Long COVID: A ‘mysterious’ syndrome with no clear pattern of symptoms

Infectious Disease News.

"long-haulers. ”

about the questions surrounding long COVID

weeks or months after becoming infected. ”

experiencing symptoms that either last or appear many

while many people with COVID-19 recover in the

Infectious Disease News.

work group, told

Practices COVID-19 vaccines

member of the CDC Advisory

the newly elected chair of the

tern, ”

sequelae known as long COVID.

cluding what causes the long-term, postacute

COVID-19, there remain a few mysteries, in-

Among the many health consequences of

syndrome with ‘no clear pattern’

Pharmacology Consult: Antifungal stewardship

7

tmurray@healiohss.com, 609-658-6115

Clin Infect Dis.

2021;doi:10.1093/cid/ciab479.

as worse than standard care.

rated the quality of telemedicine

consultants

disease

effectiveness of the COVID-19

Disease News.

John T. Brooks, MD,

chief

Myron Cohen, MD,

looks back on

PAGE 8

Krutika

it has in a long time, ”

looking better in the U.S. than

continues on page 8

Q&A

Overall, the pandemic is

that are concerning …

have had low rates of vaccine

pockets of the country that

“/T_h at being said, there are still

vaccine rollout, “ Kuppalli said.

eff  ectiveness of the COVID-19

Disease News.

historically mild season.

vaccine eff  ectiveness after

CDC unable to estimate /f_l u

pose serious threats to

Americans were fully vaccinat-

As of June 16, more than half of

Variants, /f_l u

have been most common, ”

relayed as lack of stamina —

fatigue, and dyspnea — of

Effective Rate Date: January 2022 for all advertisers.

RATES

1. Black-and-White rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>King Page</th>
<th>3/4 Page</th>
<th>Island/Half Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,755</td>
<td>$3,460</td>
<td>$3,095</td>
<td>$2,585</td>
<td>$1,740</td>
<td>$1,545</td>
</tr>
<tr>
<td>6x</td>
<td>3,645</td>
<td>3,350</td>
<td>2,945</td>
<td>2,510</td>
<td>1,690</td>
<td>1,470</td>
</tr>
<tr>
<td>12x</td>
<td>3,590</td>
<td>3,255</td>
<td>2,840</td>
<td>2,465</td>
<td>1,630</td>
<td>1,425</td>
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<tr>
<td>24x</td>
<td>3,510</td>
<td>3,195</td>
<td>2,805</td>
<td>2,415</td>
<td>1,565</td>
<td>1,375</td>
</tr>
<tr>
<td>36x</td>
<td>3,405</td>
<td>3,150</td>
<td>2,735</td>
<td>2,360</td>
<td>1,515</td>
<td>1,310</td>
</tr>
<tr>
<td>48x</td>
<td>3,350</td>
<td>3,095</td>
<td>2,670</td>
<td>2,265</td>
<td>1,425</td>
<td>1,270</td>
</tr>
<tr>
<td>60x</td>
<td>3,305</td>
<td>2,995</td>
<td>2,610</td>
<td>2,245</td>
<td>1,360</td>
<td>1,215</td>
</tr>
<tr>
<td>72x</td>
<td>3,255</td>
<td>2,945</td>
<td>2,545</td>
<td>2,185</td>
<td>1,285</td>
<td>1,115</td>
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<tr>
<td>96x</td>
<td>3,215</td>
<td>2,910</td>
<td>2,500</td>
<td>2,160</td>
<td>1,265</td>
<td>1,095</td>
</tr>
<tr>
<td>120x</td>
<td>3,190</td>
<td>2,875</td>
<td>2,465</td>
<td>2,110</td>
<td>1,250</td>
<td>1,075</td>
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<tr>
<td>144x</td>
<td>3,160</td>
<td>2,840</td>
<td>2,430</td>
<td>2,095</td>
<td>1,240</td>
<td>1,070</td>
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<tr>
<td>196x</td>
<td>3,120</td>
<td>2,805</td>
<td>2,395</td>
<td>2,060</td>
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<td>1,050</td>
</tr>
<tr>
<td>252x</td>
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<td>2,770</td>
<td>2,355</td>
<td>2,030</td>
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<td>1,035</td>
</tr>
<tr>
<td>320x</td>
<td>3,035</td>
<td>2,725</td>
<td>2,300</td>
<td>2,030</td>
<td>1,200</td>
<td>1,035</td>
</tr>
<tr>
<td>412x</td>
<td>3,000</td>
<td>2,685</td>
<td>2,250</td>
<td>2,030</td>
<td>1,200</td>
<td>1,035</td>
</tr>
</tbody>
</table>

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.
2022 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 insertions run in all Healiio 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 2022. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for:
   a) Product that has not advertised in Infectious Disease News in the past calendar year
   b) New indication for a currently advertising product in Infectious Disease News

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 be combined with the New Advertiser Discount.
   a) 6 issues = 10% off
   b) 12 issues = 15% off

4. 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.

5. 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.

6. Multichannel Program: Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.

7. Corporate Discount: Total net spend achieved in the year 2022 will set a Corporate Discount to be taken off 2023 advertising.

8. When taking advantage of more than one discount, discounts must be taken in the following order:
   a) Gross Cost
   b) Less Prescribing Information Discount
   c) Less New Advertiser/Product or Continuity Incentive
   d) Less Healiio Strategic Solutions Corporate Discount
   e) Less 15% Agency Discount
   f) 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:
   a) Infectious Disease News is a monthly newspaper designed to provide the latest information and news to the busy infectious disease specialist.
   b) Articles and features will focus on reports that are relevant to the daily practice of these specialists and will help in the recognition and treatment of infectious diseases. Articles of coverage include HIV/AIDS, hepatitis, infection control, immunizations, emerging diseases, antibacterial resistance and disease epidemics as well as general coverage of viruses, bacteria, fungi and parasites. Reports of presentations by opinion leaders will accompany columns and features and address topics such as pharmacology, immunization, and diagnostic issues.

