

COMING SOON!
A year-long investigation
your health and save you time

HEALIO
HemOnc today
CLINICAL NEWS IN ONCOLOGY AND HEMATOLOGY

Volume 40 • Number 11
NOV 18, 2019

Sickle cell disease poised for 'golden age of treatment' amid progress toward cure

It is my belief that the field will continue to expand its scope from a call to trial of gene therapy that will be a game-changer for sickle cell disease.

Vitamin D supplementation shows limited benefit for gastrointestinal cancers

Low-fat diet reduces risk for breast cancer death among postmenopausal women

ESOPHAGUS
PAGES 10-11
PAGES 12-13
PAGES 14-15

MOLECULAR ONCOLOGY
PAGES 16-17
PAGES 18-19
PAGES 20-21

HEALTHY
PAGES 22-23
PAGES 24-25
PAGES 26-27

A Blackwell publication

2020 RATE CARD

Print

Effective Rate Date: January 2020 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	\$5,470	\$5,050	\$4,210	\$3,155	\$2,940	\$2,730
6x	5,410	5,000	4,165	3,120	2,915	2,710
12x	5,370	4,965	4,125	3,095	2,900	2,685
24x	5,295	4,900	4,095	3,065	2,865	2,655
36x	5,260	4,835	4,030	3,040	2,825	2,630
48x	5,205	4,800	4,000	2,995	2,790	2,600
60x	5,145	4,755	3,950	2,965	2,765	2,560
72x	5,085	4,700	3,910	2,930	2,730	2,540
96x	5,020	4,650	3,880	2,910	2,710	2,515
120x	4,990	4,610	3,840	2,895	2,695	2,500
144x	4,940	4,555	3,785	2,865	2,675	2,465
196x	4,900	4,500	3,740	2,805	2,620	2,395
252x	4,840	4,465	3,710	2,765	2,585	2,365
320x	4,810	4,425	3,675	2,765	2,585	2,365
412x	4,780	4,390	3,630	2,765	2,585	2,365

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:

- a) **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).
- 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

Circulation: 40,296

Click to view full circulation info

Click to view print advertising terms and conditions

Advertising Office:
HEALIO STRATEGIC SOLUTIONS
 Matthew Holland
 Chief Commercial Officer
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Advertising Solutions
 Christine Martynick
 Vice President
cmartynick@healiostrategicsolutions.com, ext. 416

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ccashman@healiostrategicsolutions.com, ext. 455

Custom Solutions
 Cris Pires
 Senior Director,
 Business Development and Market Strategy
cpires@healiostrategicsolutions.com,
 908-247-0887

Send Product insertion orders and ad materials to:
 Wanda Granato
 Sales Administrator
wgranato@healiostrategicsolutions.com, ext. 451

6900 Grove Road
 Thorofare, NJ 08086-9447
 856-994-9909 • 800-257-8290
 Fax 856-848-6091

Send inserts and BRCs to:
 Jesse Davis
 HEMONC TODAY
 LSC Communications
 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 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
 - New indication for a currently advertising product in HEMONC TODAY
- 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.
 - 6 issues = 10% off
 - 12 issues = 15% off
 - 24 Issues = 20% off
- 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.
- Prescribing Information Discount:** **ALL** Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% 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 2020 will set a Corporate Discount to be taken off 2021 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**
Gross Cost:
 - Less New Advertiser/Product or Continuity Incentive
 - Less Healio Strategic Solutions Corporate Discount
 - Less 15% Agency Discount**Equals net cost**

ISSUANCE AND CLOSING

- Established:** March 2000
- Frequency:** 24 times per year
- Issue Dates:** 10th and 25th of the month of issue
- Mailing Dates & Class:** Mails within the issue month; 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:** 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.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - 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
- Origin of Editorial:**
 - Articles or abstracts from meetings and interviews with oncology and hematology experts.
 - Staff Written:** 85%
 - Solicited:** 10%
 - Submitted:** 5%
 - Peer review:** No. Meetings to be covered selected in advance.

CIRCULATION

- Description of Circulation Parameters:**

a) Oncologists	h) Oncology Pharmacists
b) Hematologists	i) Oncology Nurses
c) Hem/Oncs	j) Surgical Oncologists
d) Gynecologic Oncologists	k) Pulmonologists
e) Pediatric Hem/Oncs	l) Urologists
f) Radiation Oncologists	m) Colon & Rectal Surgeons
g) Medical Oncologist	
- Demographic Selection Criteria:**
 - Prescribing:** Yes
 - Circulation distribution:**
Controlled: 99.97%
Paid: 0.03%
 - Paid Information:**
Association members: NA
Is publication received as part of dues? No
 - Subscription rates:** U.S. \$581/yr. individual
Outside the U.S.: add \$164/yr.
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing House:** LSC Communications
- Date and source of breakdown:** BPA Worldwide, July 2019
- Estimated total circulation for 2020:** 40,296

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 two 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:**
 - Bonus Convention Distribution
 - Other: Advertisers 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 publisher for information.
- Reprints:** Yes, email scsreprints@sheridan.com.

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/slackadspecs
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 or Perfect bound

3. 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.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.

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 — 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

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January 10	11/25/2019	12/11/2019	Breast cancer	ASH Annual Meeting San Antonio Breast Cancer Symposium	
January 25	12/6/2019	12/20/2019	CART-cell therapy	ASH Annual Meeting San Antonio Breast Cancer Symposium	
February 10	12/20/2019	1/10/2020	Colorectal cancer		
February 25	1/10/2020	1/24/2020	Bone marrow transplantation	Gastrointestinal Cancers Symposium	
March 10	1/27/2020	2/10/2020	Hemophilia	Genitourinary Cancers Symposium	Hematology/Oncology Pharmacy Association Conference
March 25	2/10/2020	2/24/2020	Immunotherapy		
April 10	2/24/2020	3/10/2020	Melanoma		HemOnc Today New York
April 25	3/11/2020	3/25/2020	HPV-related cancers	Society of Gynecologic Oncology Annual Meeting on Women's Cancer	
May 10	3/25/2020	4/13/2020	Renal cell carcinoma	HemOnc Today New York	
May 25	4/13/2020	4/27/2020	Lung cancer	HemOnc Today New York AACR Annual Meeting Oncology Nursing Society Annual Congress	ASCO Annual Meeting
June 10	4/27/2020	5/11/2020	Head and neck cancer	ASCO Annual Meeting AACR Annual Meeting	
June 25	5/13/2020	5/29/2020	Sickle cell disease	ASCO Annual Meeting	
July 10	5/27/2020	6/12/2020	Lymphoma	ASCO Annual Meeting	
July 25	6/11/2020	6/25/2020	Pediatric oncology		
August 10	6/29/2020	7/13/2020	Sarcoma		
August 25	7/13/2020	7/27/2020	Neuro-oncology		
September 10	7/27/2020	8/11/2020	Myeloma		
September 25	8/12/2020	8/26/2020	Venous thromboembolism		
October 10	8/26/2020	9/11/2020	Myeloproliferative Neoplasms		
October 25	9/14/2020	9/28/2020	Prostate cancer	ESMO Congress	
November 10	9/28/2020	10/12/2020	Leukemia	ESMO Congress	
November 25	10/12/2020	10/26/2020	Geriatric oncology	ASTRO Annual Meeting	ASH Annual Meeting and Exposition
December 10	10/26/2020	11/10/2020	Gynecologic oncology		
December 25	11/10/2020	11/24/2020	Bladder cancer	ASH Annual Meeting and Exposition San Antonio Breast Cancer Symposium	

Note: Editorial content subject to change