

# Infectious Disease News

JUNE 2023 • VOLUME 18 • NUMBER 6

**PERSPECTIVES**

- WHO's new COVID-19 emergency**  
By: [Author Name]
- Wakately resigns as CDC director**  
By: [Author Name]
- Decline in new HIV infections led by young people**  
By: [Author Name]

**MEETING COVERAGE**

- European Congress of Clinical Microbiology and Infectious Diseases**  
By: [Author Name]

**BY THE NUMBERS**

- 53%** of patients discharged from the hospital after COVID-19 admission.



**Cover Story**  
**Transplant medicine contends with organ shortage and pandemic-related disruptions**

According to Christine Dulake, MD, the national organ shortage remains one of the most challenging...

**Joint Coverage**  
**Xenotransplantation: Are we ready for clinical trials in humans?**

By: [Author Name]

**Jynneos vaccine offers 'substantial' protection against mpox**

The Jynneos vaccine now up to 50% effective at preventing mpox in people who received the shot during the United States outbreak, according to new studies.

**MPXV VACCINE CONTINUES** > PAGE 14

# 2024 RATE CARD

Print

Effective Rate Date: January 2024 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	\$4,100	\$3,780	\$3,380	\$2,820	\$1,900	\$1,690
6x	3,980	3,655	3,215	2,740	1,845	1,605
12x	3,920	3,555	3,100	2,695	1,780	1,555
24x	3,830	3,485	3,065	2,635	1,710	1,505
36x	3,720	3,440	2,985	2,575	1,655	1,430
48x	3,655	3,380	2,915	2,470	1,555	1,385
60x	3,610	3,270	2,850	2,450	1,485	1,330
72x	3,555	3,215	2,780	2,385	1,400	1,215
96x	3,510	3,180	2,730	2,360	1,380	1,195
120x	3,480	3,140	2,695	2,300	1,365	1,175
144x	3,450	3,100	2,650	2,285	1,355	1,170
196x	3,405	3,065	2,615	2,250	1,330	1,150
252x	3,380	3,025	2,570	2,215	1,310	1,130
320x	3,310	2,975	2,515	2,215	1,310	1,130
412x	3,275	2,930	2,455	2,215	1,310	1,130

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:

- 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. No discount allowed after this period.

### 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..

Circulation: **11,723**

[Click to view full circulation info](#)

[Click to view print advertising terms and conditions](#)

**Advertising Office:**

**HEALIO STRATEGIC SOLUTIONS**

**Advertising Solutions**

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Senior Director, Business Development & Market Strategy  
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**Send Product insertion orders and ad materials to:**

Ann Marie Haley  
Sales Administrator

[ahaley@healiohss.com](mailto:ahaley@healiohss.com), ext. 263

6900 Grove Road  
Thorofare, NJ 08086-9447  
856-994-9909 • 800-257-8290

**Send inserts and BRCs to:**

Taylor Johnson  
INFECTIOUS DISEASE NEWS  
Kodi Collective

13487 S. Preston Highway  
Lebanon Junction, KY 40150-8218

## 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 2024. 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 = 5% off
  - 12 issues = 10% 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 2024 will set a Corporate Discount to be taken off 2025 advertising.
- When taking advantage of more than one discount, discounts must be taken in the following order:
 

**Gross Cost:**

  - Less Prescribing Information Discount
  - Less New Advertiser/Product or Continuity Incentive
  - Less Healio Strategic Solutions Corporate Discount
  - Less 15% Agency Discount

**Equals net cost**

## ISSUANCE AND CLOSING

- Established:** July 1988
- Frequency:** 12 times per year
- Issue Date:** Mails within the issue month
- 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, antimicrobial 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
    - Perspectives
    - Pharmacology Consult
    - Calendar of Events
    - Commentary
- 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
- Demographics 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:**  
U.S.: \$459/year.  
Outside the U.S.: add \$98  
Canada.: add 5% tax/yr.
- Circulation Verification:**
  - Audit:** BPA Worldwide/Alliance for Audited Media
  - Mailing house:** ENRU
- Date and source of breakdown:** BPA Worldwide, July 2023
- Estimated total circulation for 2024:** 11,723

## 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:**  
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, email Sheridan Content Solutions at [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).
- 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.
- 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.
- Competitor Information:** INFECTIOUS DISEASE NEWS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
- 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.
- 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

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:

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: 8½" 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 — 14,000 (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.



# 2024 EDITORIAL CALENDAR

Print

Issue	Featured Topics	Meeting Coverage
<b>JANUARY</b> Ads Close 12/1/2023 Ad Materials Due 12/18/2023	What's new/in the pipeline for gram-negative infections?	
<b>FEBRUARY</b> Ads Close 1/2/2024 Ad Materials Due 1/17/2024	Treating surgical site infections	
<b>MARCH</b> Ads Close 2/1/2024 Ad Materials Due 2/14/2024	Update on vaccines against vector-borne diseases	
<b>APRIL</b> Ads Close 3/1/2024 Ad Materials Due 3/15/2024	HIV treatment and care in children and adolescent	CROI (March 3-6)
<b>MAY</b> Ads Close 4/1/2024 Ad Materials Due 4/16/2024	Spotlight on UTI diagnosis and treatment	SHEA Spring Conference (April 16-19)
<b>JUNE</b> Ads Close 5/1/2024 Ad Materials Due 5/17/2024	Optimizing antimicrobial therapy	ECCMID (April 27-30)
<b>JULY</b> Ads Close 6/3/2024 Ad Materials Due 6/14/2024	Spotlight on infection prevention	ASM Microbe (June 13-17) APIC (June 3-4)
<b>AUGUST</b> Ads Close 7/1/2024 Ad Materials Due 7/18/2024	Influenza vaccination in older adult	AIDS 2024 (July 22-26)
<b>SEPTEMBER</b> Ads Close 8/1/2024 Ad Materials Due 8/19/2024	Spotlight on pneumococcal vaccination	
<b>OCTOBER</b> Ads Close 9/3/2024 Ad Materials Due 9/17/2024	Update on fecal microbiota therapy	
<b>NOVEMBER</b> Ads Close 10/1/2024 Ad Materials Due 10/17/2024	Spotlight on latent TB infection	IDWeek (TBD)
<b>DECEMBER</b> Ads Close 11/1/2024 Ad Materials Due 11/15/2024	Treating syphilis during pregnancy	

Note: Editorial content subject to change