### Advertising Office:

**HEALIO STRATEGIC SOLUTIONS**  
Matthew Holland  
Chief Commercial Officer  
mholland@healio.com, ext. 394

**Advertising Solutions**  
Christine Martynick  
Vice President  
cmartynick@healio.com, ext. 416

Kristen Weil  
Business Development Strategist  
kweil@healio.com, ext. 372

**Custom Solutions**  
Pat Duffey  
Vice President/Group Sales Director  
pduffey@healio.com, ext. 262

Leslie Celli  
Director, Business Development & Marketing Strategy  
lcelli@healio.com, ext. 330

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

Wanda Granato  
Sales Administrator  
wgranato@healio.com, ext. 451  
6900 Grove Road  
Thorofare, NJ 08086-9447  
856-994-9909 - 800-257-8290  
Fax 856-848-6091

### Send inserts and BRCs to:

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

### Rates

**Per Page rates:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>54,055</td>
<td>2,695</td>
</tr>
<tr>
<td>6x</td>
<td>3,960</td>
<td>2,630</td>
</tr>
<tr>
<td>12x</td>
<td>3,835</td>
<td>2,560</td>
</tr>
<tr>
<td>24x</td>
<td>3,750</td>
<td>2,485</td>
</tr>
<tr>
<td>36x</td>
<td>3,700</td>
<td>2,460</td>
</tr>
<tr>
<td>48x</td>
<td>3,595</td>
<td>2,390</td>
</tr>
<tr>
<td>60x</td>
<td>3,520</td>
<td>2,345</td>
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<tr>
<td>72x</td>
<td>3,505</td>
<td>2,335</td>
</tr>
<tr>
<td>96x</td>
<td>3,470</td>
<td>2,310</td>
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<tr>
<td>120x</td>
<td>3,435</td>
<td>2,285</td>
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<tr>
<td>144x</td>
<td>3,405</td>
<td>2,260</td>
</tr>
<tr>
<td>192x</td>
<td>3,360</td>
<td>2,235</td>
</tr>
<tr>
<td>252x</td>
<td>3,315</td>
<td>2,210</td>
</tr>
<tr>
<td>320x</td>
<td>3,280</td>
<td>2,180</td>
</tr>
<tr>
<td>412x</td>
<td>3,250</td>
<td>2,155</td>
</tr>
</tbody>
</table>

1. **Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.

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 extra charge.

4. **Covers, Positions:**
   a) **Covers:**
      - Fourth cover: 50% premium.
      - Second cover: 25% premium.
      - Table of Contents: 15% premium.
      - Center Spread: 15% premium.
      - All other special positions: 10% premium.

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.  
ISSUANCE AND CLOSING

1. Established: January 2015
2. Frequency: 12 times per year.
3. Mailing Dates & Class: Mails within the issue months; Periodical Class.
4. 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 Gastroenterology 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/Gastroenterology, this innovative web-first print publication will offer its audience of 16,123 gastroenterologists and hepatologists 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/Drug 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) Healio Gastroenterology circulation covers all gastroenterologists and hepatologists in the United States

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total based off BPA July 2020 analyzed issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gastroenterology (GE)</td>
<td>15,989</td>
</tr>
<tr>
<td>Hepatology (HEP)</td>
<td>134</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>16,123</td>
</tr>
</tbody>
</table>
2. Demographic Selection Criteria:
   a) Prescribing: No
3. Circulation distribution: Controlled: 100%
4. Paid information:
   a) Association members: N/A
   b) Is publication received as part of dues?: No
   c) Subscription rate: $316/year.
      Outside the U.S.: add $92
5. Circulation Verification:
   a) Address files provided by Direct Medical Data (DMD)
6. Mailing house: LSC Communications
7. Estimated total circulation for 2021: 16,166

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 Convention Distribution
6. Additional Advertising Opportunities:
   a) BRC inserts: See 5b under Insert Information for specifications
   b) Split-run advertising: Contact publisher for more information
   c) Reprints: Yes, email: scsreprints@sheridan.com

2021 Rate Card: Print
**AD SPECIFICATIONS**

1. **Available Ad Unit Sizes:**

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Bleed sizes*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>15 1/4” x 10 1/8”</td>
<td>16 1/2” x 11 1/8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 3/8” x 10 1/8”</td>
<td>8 3/8” x 11 1/8”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 3/8” x 4 1/4”</td>
<td>8 3/8” x 5 1/2”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3 3/8” x 10 1/16”</td>
<td>4 3/8” x 11 1/16”</td>
</tr>
</tbody>
</table>

*Bleed ads use non-bleed size for live area.

a) Trim size of journal: 8 3/8” x 10 7/8”
b) To view thumbnails of ads specs, visit healio.com/adspecs.

2. **Type of Binding:** Saddle-stitch

3. **Print Ad Requirements:** For specifications go to healio.com/adspecs.

4. **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.

5. **Note:** Spread ads should be sent as a one-page file.

6. **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 Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

7. **Disposition of Ad Materials:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

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**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 space rate 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.

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
</tr>
<tr>
<td></td>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
</tr>
</tbody>
</table>

4. **Trimming:** Supply size: 8 1/4” x 11 1/4”. Trim size 8 1/4” x 10 1/4”. Trimming of oversized inserts will be charged at cost. Keep live matter 1/4” from trim edges and 3/16” from gutter trim.

5. **BRCs:**
   a) Pricing: Contact your sales representative for prices. Non-commissionable.
   b) BRC Specifications: 3 1/2” x 5” minimum to 4 1/4” x 6” maximum; perforated with 1/2” lip (from perforation) for tipping/binding. Add 1/4” for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. **Quantity:** Full run — 18,000 (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 Healio Strategic Solutions will not be responsible for shortage on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.
We have to rethink whether or not it is doable to perform a randomized trial in a new disease in a pandemic situation.

William W. O'Neill, MD

William D. Chey, MD, consultant for GI OnDEMAND, professor of gastroenterology and nutrition sciences at the University of Michigan, said the silver lining of COVID-19 was the rapid need for practices to adopt telehealth.