



Circulation: **15,158**

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Advertising Office:
SLACK Incorporated

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856-848-1000 • 800-257-8290 • Fax 856-848-6091

2017 Rate Card

Print

RATES

- Space:**
 - Full Page: **\$2,550 NET**
 - Half Page: **\$1,785 NET**
- Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.
- Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.
- Bleed:** No extra charge.
- Covers, Positions:**
 - Covers:**
 - Fourth cover: 50% premium.
 - Second cover: 25% premium.
 - Table of Contents: 15% premium.
 - Center Spread: 15% premium.
 - All other special positions: 10% premium.
- Online Advertising Rates:** Please contact your sales representative for more information.
- Recruitment/Classified Rates:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- Print/Digital Discount:** Place digital advertising on Healio.com/Gastroenterology in 2017 and save \$255 per page on your print advertising in HEALIO GASTROENTEROLOGY.
- 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.
- Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**

Net Cost:

 - Less Print/Digital Discount
 - Less SLACK Corporate Discount**Equals final cost**

ISSUANCE AND CLOSING

- Established:** January 2015
- Frequency:** 12 times per year.
- Mailing Dates & Class:** Mails within the issue months; Periodical Class.
- 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:** HEALIO GASTROENTEROLOGY is a news magazine of exclusive digital content produced by the award-winning publishers of Healio.com, a website that reports the latest clinical research by physicians to physicians in approximately 20 different specialties. Compiling essential online content from the most highly trafficked daily posts found at Healio.com/Gastroenterology, this innovative web-first print publication will offer its audience of 15,000 gastroenterologists and hepatologists late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care. Intriguing headlines from Healio.com's highly popular *In the Journals* section, which features executive summaries and abstracts of research from the specialty's most important peer-reviewed journals, will also be showcased.
- Average Issue Projection:**
 - Average articles:18
 - Average article length:1,000 words
- Editorial features/columns**
 - Features:**
 - Cover Story
 - Physician-Contributed Columns
 - In The Journals
 - Guideline
 - FDA/Drug Pipeline
 - Meeting News Coverage
 - Topics Covered:**
 - Diagnostics
 - Drug/drug interaction
 - Combination therapies
 - Guidelines
 - Practice management issues
 - Regulatory issues
 - Coding
 - General economic issues
 - Treatment of patients in special populations and those with comorbidities
 - Meeting coverage of leading congresses
- Origin of Editorial:**
 - Source: A mix of columns, article series and staff-written feature articles
 - Staff written: Yes
 - Solicited: Yes
 - Submitted: Yes

CIRCULATION

- Description of Circulation Parameters:**
 - HEALIO GASTROENTEROLOGY circulation covers all gastroenterologists and hepatologists in the United States

Specialty:	Total
Gastroenterology (GE)	15,024
Hepatology (HEP)	134
TOTAL:	15,158
- Demographic Selection Criteria:**
 - Prescribing: No
- Circulation distribution: Controlled:** 100%
- Paid information:**
 - Association members: N/A
 - Is publication received as part of dues?: No
 - Subscription rate: \$289/year. Outside the U.S.: add \$84
- Circulation Verification:**
 - Address files provided by Direct Medical Data (DMD)
- Mailing house:** Publishers Press
- Estimated total circulation for 2017:** 15,158

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 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.
- Editorial Research:** Yes
- Ad Format and Placement Policy:** Interspersed within articles
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
 - Bonus distribution:
 - DDW, ACG, AASLD
- Additional Advertising Opportunities:**
 - BRC inserts: See 5b under Insert Information on page 10 for specifications
 - Split-run advertising: Contact publisher for more information
 - Reprints: Yes, email: reprints@healio.com.

AD SPECIFICATIONS

1. Available Ad 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	4¾"	8¾" x	5½"
½ Page Vertical	3¾" x	10¾"	4½" x	11½"

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

a) Trim size of journal: 8½" x 10¾"

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

2. Paper Stock:

- a) Inside pages: 45 lb. gloss
- b) Covers: 100 lb. gloss

3. Type of Binding: Saddle-stitch

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

5. **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.**

6. **Note:** Spread ads should be sent as a one-page file.

7. **Media:** CDs and DVDs. Ads will not be accepted via email. FTP site available.

8. **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 space rate on a page-for-page basis.

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 ⅜" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".

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 ⅛" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

6. **Quantity:** Full run — 17,000 (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:

Nina Maccarone
Sales Administrator
HEALIO GASTROENTEROLOGY
c/o SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
nmaccarone@healio.com
856-848-1000 ext. 468
Fax: 856-848-6091

NEW SHIPPING ADDRESS FOR 2017

Send inserts and BRCs to:

Jesse Davis
HEALIO GASTROENTEROLOGY
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

TERMS AND CONDITIONS

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