2. Average Issue Projection:
   a) Average Number of Articles per Issue: 30
   b) Average Article Length: 21 inches
   c) Editorial Sections:
      • News Articles
      • Commentary
      • Pharmacy Consult
      • Perspective
      • Antimicrobials
      • Calendar of Events
      • HIV/AIDS

3. Origin of Editorial:
   a) Articles or abstracts from meetings and interviews with experts in infectious diseases: N/A
   b) Staff written: 85%
   c) Solicited: 15%
   d) Peer review: No. Meetings to be covered selected by Editorial Board in advance. Content reviewed by Chief Medical Editor prior to publishing.

CIRCULATION

1. Description of Circulation Parameters:
   a) Office-based: Infectious Disease Specialists
   b) Hospital-based: Residents, Interns, Full-time staff
   c) Other professional activity: Medical Teaching, Research
   d) Osteopathic specialties: Infectious Disease Specialists
   e) Internal medicine: High prescribers of HIV/AIDS therapies

2. Demographic Selection Criteria:
   a) Prescribing: N/A
   b) Circulation distribution:
      Controlled: 99.5%, Paid: 0.5%
   c) Paid information:
      Association members: N/A
      Is publication received as part of dues?: No
      Subscription rate: $14/year.
      Outside the U.S.: add $95;
      Canada: add 5% tax/yr.

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

4. Date and source of breakdown: BPA Worldwide, July 2021

5. Estimated total circulation for 2022: 11,712

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 and service advertisers must submit ad copy 2 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) Online Advertising Opportunities: Contact your sales representative for more information.

7. Additional Advertising Opportunities:
   a) BRC inserts: See 5b under Insert Information for specifications.
   b) Split-run advertising: Contact sales representative for information.

8. Reprints: Yes, e-mail: scoreprints@sheridan.com.

9. Publisher’s Liability: The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher’s control.

10. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

11. Competitor Information: Infectious Disease News does not accept advertisements that contain competitor(s)’ names, publication covers, logos or other content.

12. Advertorials: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word “Advertorial” or “Advertise- ment” will be prominently displayed in 10 point, black type, in ALL CAPITALS at the center top of each page.

13. Billing Policy: Billing to an advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

Infectious Disease News

Healio.com/ID
## 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</td>
<td>Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot;</td>
<td>13.5&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot;</td>
<td>13.5&quot;</td>
</tr>
<tr>
<td>¾ Page (Vertical)</td>
<td>7.05&quot;</td>
<td>13.5&quot;</td>
</tr>
<tr>
<td>¾ Page (Horizontal)</td>
<td>10&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68&quot;</td>
<td>13.5&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot;</td>
<td>6.5&quot;</td>
</tr>
<tr>
<td>⅛ Page (Vertical)</td>
<td>4.68&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>⅛ Page (Horizontal)</td>
<td>4.68&quot;</td>
<td>6.25&quot;</td>
</tr>
<tr>
<td>⅛ Page (Vertical Block)</td>
<td>7.13&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>⅛ Page (Horizontal Block)</td>
<td>2.23&quot;</td>
<td>13.5&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot;</td>
<td>3&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>2.23&quot;</td>
<td>6.25&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>4.68&quot;</td>
<td>2.84&quot;</td>
</tr>
</tbody>
</table>

a) Trim size of journal: 10.5” x 14”
b) To view thumbnails of ads specs, visit [healio.com/adspecs](http://healio.com/adspecs)
For spread ads, keep content (images/text) ⅛” 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:
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.

### 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:

a) Furnished Inserts: Billed at the earned black-and-white space rate. Commissionable.
b) A-size inserts charged at Island half-page rate.
c) Tabloid-size inserts charged at the King page rate.

### 3. Sizes and Specifications:

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# 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: 8¾” x 11” pre-trimmed on head and face. ⅛” foot and gutter grind.

### 4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ⅛” 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 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 – 14,000 (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. 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.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topics</th>
<th>Meeting Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Spotlight on infectious diseases and addiction</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Guiding treatment and improving outcomes for diabetic foot infections</td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>Managing HIV in older patients</td>
<td>CROI</td>
</tr>
<tr>
<td>APRIL</td>
<td>Spotlight on gastrointestinal diseases</td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>Update on TB treatment</td>
<td>NFID Annual Conference on Vaccinology Research</td>
</tr>
<tr>
<td></td>
<td></td>
<td>European Congress of Clinical Microbiology and Infectious Diseases (ECCMID)</td>
</tr>
<tr>
<td>JUNE</td>
<td>Treating and preventing vector-borne diseases</td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>The growing threat of antifungal resistance</td>
<td>ASM Microbe</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Association for Professionals in Infection Control and Hospital Epidemiology Annual Meeting (APIC)</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Pediatric ID</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Managing prosthetic joint infections</td>
<td>AIDS 2022</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Focus on long-acting HIV prevention and treatment</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Challenges and strategies for treating STDs</td>
<td>IDWeek</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Managing community-associated pneumonia</td>
<td>American Society of Tropical Medicine and Hygiene annual meeting (ASTMH)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IDC New York</td>
</tr>
</tbody>
</table>

Note: Editorial content subject to change