

PERSPECTIVE

- HEMATOLOGY**
Gene therapy effective in beta-thalassemia, sickle cell disease
- HEMO ONCOLOGY**
Agents in pipeline shift in treatment approaches for hematologic malignancies
- HEMO ONCOLOGY**
First-line pembrolizumab regimen extends OS in advanced cervical cancer
- HEMO ONCOLOGY**
Escape room adds fun and engaging elements to infusion-care orientation
- HEMATOLOGY**
Durable decision could expedite progress of physicians in some states



COVER STORY

Sleep disorders in cancer survivorship a 'massive issue' with long-term implications

Sleep disorders are among the biggest challenges for cancer survivors. A systematic review and meta-analysis by researchers at the University of Michigan and others found that the prevalence of sleep disorders among patients with cancer is 20% to 30%. The prevalence can persist long after active cancer treatment has ended.

Cancer center's mural promotes representation in clinical research, 'could really save lives'

Steve Soto sometimes has to double the work he's doing through his research at the University of Michigan Cancer Center. He's a member of the center's Diversity, Equity and Inclusion Committee, and he's also a member of the center's Diversity, Equity and Inclusion Committee. He's also a member of the center's Diversity, Equity and Inclusion Committee.

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	\$6,300	\$5,820	\$4,850	\$3,635	\$3,390	\$3,145
6x	6,235	5,765	4,800	3,590	3,365	3,120
12x	6,190	5,720	4,750	3,565	3,350	3,095
24x	6,105	5,650	4,715	3,535	3,300	3,065
36x	6,065	5,570	4,645	3,505	3,255	3,030
48x	6,000	5,530	4,610	3,450	3,215	2,995
60x	5,930	5,480	4,555	3,420	3,185	2,950
72x	5,855	5,420	4,510	3,380	3,145	2,930
96x	5,790	5,360	4,475	3,360	3,120	2,900
120x	5,755	5,310	4,430	3,340	3,105	2,885
144x	5,695	5,255	4,360	3,300	3,085	2,840
196x	5,650	5,190	4,305	3,235	3,020	2,755
252x	5,575	5,145	4,275	3,185	2,980	2,725
320x	5,540	5,100	4,240	3,185	2,980	2,725
412x	5,510	5,060	4,180	3,185	2,980	2,725

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

5. Online Advertising Rates:

Please contact your sales representative.
 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 2024. This discount may not

Circulation: **35,477**

[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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 Deep Engagement Solutions

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Cris Pires

Senior Director, Business Development & Market Strategy
cpires@healiohss.com, ext. 605

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:

Taylor Johnson
 HEMONC TODAY
 Kodi Collective

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

be combined with the Continuity Discount or Free Ad Program. To qualify, the advertisement must be for a:

- 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 = 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 2024 will set a Corporate Discount to be taken off 2025 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:** 12 times per year
3. **Issue Date:** Mails within the issue month
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:** HEMONC TODAY delivers the most up-to-date news in oncology and hematology, highlighting potentially practice-changing research published in peer-reviewed journals or presented at major scientific meetings. Expert perspective puts study results into context and offers readers insights into potential implications of the findings. Content focuses on research advances in solid tumors, hematologic malignancies and nonmalignant blood disorders, as well as important legislative and regulatory developments.
2. **Average Issue Projection:**
 - a) **Average Number of Articles per Issue:** 30
 - b) **Editorial Sections:**
3. **Origin of Editorial:**
 - a) **Staff Written:** 85%
 - b) **Solicited:** 10%
 - c) **Submitted:** 5%
 - d) **Articles from meetings:** 40%
 - e) **Peer review:** No.

CIRCULATION

1. **Description of Circulation Parameters:**

a) Oncologists	h) Surgical Oncologists
b) Hematologists	i) Pulmonologists
c) Hem/Oncs	j) Urologists
d) Gynecologic Oncologists	k) Colon & Rectal Surgeons
e) Pediatric Hem/Oncs	l) Clinical Nurse Specialists
f) Radiation Oncologists	m) Physician Assistants
g) Nurse Practitioners	
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. \$663/yr. individual
Outside the U.S.: add \$170/yr.
3. **Circulation Verification:**
 - a) **Audit:** BPA Worldwide/Alliance for Audited Media
 - b) **Mailing House:** ENRU
4. **Date and source of breakdown:** BPA Worldwide, July 2023
5. **Estimated total circulation for 2024:** 35,477

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:** 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 Sheridan Content Solutions at 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

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 — 41,000 (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
JANUARY Ads Close 12/6/2023 Ad Materials Due 12/21/2023	Breast Cancer	San Antonio Breast Cancer Symposium (December 5-9) ASH Annual Meeting & Exposition (December 9-12)
FEBRUARY Ads Close 1/8/2024 Ad Materials Due 1/24/2024	Lymphoma	San Antonio Breast Cancer Symposium (December 5-9) ASH Annual Meeting & Exposition (December 9-12) Gastrointestinal Cancers Symposium (January 18-20) Genitourinary Cancers Symposium (January 25-27)
MARCH Ads Close 2/7/2024 Ad Materials Due 2/22/2024	Colorectal Cancer	Gastrointestinal Cancers Symposium (January 18-20) Genitourinary Cancers Symposium (January 25-27)
APRIL Ads Close 3/8/2024 Ad Materials Due 3/25/2024	Prostate Cancer	Society of Gynecologic Oncology Annual Meeting (March 16-19) AACR Annual Meeting (April 5-10)
MAY Ads Close 4/8/2024 Ad Materials Due 4/23/2024	Melanoma	AACR Annual Meeting (April 5-10)
JUNE Ads Close 5/8/2024 Ad Materials Due 5/22/2024	CART-cell therapy	ASCO Annual Meeting (May 31-June 4)
JULY Ads Close 6/7/2024 Ad Materials Due 6/24/2024	Lung Cancer	ASCO Annual Meeting (May 31-June 4)
AUGUST Ads Close 7/8/2024 Ad Materials Due 7/23/2024	Head and Neck Cancer	ASCO Annual Meeting (May 31-June 4)
SEPTEMBER Ads Close 8/7/2024 Ad Materials Due 8/23/2024	Leukemia	World Conference on Lung Cancer (September 7-10)
OCTOBER Ads Close 9/9/2024 Ad Materials Due 9/25/2024	Neuro-Oncology	World Conference on Lung Cancer (September 7-10) ESMO Congress (September 13-17) ASTRO Annual Meeting (September 29-October 2)
NOVEMBER Ads Close 10/7/2024 Ad Materials Due 10/23/2024	Renal Cell Carcinoma	ESMO Congress (September 13-17) ASTRO Annual Meeting (September 29-October 2)
DECEMBER Ads Close 11/6/2024 Ad Materials Due 11/22/2024	Multiple Myeloma	San Antonio Breast Cancer Symposium (December 5-9) ASH Annual Meeting & Exposition (December 9-12)

Note: Editorial content subject to change