

Infected
'Culturally competent' transgender health care starts with clinicians

Part of that is honoring the patient's wishes and respecting their identity.

Genomics soon to be standard for rapid ID diagnostics

Circulation: 11,263

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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	\$3,450	\$3,180	\$2,845	\$2,380	\$1,600	\$1,420
6x	3,355	3,080	2,710	2,310	1,555	1,355
12x	3,300	2,995	2,610	2,265	1,495	1,310
24x	3,230	2,935	2,580	2,220	1,440	1,260
36x	3,130	2,900	2,515	2,170	1,395	1,205
48x	3,080	2,845	2,450	2,085	1,310	1,165
60x	3,045	2,750	2,405	2,070	1,250	1,120
72x	2,995	2,710	2,340	2,010	1,180	1,025
96x	2,955	2,680	2,300	1,985	1,160	1,010
120x	2,930	2,645	2,265	1,940	1,145	990
144x	2,910	2,610	2,235	1,925	1,135	985
196x	2,870	2,580	2,205	1,895	1,120	965
252x	2,845	2,550	2,165	1,865	1,105	950
320x	2,790	2,505	2,110	1,865	1,105	950
412x	2,755	2,465	2,075	1,865	1,105	950

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

Charge per color per page or fraction	
Standard color	\$845
Matched color	935
Metallic color	1,175
Four color	2,575
Four color + PMS	3,480
Four color + Metallic	3,710

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

- 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. To qualify, the advertisement must be for a:
 - Product that has not advertised in Infectious Disease News in the past calendar year
 - New indication for a currently advertising product in Infectious Disease News
- 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.
 - 6 issues = 10% off
 - 12 issues = 15% off
- 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.
- 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, 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:** July 1988
- Frequency:** 12 times per year
- Issue Dates:** 1st 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:**
INFECTIOUS DISEASE NEWS is a monthly newspaper designed to provide the latest information and news to the busy infectious disease specialist.

Articles and features will focus on reports that are relevant to the daily practice of these specialists and will help in the recognition and treatment of infectious diseases. Areas of coverage include HIV/AIDS, hepatitis, infection control, immunizations, emerging diseases, antibacterial resistance and disease epidemics as well as general coverage of viruses, bacteria, fungi and parasites. Reports of presentations by opinion leaders will accompany columns and features and address topics such as pharmacology, immunization, and diagnostic issues.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - Average Article Length:** 21 inches
 - Editorial Sections:**
 - News Articles
 - Pharmacology Consult
 - Antimicrobials
 - HIV/AIDS
 - Commentary
 - Perspective
 - Calendar of Events
- Origin of Editorial:**
 - Articles or abstracts from meetings and interviews with experts in infectious diseases:** N/A
 - Staff written:** 85%
 - Solicited:** 15%
 - Peer review:** No. Meetings to be covered selected by Editorial Board in advance. Content reviewed by Chief Medical Editor prior to publishing.

CIRCULATION

- Description of Circulation Parameters:**
 - Office-based: Infectious Disease Specialists
 - Hospital-based: Residents, Interns, Full-time staff
 - Other professional activity: Medical Teaching, Research
 - Osteopathic specialties: Infectious Disease Specialists
 - Internal medicine: High prescribers of HIV/AIDS therapies
- Demographic Selection Criteria:**
 - Prescribing:** N/A
 - Circulation distribution:**
Controlled: 99.5%
Paid: 0.5%
 - Paid information:**
Association members: N/A
Is publication received as part of dues?: No
 - Subscription rate:** \$391/year. Outside the U.S.: add \$89
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing house:** LSC Communications
- Date and source of breakdown:**
BPA Worldwide, July 2018
- Estimated total circulation for 2019:** 11,263

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 2 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:** See Editorial Calendar
 - Other:** Advertiser 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 sales representative for information.
- Reprints:** Yes, e-mail: 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:

a) **Furnished Inserts:** Billed at the earned black-and-white space rate. Commissionable.

b) A-size inserts charged at Island half-page rate.

c) Tabloid-size inserts charged at the King page rate.

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: 8⅞" 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# bulk or higher.

6. **Quantity:** Full run — 12,000 (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.

Healthcare

Infectious Disease News

Volume 11 | Number 6
June 2019

'Culturally competent' transgender health care starts with clinicians



In the last 10 years, the US has seen a dramatic increase in transgender people. In 2015, the CDC estimated that 1.4 million transgender people were living in the United States. Transgender people are not a new phenomenon. They have been part of human history for centuries. However, in the last 10 years, there has been a dramatic increase in the number of transgender people living in the United States. This is due to a combination of factors, including a growing acceptance of transgender people in society and a growing awareness of the health care needs of transgender people.

Respect is critical. Part of that is respecting the patient's wishes, that person to their identity.

Dr. Robert M. Wachter, MD, is a professor of medicine and director of the Center for Health Equity Promotion at the University of California, San Francisco. He is also the co-director of the Center for Health Equity Promotion at the University of California, San Francisco.

Genomics soon to be standard for rapid ID diagnostics

In 2018, the Centers for Disease Control and Prevention (CDC) announced that it was launching a program to make genomics a standard part of rapid ID diagnostics. This program will allow for the identification of pathogens in a matter of hours, rather than the days it currently takes. This is a significant advancement in the field of infectious disease diagnostics, as it will allow for a more rapid and accurate diagnosis of infectious diseases. This will be particularly beneficial for patients with severe or life-threatening infections, as it will allow for a more targeted and effective treatment.

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2019 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/5/2018	12/14/2018	Respiratory infections in children		
February	1/4/2019	1/16/2019	MRSA in the community setting		
March	2/5/2019	2/15/2019	Focus on gastrointestinal infections	Advisory Committee on Immunization Practices (ACIP)	
April	3/5/2019	3/18/2019	Update on TB therapy	Conferences on Retroviruses and Opportunistic Infections (CROI)	
May	4/3/2019	4/16/2019	Multidrug-resistant bacterial infections	International Liver Congress (EASL) NFID's Annual Conference on Vaccine Research European Congress of Clinical Microbiology and Infectious Diseases (ECCMID)	ASM Microbe
June	5/3/2019	5/16/2019	Challenges of treating immunocompromised populations		
July	6/5/2019	6/17/2019	Hospital-acquired infections	Digestive Disease Week (DDW) ACIP Association for Professionals in Infection Control and Hospital Epidemiology Annual Meeting (APIC) ASM Microbe	
August	7/3/2019	7/17/2019	Prevention and treatment of hepatitis B	International AIDS Society (IAS) Conference on HIV Science	
September	8/5/2019	8/19/2019	Influenza: Advances and setbacks		IDWeek
October	9/5/2019	9/17/2019	The growing threat of STDs		
November	10/4/2019	10/17/2019	HIV: Choosing the right treatment for the right patient	ACIP IDWeek	
December	11/5/2019	11/15/2019	Treating and preventing vector-borne diseases	American Society of Tropical Medicine and Hygiene annual meeting (ASTMH) American Association for the Study of Liver Diseases (AAASLD): The Liver Meeting IDC New York	

Note: Editorial content subject to change