

HemOnc today

CLINICAL NEWS IN ONCOLOGY AND HEMATOLOGY

PERSPECTIVE >

- 3 Hematology oncology APP onboard important to slow the momentum of COVID-19
- 7 Immediate-read mammography program reduces disparities, eliminates a huge barrier
- 17 BCMA-directed CAR-T shows impressive durability for advanced multiple myeloma
- 21 LAMPRTIN: IMMUNOTOXICITY MANAGEMENT REVEALS COX-2 INHIBITORS SAFE, EFFECTIVE IN METASTATIC BCR-ABL1-POSITIVE
- 25 HEMATOLOGY: Disrupting address: Do your homework when making career decisions



Molecular tumor testing transformative, yet 'under-optimized'

Lower-than-expected use of molecular testing results in breast detection of cancer therapy in...
Should there be universal molecular testing for all patients with gastrointestinal cancer?

Research sites to test tools aimed at improving diversity in cancer clinical trials

In the past 4 years, a growing number of academic...
Should there be universal molecular testing for all patients with gastrointestinal cancer?

2022 RATE CARD

Print

Effective Rate Date: January 2022 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	\$5,770	\$5,330	\$4,445	\$3,330	\$3,105	\$2,880
6x	5,710	5,280	4,395	3,290	3,080	2,860
12x	5,670	5,240	4,350	3,265	3,065	2,835
24x	5,590	5,175	4,320	3,235	3,025	2,805
36x	5,555	5,105	4,255	3,210	2,980	2,775
48x	5,495	5,065	4,220	3,160	2,945	2,745
60x	5,430	5,020	4,170	3,130	2,915	2,705
72x	5,365	4,960	4,130	3,095	2,880	2,685
96x	5,300	4,910	4,100	3,075	2,860	2,655
120x	5,270	4,865	4,055	3,060	2,845	2,640
144x	5,215	4,810	3,995	3,025	2,825	2,600
196x	5,175	4,755	3,945	2,960	2,765	2,525
252x	5,110	4,710	3,915	2,915	2,730	2,495
320x	5,075	4,670	3,880	2,915	2,730	2,495
412x	5,045	4,635	3,830	2,915	2,730	2,495

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

- Online Advertising Rates:** Please contact your sales representative.
- Recruitment/Classified Rates:** Please contact your sales representative at slack@kerhgroup.com
Toll-Free: 855-233-8100
Phone: 484-362-2365

DISCOUNTS

- 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 Healio and 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 2022. This discount may not be combined with the Continuity Discount or Free Ad Program. To qualify, the advertisement must be for a:

Circulation: **36,319**

Click to view full circulation info

Click to view print advertising terms and conditions

Advertising Office:

HEALIO STRATEGIC SOLUTIONS

Matthew Holland
Chief Commercial Officer
mholland@healiohss.com, ext. 394

Advertising Solutions

Christine Martynick
Vice President
cmartynick@healiohss.com, ext. 416

Courtney Cashman
Group Sales Director
cashman@healiohss.com, ext. 455

Custom Solutions

Matt Dechen
Vice President, Deep Engagement & Custom Solutions
mdechen@healiohss.com, ext. 200

Cris Pires
Senior Director,
Business Development & Market Strategy
cpires@healiohss.com,
908-247-0887

Send Product insertion orders and ad materials to:

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

Send inserts and BRCs to:

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

- a) Product that has not advertised in HEMONC TODAY in the past calendar year
 - b) New indication for a currently advertising product in HEMONC TODAY
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 or Free Ad Program.
 - a) 6 issues = 10% off
 - b) 12 issues = 15% off
 - c) 18 Issues = 20% off
 4. **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.
 5. **Prescribing Information Discount:** ALL Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% discount off the earned rate.
 6. **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.
 7. **Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
 8. **Corporate Discount:** Total net spend achieved in the year 2022 will set a Corporate Discount to be taken off 2023 advertising.
 9. **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:** March 2000
2. **Frequency:** 18 times per year
3. **Issue Dates:** 10th and 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:** 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.
2. **Average Issue Projection:**
 - a) **Average Number of Articles per Issue:** 30
 - b) **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
3. **Origin of Editorial:**
 - a) Articles or abstracts from meetings and interviews with oncology and hematology experts.
 - b) **Staff Written:** 85%
 - c) **Solicited:** 10%
 - d) **Submitted:** 5%
 - e) **Peer review:** No. Meetings to be covered selected in advance.

