Low-fat diet reduces risk for breast cancer

Vitamin D supplementation shows limited benefit for gastrointestinal cancers

Sickle cell disease — the most common inherited blood disorder in the United States — impacts millions of people around the world. As researchers work to expand curable approaches to this disease, "it is my belief that the future of sickle cell disease — MITCHELL S. CAIRO, MD

Thromboelastography is the gold standard for bleeding assessment in trauma patients. A recent Cochrane Review compared the performance of other common tests against this criterion and found that some may be more accurate than others in detecting coagulopathy.

The CARMA/NT study evaluated the impact of carfilzomib on progression-free survival (PFS) in patients with relapsed or refractory multiple myeloma who had previously received a proteasome inhibitor. The results showed a statistically significant improvement in PFS compared to placebo.

Anthracycline-based regimens remain the gold standard in the treatment of advanced-stage breast cancer, but new agents and strategies continue to evolve to improve outcomes. The role of tyrosine kinase inhibitors (TKIs) in this setting is particularly intriguing.

In the CHEST-11 trial, patients with extensive-stage small cell lung cancer were randomized to either irinotecan plus cisplatin or irinotecan plus carboplatin. The results showed that the combination of carboplatin plus irinotecan was associated with improved survival compared to cisplatin plus irinotecan.

2. **Earned Rates:**
   a. **Earned rates** are given to advertisers (parent companies and their 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).
   b. **Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
   c. **Cash discount:** Two percent if paid within ten days of invoice date.

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

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

6. **Recruitment/Classified Rates:** Please contact your sales representative at slack@kerhgroup.com
   Toll-Free: 855-233-8100
   Phone: 484-362-2365
2020 Rate Card: Print

DISCOUNTS

1. 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 Healo and SLACK publications to achieve maximum frequency.

2. New Advertiser Discount: New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2020. This discount may not be combined with the Continuity Discount or Free Ad Program. To qualify, the advertisement must be for:
   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) 24 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 2020 will set a Corporate Discount to be taken off all advertising placed in 2020. This discount may not be combined with the Continuity Discount or Free Ad Program.

9. When taking advantage of more than one discount program, discounts must be taken in the following order:
   Gross Cost:
   a) Less New Advertiser/Product or Continuity Incentive
   b) Less Healo Strategic Solutions Corporate Discount
   c) Less 15% Agency Discount
   Equals net cost

10. 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
   b) Hematologists
   c) Hem/Oncs
   d) Gynecologic Oncologists
   e) Pediatric Hem/Oncs
   f) Radiation Oncologists
   g) Medical Oncologists
   h) Oncology Pharmacists
   i) Oncology Nurses
   j) Surgical Oncologists
   k) Pulmonologists
   l) Urologists
   m) Colon & Rectal Surgeons

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. $581/yr. individual
     Outside the U.S.: add $164/yr.

3. Circulation Verification:
   a) Audit: BPA Worldwide
   b) Mailing House: LSC Communications

4. Date and source of breakdown: BPA Worldwide, July 2019

5. Estimated total circulation for 2020: 40,296

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 SB under Insert Information for specifications.
   b) Split-run advertising: Contact publisher for information.

9. Reprints: Yes, email scoreprints@sheridan.com.
**AD SPECIFICATIONS**

1. **Available Advertising Unit Sizes:**

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Trim sizes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot; x 13.5&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot; x 13.5&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>3/4 Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
</tr>
<tr>
<td>3/4 Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td>10.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island 1/2 Page</td>
<td>7.13&quot; x 10&quot;</td>
<td>7.63&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot; x 10&quot;</td>
<td>15.1&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/2 Page (Vertical)</td>
<td>4.68&quot; x 13.5&quot;</td>
<td>5.18&quot; x 14&quot;</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td>10.5&quot; x 7.0&quot;</td>
</tr>
<tr>
<td>1/4 Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td>5.18&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>1/4 Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td>7.63&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/4 Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
</tr>
<tr>
<td>1/4 Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
</tr>
<tr>
<td>1/4 Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td>2.73&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>1/4 Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td>5.18&quot; x 3.34&quot;</td>
</tr>
</tbody>
</table>

- **a)** Trim size of journal: 10.5" x 14"
- **b)** To view thumbnails of ads specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs)

For spread ads, keep content (images/text) ¼" in on each side of the gutter
For bleed ads, add ½" on all sides of trim size.

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**INSERT INFORMATION**

1. **Availability and Acceptance:**
   - **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.
   - **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:**

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock Max</th>
<th>Paper Stock Min</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004&quot;</td>
</tr>
</tbody>
</table>

- **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. ½” 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 ¾" from gutter trim. Inserts are jogged to the foot. Book trims ½” at head, face and foot.

5. **BRCs:**
   - **a)** Pricing: Contact your Sales Representative for prices.
   - **b)** BRC Specifications: 3½” x 5” minimum to 4½” 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 — 45,000 (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.
# 2020 EDITORIAL CALENDAR

**Print**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIAL DUE</th>
<th>FEATURED TOPICS</th>
<th>MEETING COVERAGE</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 10</td>
<td>12/20/2019</td>
<td>1/10/2020</td>
<td>Colorectal cancer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 25</td>
<td>1/10/2020</td>
<td>1/24/2020</td>
<td>Bone marrow transplantation</td>
<td>Gastrointestinal Cancers Symposium</td>
<td></td>
</tr>
<tr>
<td>March 10</td>
<td>1/27/2020</td>
<td>2/10/2020</td>
<td>Hemophilia</td>
<td>Genitourinary Cancers Symposium</td>
<td>Hematology/Oncology Pharmacy Association Conference</td>
</tr>
<tr>
<td>March 25</td>
<td>2/10/2020</td>
<td>2/24/2020</td>
<td>Immunotherapy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 10</td>
<td>5/27/2020</td>
<td>6/12/2020</td>
<td>Lymphoma</td>
<td>ASCO Annual Meeting</td>
<td></td>
</tr>
<tr>
<td>August 10</td>
<td>6/29/2020</td>
<td>7/13/2020</td>
<td>Sarcoma</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 10</td>
<td>7/27/2020</td>
<td>8/11/2020</td>
<td>Myeloma</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 25</td>
<td>8/12/2020</td>
<td>8/26/2020</td>
<td>Venous thromboembolism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 10</td>
<td>8/26/2020</td>
<td>9/11/2020</td>
<td>Myeloproliferative Neoplasms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 25</td>
<td>9/14/2020</td>
<td>9/28/2020</td>
<td>Prostate cancer</td>
<td>ESMO Congress</td>
<td></td>
</tr>
<tr>
<td>November 10</td>
<td>9/28/2020</td>
<td>10/12/2020</td>
<td>Leukemia</td>
<td>ESMO Congress</td>
<td></td>
</tr>
<tr>
<td>November 25</td>
<td>10/12/2020</td>
<td>10/26/2020</td>
<td>Geriatric oncology</td>
<td>ASTRO Annual Meeting</td>
<td>ASH Annual Meeting and Exposition</td>
</tr>
<tr>
<td>December 10</td>
<td>10/26/2020</td>
<td>11/10/2020</td>
<td>Gynecologic oncology</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: Editorial content subject to change*