



Circulation: 22,911

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**Advertising Office:
SLACK Incorporated**

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2017 Rate Card

Print

RATES

1. Black-and-White rates:

Frequency	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x	320x	412x
Full Page	\$4,360	\$4,300	\$4,235	\$4,100	\$4,020	\$3,945	\$3,860	\$3,820	\$3,785	\$3,740	\$3,725	\$3,710	\$3,690	\$3,675	\$3,660	\$3,640
1/2 Page	2,835	2,795	2,755	2,665	2,615	2,570	2,510	2,490	2,470	2,450	2,435	2,425	2,410	2,400	2,385	2,375
1/4 Page	1,960	1,935	1,905	1,850	1,810	1,775	1,745	1,730	1,715	1,695	1,690	1,685	1,680	1,675	1,670	1,660

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
Standard color	\$820
Matched color	1,090
Metallic color	1,370
Four color	1,915

2. Rates:

- 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.
- 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:

a) 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.

Facing table of contents: Earned b/w rate plus 15%. Color additional.

b) Special positions: Contact your sales representative for more details.

5. **Online Advertising Rates:** Please contact your sales representative for more information.

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

DISCOUNTS

- 1. Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
- 2. New Advertiser Discount:** New advertisers receive a 10% discount off all advertising placed in 2017. 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 CARDIOLOGY TODAY'S INTERVENTION in the past calendar year
 - b) New indication for a currently advertised product in CARDIOLOGY TODAY'S INTERVENTION
- 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.
 - a) 3 issues = 15% off
 - b) 6 issues = 25% off
- 4. Total Audience Discount:** Any advertiser in who places an ad in every issue of Cardiology Today and CARDIOLOGY TODAY'S INTERVENTION is eligible for a 10% discount. May be combined with other earned discounts and incentives. Must be for the same product and indication in both publications.
- 5. 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.
- 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 and pricing are available to meet your specific advertising needs. Contact your Sales Representative to discuss options.

- 8. Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
- 9. When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

 - a) Less Continuity or New Advertiser Discount
 - b) Less Total Audience Discount
 - c) Less SLACK Corporate Discount
 - d) Less 15% Agency Discount

Equals net cost

ISSUANCE AND CLOSING

- 1. Established:** January 1, 2012
- 2. Frequency:** 6 times per year.
- 3. Issue Dates:** Bi-monthly (January/February, March/April, May/June, July/August, September/October, November/December).
- 4. Mailing Dates & Class:** Mails within the issue months; Periodical Class (pending).
- 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:**

CARDIOLOGY TODAY'S INTERVENTION is the definitive practical information resource for the interventional practice. CARDIOLOGY TODAY'S INTERVENTION presents balanced reporting on important clinical trials and studies, fundamental practice management issues, and all state-of-the-art developments in interventional medicine. This includes subspecialty focus on coronary, peripheral, carotid, cerebrovascular, and structural procedures. The editors of CARDIOLOGY TODAY'S INTERVENTION have consulted with leading experts in the specialty to develop meaningful content that addresses the issues that are most important to the interventional practice. With that goal in mind, the publication delivers timely, authoritative, feature-based content to its readers, with special emphasis on groundbreaking tips and techniques, case studies and clinical perspective.
- 2. Average Issue Projection:**
 - a) **Average articles:** 18
 - b) **Average article length:** 1000 words
 - c) **Editorial features/columns**

Features:

 - Cover Story
 - Feature article
 - Photo features

Columns:

 - Clinical News
 - Business News
 - Case Challenges
 - Cutting Edge Technology column
 - Surgical Maneuvers column
 - Editorial content from the Cardiovascular Research Foundation, the premier organization representing the interventional cardiology community
 - 5 Questions with chief medical editor Deepak L. Bhatt, MD, MPH
 - Practice management column from CTI associate medical editor Roxana Mehran, MD
 - Meeting coverage of leading interventional cardiology congresses
- 3. 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) **Interventional Cardiologists**
2. **Circulation Distribution:**
 - a) **Direct Request:** 100%
 - b) **U.S.:** 100%
 - c) **Subscription Rates:** \$186 per year
Outside the U.S.: add \$78
3. **Circulation Verification:**
 - a) **Audit:** Publisher's sworn statement, July 2016
BPA Pending. BPA Worldwide membership applied for September 2016
 - b) **Mail House:** Publishers Press
4. **Estimated total circulation for 2017:** 22,200

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 distribution:** ACC, ISET, SCAI, VIVA, TCT
 - b) **Other:** Advertiser Index
6. **Online Advertising Opportunities:** Contact your local sales representative or visit Healio.com for more information.
7. **Additional Advertising Opportunities:**
 - a) **BRC inserts:** See 5b under Insert Information on page 12 for specifications
 - b) **Split-run advertising:** Contact publisher for more information
8. **Reprints:** Yes, email: reprints@healio.com.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:			Bleed sizes:*		
	Width		Height	Width		Height
Full Page Spread	15¾"	x	10¾"	16½"	x	11½"
Full Page	7½"	x	10¾"	8¾"	x	11½"
½ Page (Horizontal)	7½"	x	5"	8¾"	x	5¾"
½ Page (Vertical)	3½"	x	10¾"	4"	x	11½"
¼ Page	3½"	x	5"			

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

a) Trim size of journal: 8½" x 10¾"

b) For spread ads, keep content (images/text) ¼" in on each side of the gutter.

c) To view thumbnails of ads specs, visit healio.com/slackadspecs.

2. Paper Stock:

a) Inside pages: 80 lb. gloss

b) Covers: 100 lb. gloss

3. Type of Binding: Saddle stitch

4. Print Ad Requirements: For specifications go to healio.com/slackadspecs.

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.

Media: CDs and DVDs. **Ads will not be accepted via e-mail.** FTP site available.

5. Disposition of Ad Materials: 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 accepted.

b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

2. Insert Charges: Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a \$250 non-commissionable tip-in charge.

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.

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"

4. Trimming: Supply size: 8¼" x 11½". Trim size 8½" x 10¾". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ¾" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ½".

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 tipping/binding. Add ¼" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. Quantity: Full run — 25,000 (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 SLACK will not be responsible for shortage on press.

CONTACT INFORMATION

Insertion Orders:

Send Product insertion orders and ad materials to:

Ann Marie Haley
Sales Administrator
CARDIOLOGY TODAY'S INTERVENTION
c/o SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
ahaley@slackinc.com
856-848-1000 ext. 263
Fax: 856-848-6091

NEW SHIPPING ADDRESS FOR 2017

Send inserts and BRCs to:

Jesse Davis
CARDIOLOGY TODAY'S INTERVENTION
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

TERMS AND CONDITIONS

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