CIRCULATION

1. **Description of Circulation Parameters:**

a) Oncologists	h) Nurse Practitioners
b) Hematologists	i) Surgical Oncologists
c) Hem/Oncs	j) Pulmonologists
d) Gynecologic Oncologists	k) Urologists
e) Pediatric Hem/Oncs	l) Colon & Rectal Surgeons
f) Radiation Oncologists	m) Clinical Nurse Specialists
g) Oncology Pharmacists	n) Physician Assistants
2. **Demographic Selection Criteria:**
 - a) **Prescribing:** Yes
 - b) **Circulation distribution:**
Controlled: 99.97%
Paid: 0.03%
 - c) **Paid Information:**
Association members: NA
Is publication received as part of dues? No
 - d) **Subscription rates:** U.S. \$598/yr. individual
Outside the U.S.: add \$167/yr.
3. **Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mailing House:** LSC Communications
4. **Date and source of breakdown:** BPA Worldwide, July 2021
5. **Estimated total circulation for 2022:** 36,319

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 closing date.
2. **New Product Releases:** Yes
3. **Editorial Research:** Yes
4. **Ad Format and Placement Policy:**
 - a) **Format:** Within articles
 - b) **Are ads rotated?:** Yes
5. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
6. **Value-Added Services:**
 - a) Bonus Convention Distribution
 - b) Other: Advertisers 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.
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:** HEMONC 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

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

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: 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 — 42,000 (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 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
JANUARY Ads Close 12/6/2021 Ad Materials Due 12/22/2021	Breast cancer	San Antonio Breast Cancer Symposium ASH Annual Meeting
FEBRUARY Ads Close 1/11/2022 Ad Materials Due 1/26/2022	Lymphoma	San Antonio Breast Cancer Symposium ASH Annual Meeting
MARCH Ads Close 2/7/2022 Ad Materials Due 2/22/2022	Colorectal cancer	Gastrointestinal Cancers Symposium
APRIL 10 Ads Close 2/22/2022 Ad Materials Due 3/9/2022	Prostate Cancer	Genitourinary Cancers Symposium
APRIL 25 Ads Close 3/14/2022 Ad Materials Due 3/29/2022	Hemophilia	Society of Gynecologic Oncology Annual Meeting on Women's Cancer
MAY 10 Ads Close 3/28/2022 Ad Materials Due 4/12/2022	Lung cancer	AACR Annual Meeting
MAY 25 Ads Close 4/13/2022 Ad Materials Due 4/27/2022	Melanoma	AACR Annual Meeting
JUNE 10 Ads Close 4/27/2022 Ad Materials Due 5/11/2022	Renal cell carcinoma	
JUNE 25 Ads Close 5/11/2022 Ad Materials Due 5/26/2022	Myeloproliferative neoplasms	ASCO Annual Meeting
JULY Ads Close 6/13/2022 Ad Materials Due 6/27/2022	Head and neck cancer	ASCO Annual Meeting
AUGUST Ads Close 7/13/2022 Ad Materials Due 7/27/2022	Sickle cell disease	ASCO Annual Meeting
SEPTEMBER Ads Close 8/12/2022 Ad Materials Due 8/26/2022	CART-cell therapy	
OCTOBER 10 Ads Close 8/29/2022 Ad Materials Due 9/13/2022	Neuro-oncology	
OCTOBER 25 Ads Close 9/14/2022 Ad Materials Due 9/28/2022	Multiple myeloma	ESMO Congress
NOVEMBER 10 Ads Close 9/28/2022 Ad Materials Due 10/12/2022	Bladder cancer	
NOVEMBER 25 Ads Close 10/12/2022 Ad Materials Due 10/26/2022	Gynecologic cancer	
DECEMBER 10 Ads Close 10/26/2022 Ad Materials Due 11/10/2022	Leukemia	
DECEMBER 25 Ads Close 11/9/2022 Ad Materials Due 11/28/2022	Sarcoma	

Note: Editorial content subject to change