



Circulation: 19,104

[Click to view print advertising terms and conditions](#)

Advertising Office:

HEALIO STRATEGIC SOLUTIONS
 Matthew Holland
Chief Commercial Officer
mholland@healio.com, ext. 394

Advertising Solutions
 Christine Martynick
Vice President
cmartynick@healio.com, ext. 416

Tara Kosmowsky
Business Development Strategist
tkosmowsky@healio.com, ext. 399
 cell: 610-639-4021

Custom Solutions
 Pat Duffey
Vice President/Group Sales Director
pduffey@healio.com, ext. 262

Leslie Celli
Director, Business Development & Market Strategy
lcelli@healio.com, ext. 330

Send Product insertion orders and ad materials to:

Carolyn Boerner
Director of Sales Administration
cboerner@healio.com, ext. 355

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

Send inserts and BRCs to:

Jesse Davis
 HEALIO PSORIATIC DISEASE
 LSC Communications
 13487 S. Preston Highway
 Lebanon Junction, KY 40150-8218

2021 RATE CARD

Print

Effective Rate Date: January 2021 for all advertisers.

RATES

- Space:**
 - Full Page:** \$5,070 gross
 - Half Page:** \$3,545 gross
- Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.
- 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.
- 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

- 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.
- Prescribing Information Discount:** B&W prescribing information (PI) pages are eligible for the follow discount. The 3rd page of PI and after may take a 50% 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 and pricing are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spending achieved in the year 2021 will set a Corporate Discount to be taken off 2022 advertising.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**
 - Less PI Discount
 - Less Healio Strategic Solutions Corporate Discount
 - Less 15% Agency Discount**Equals Net Cost**

ISSUANCE AND CLOSING

1. **Established:** May 2020
2. **Frequency:** 6 times per year
3. **Mailing Dates & Class:** Mails within the issue months; Periodical Pending.
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:** Heallo Psoriatic Disease will feature the latest news in psoriatic disease research, recent FDA approvals, recurring columns developed by our editorial staff in conjunction with notable opinion leaders who add detail and perspective.
2. **Average Issue Projection:**
 - a) Average articles: 18
 - b) Average article length: 1,000 words
3. **Editorial features/columns**
 - a) **Features:**
 - Cover Story
 - Physician-Contributed Articles
 - In The Journals
 - Guidelines
 - FDA/Drug Pipeline
 - Meeting News Coverage

- b) **Topics Covered:**
 - Diagnostics
 - Combination therapies
 - Guidelines
 - Practice management issues
 - Regulatory issues
 - Treatment of patients in special populations and those with comorbidities
 - Meeting coverage of leading congresses

4. **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) Dermatologists – 13,804
 - b) Clinical & Lab Dermatological Immunology (DDL) – 2
 - c) Dermatopathology (DMP) – 1,167
 - d) Pediatric Dermatology (PDD) – 26
 - e) Procedural Dermatology (PRD) – 619
 - f) PCPs (Family Medicine & Internal Medicine) – 571
 - g) Dermatology Nurse Practitioners & Physician Assistants – 2,915
2. **Demographic Selection Criteria:**
 - a) Prescribing: No
3. **Circulation distribution: Controlled:** 100%
4. **Paid information:**
 - a) Association members: N/A
 - b) Is publication received as part of dues?: No
 - c) U.S. Subscription rate: \$197/yr. individual
Canada: add 5% tax/yr.
Outside the U.S.: add \$92/yr.
5. **Circulation Verification:**
 - a) Address files provided by Direct Medical Data (DMD)
6. **Mailing house:** LSC Communications
7. **Estimated total circulation for 2021:** 19,104

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 Convention Distribution
6. **Additional Advertising Opportunities:**
 - a) BRC inserts: See 5b under Insert Information for specifications
 - b) Split-run advertising: Contact publisher for more information
 - c) Reprints: Yes, email: scsreprints@sheridan.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	10⅜"	16½" x	11⅞"
Full Page	7⅝" x	10⅜"	8⅜" x	11⅞"
½ Page Horizontal	7⅝" x	4¾"	8⅜" x	5½"
½ Page Vertical	3⅜" x	10⅜"	4⅞" x	11⅞"

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

a) **Trim size of journal:** 8⅝" x 10⅜"

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

2. **Type of Binding:** Saddle-stitch
3. **Print Ad Requirements:** For specifications go to healio.com/adspecs.
4. **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.**
5. **Note:** Spread ads should be sent as a one-page file.
6. **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.
7. **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 11⅞". Trim size 8⅝" x 10⅜". 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 — 21,500 (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 shortage 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.



2021 EDITORIAL CALENDAR

Print

ISSUE	SPACE CLOSE	MATERIAL DUE	FEATURED TOPICS	MEETING MENTIONS
Issue 1	1/4/2021	1/19/2021	Psoriasis and psoriatic arthritis	Maui Derm
Issue 2	3/5/2021	3/22/2021	COVID-19 and the immunocompromised patient	IAS
Issue 3	5/5/2021	5/21/2021	CVD and psoriasis	GRAPPA
Issue 4	7/6/2021	7/21/2021	Metabolic syndrome	
Issue 5	9/1/2021	9/20/2021	Inflammatory bowel disease	AAD Innovation Academy (Formerly AAD Summer)
Issue 6	11/3/2021	11/17/2021	Pediatric psoriasis	