	
July 10	05/23/19	06/11/19	Pediatric oncology	ASCO Annual Meeting	
July 25	06/11/19	06/25/19	Lymphoma	ASCO Annual Meeting Congress of European Hematology Association	
August 10	06/26/19	07/11/19	Neuro-Oncology		
August 25	07/11/19	07/25/19	Sarcoma		
September 10	07/25/19	08/8/19	Anticoagulation		
September 25	08/12/19	08/26/19	Myeloma		
October 10	08/26/19	09/11/19	Prostate cancer	ASTRO Annual Meeting	
October 25	09/12/19	09/26/19	Myeloproliferative neoplasms	ESMO Congress	
November 10	09/26/19	10/11/19	Geriatric oncology	ESMO Congress	
November 25	10/14/19	10/28/19	Leukemia		ASH Annual Meeting and Exposition
December 10	10/28/19	11/11/19	Bladder cancer		
December 25	11/11/19	11/25/19	Gynecologic oncology	ASH Annual Meeting and Exposition San Antonio Breast Cancer Symposium	

Note: Editorial content subject to change