



## DISCOUNTS

- 1. Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healo and SLACK publications to achieve maximum frequency.
- 2. New Advertiser/Product Incentive:** New product advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2022. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
  - a) Product that has not advertised in ENDOCRINE TODAY in the past calendar year
  - b) New indication for a currently advertised product in ENDOCRINE TODAY
- 3. Continuity Incentive:** 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 = 10% off
  - b) 12 issues = 15% 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 that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- 7. Corporate Discount:** Total net spend achieved in the year 2022 will set a Corporate Discount to be taken off 2023 advertising.
- 8. When taking advantage of more than one discount program, discounts must be taken in the following order:**  
**Gross Cost:**
  - a) Less Prescribing Information Discount
  - b) Less New Advertiser/Product or Continuity Incentive
  - c) Less Healo Strategic Solutions Corporate Discount
  - d) Less 15% Agency Discount**Equals net cost**

## ISSUANCE AND CLOSING

- 1. Established:** February 2003
- 2. Frequency:** 12 times per year
- 3. Issue Dates:** 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:** ENDOCRINE TODAY is the first clinical newspaper that addresses the latest information on diabetes and endocrine disorders. It reports clinical news with expert perspective and features of interest to Endocrinologists, Diabetes Educators and IMs. From timely meeting coverage and the latest drug approvals to special features on growth hormones, pituitary tumors and information about legislative and socioeconomic topics, ENDOCRINE TODAY reports the news with expert perspective about what the news means to clinical practice.
- 2. Average Issue Projection:**
  - a) **Average Number of Articles per Issue: 30**
  - b) **Editorial Sections:**
    - Diabetes
    - Metabolism
    - Pediatric Endocrinology
    - Thyroid
    - Cardiometabolic Disorders
    - Hormone Therapy
    - Bone and Mineral Metabolism
    - Neuroendocrinology
    - Adrenal
    - Reproduction
    - Androgen Disorders
    - Meeting Highlights
    - In the Journals
    - New Drug Approvals
- 3. Origin of Editorial:**
  - a) **Staff written:** 90%
  - b) **Solicited:** 5%
  - c) **Submitted:** 5%
  - d) **Articles or abstracts from meetings:** 65%
  - e) **Peer review:** No, meetings that are covered are selected in advance.

## CIRCULATION

- 1. Description of Circulation Parameters:**
  - a) Endocrinologists
  - b) Primary Diabetes
  - c) Internal Medicine, General Practitioner, Family Practice, Prescribing Diabetes RXs
  - e) Pediatric Endocrinologists
  - f) Diabetes Educators
  - g) Endocrine Physician Assistants
- 2. Demographic Selection Criteria:**
  - a) **Prescribing:** Yes
  - b) **Circulation Distribution:** Controlled: 100%
  - c) **Paid Information:**  
**Association members:**  
 Is publication received as part of dues? No
  - d) **Subscription rates:**  
**U.S.:** \$424/yr. individual  
**Canada:** add 5% tax/yr.  
**Outside the U.S.:** add \$95/yr.
- 3. Circulation Verification:**
  - a) **Audit:** BPA Worldwide
  - b) **Mailing House:** LSC Communications
- 4. Date and source of breakdown:** [BPA Worldwide, July 2021](#)
- 5. Total estimated circulation for 2022:** 17,176

## 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 the closing date.
- 2. New Product Releases:** Yes
- 3. Editorial Research:** Yes
- 4. Ad Format and Placement Policy:**
  - a) **Format:** Within articles
- 5. Ad/Edit Information:** 50/50 Ad/Edit Ratio
- 6. Value-Added Services:**
  - a) **Bonus Convention Distribution**
  - b) **Other:** Advertiser's Index
- 7. Online Advertising Opportunities:** Contact your sales representative for more information.
- 8. Additional Advertising Opportunities:**
  - a) **BRC inserts:** See 5b under Insert Information for specifications.
  - b) **Split-run advertising:** Contact publisher for information.
- 9. Reprints:** Yes. Email: [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).

- 10. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher's control.
- 11. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees)

and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

- 12. **Competitor Information:** ENDOCRINE TODAY does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
- 13. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving

publication and the word "Advertorial" or "Advertisement" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.

- 14. **Billing Policy:** Billing to an advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## 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/adspecs](http://healio.com/adspecs)

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/adspecs](http://healio.com/adspecs)

**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. Contact the sales administrator for file sharing options.

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: 8 $\frac{1}{8}$ " x 11" pre-trimmed on head and face.  $\frac{1}{8}$ " foot and gutter grind.
4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter  $\frac{1}{2}$ " from trim edges and  $\frac{3}{16}$ " from gutter trim. Inserts are jogged to the foot. Book trims  $\frac{1}{8}$ " at head face and foot.
5. **BRCs:**
- a) **Pricing:** Contact your Sales Representative for prices.  
Non-commissionable.
  - b) **BRC Specifications:** 3 $\frac{1}{2}$ " x 5" minimum to 4 $\frac{1}{4}$ " x 6" maximum; perforated with  $\frac{1}{2}$ " lip (from perforation) for binding. Add  $\frac{1}{8}$ " for foot trim. Cardstock minimum: 75# bulk or higher.
6. **Quantity:** Full run — 20,000. 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 shortages 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.



# 2022 EDITORIAL CALENDAR

Print

ISSUE	FEATURED TOPICS	MEETING COVERAGE
<b>JANUARY</b> Ads Close 12/6/2021 Ad Materials Due 12/21/2021	2021 Drug and Device Update	American Heart Association
<b>FEBRUARY</b> Ads Close 1/5/2022 Ad Materials Due 1/19/2022	Type 1 Diabetes	
<b>MARCH</b> Ads Close 2/4/2022 Ad Materials Due 2/16/2022	Diabetes and Heart Health	
<b>APRIL</b> Ads Close 3/4/2022 Ad Materials Due 3/18/2022	Diabetes and Liver Disorders	
<b>MAY</b> Ads Close 4/5/2022 Ad Materials Due 4/19/2022	Pituitary and Cushing's Update	American College of Cardiology
<b>JUNE</b> Ads Close 5/4/2022 Ad Materials Due 5/18/2022	Type 2 Diabetes	American Association of Clinical Endocrinology
<b>JULY</b> Ads Close 6/6/2022 Ad Materials Due 6/17/2022	Obesity and Weight Loss	National Lipid Association American Diabetes Association ENDO
<b>AUGUST</b> Ads Close 7/6/2022 Ad Materials Due 7/21/2022	Growth Hormone	
<b>SEPTEMBER</b> Ads Close 8/5/2022 Ad Materials Due 8/19/2022	Cardiometabolic and Renal Disorders	Association of Diabetes Care and Education Specialists
<b>OCTOBER</b> Ads Close 9/6/2022 Ad Materials Due 9/20/2022	Diabetes Technologies	American Society for Bone and Mineral Research European Association for the Study of Diabetes
<b>NOVEMBER</b> Ads Close 10/6/2022 Ad Materials Due 10/21/2022	Bone Health	American Thyroid Association
<b>DECEMBER</b> Ads Close 11/4/2022 Ad Materials Due 11/18/2022	Thyroid Disorders	Cardiometabolic Health Congress ObesityWeek

Note: Editorial content subject to change