



Drug-induced Liver Injury Remains Under-reported, Poorly Understood

Guidelines  
ACG Research Guidelines on Therapeutic Drug Monitoring in IBD

Drug/Device Pipeline  
FDA Approves Plasma Receptor Glycan  
FDA Clears Infliximab Biosimilars  
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Alkermes Files NDA for Familial Chylomicronemia Syndrome Drug

Meeting News  
Highlights from European Society for Medical Oncology Congress and The Human Microbiome Emerging Themes at the Horizon of the 21st Century Meeting

By the Numbers  
10 News Highlights to Watch Gastroenterology Awareness Month



**Circulation: 15,187**

[Click to view full circulation info](#)

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

**Advertising Office: SLACK Incorporated**

Courtney Cashman  
Group Sales Director

[ccashman@healio.com](mailto:ccashman@healio.com), ext. 455  
cell: 732-500-6114

Kristen Weil  
National Account Manager  
[kweil@healio.com](mailto:kweil@healio.com), ext. 372

**Send Product insertion orders and ad materials to:**

Nina Maccarone  
Sales Administrator  
[nmaccarone@healio.com](mailto:nmaccarone@healio.com), ext. 468

6900 Grove Road  
Thorofare, NJ 08086-9447  
856-848-1000 • 800-257-8290  
Fax 856-848-6091

**Send inserts and BRCs to:**

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

# 2018 RATE CARD

Print

## RATES

Per Page rates:

Frequency	Full Page	1/2 Page
1x	\$3,805	\$2,530
6x	3,710	2,465
12x	3,600	2,395
24x	3,515	2,335
36x	3,470	2,310
48x	3,370	2,240
60x	3,305	2,200
72x	3,290	2,190
96x	3,255	2,165
120x	3,220	2,140
144x	3,190	2,120
196x	3,150	2,095
252x	3,110	2,070
320x	3,075	2,045
412x	3,045	2,025

- Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.
- Rates:**
  - Earned rates:** Given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
  - 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](mailto:slack@kerhgroup.com). Toll Free: 855-233-8100. Phone: 484-362-2365.

Effective Rate Date: January 2018 for all advertisers.

## DISCOUNTS

- Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all 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 2018. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
  - Product that has not advertised in Healio Gastroenterology in the past calendar year
  - New indication for a currently advertising product in Healio Gastroenterology
- 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.
  - 6 issues = 15% off
  - 12 issues = 25% off
- 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.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spending achieved in the year 2018 will set a Corporate Discount to be taken off 2019 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 Discount
  - Less SLACK Corporate Discount
  - Less 15% Agency Discount**Equals Net Cost**

## ISSUANCE AND CLOSING

1. **Established:** January 2015
2. **Frequency:** 12 times per year.
3. **Mailing Dates & Class:** Mails within the issue months; Periodical Class.
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:** 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 15,187 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.
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 Columns
    - In The Journals
    - Guideline
    - FDA/Drug Pipeline
    - Meeting News Coverage

- b) **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
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) HEALIO GASTROENTEROLOGY circulation covers all gastroenterologists and hepatologists in the United States

Specialty:	Total
Gastroenterology (GE)	15,024
Hepatology (HEP)	134
<b>TOTAL:</b>	<b>15,187</b>
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) Subscription rate: \$289/year. Outside the U.S.: add \$84
5. **Circulation Verification:**
  - a) Address files provided by Direct Medical Data (DMD)
6. **Mailing house:** Publishers Press
7. **Estimated total circulation for 2018:** 15,187

## 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: [reprints@healio.com](mailto: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	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 10⅞"

b) To view thumbnails of ads specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs).

2. **Type of Binding:** Saddle-stitch
3. **Print Ad Requirements:** For specifications go to [healio.com/slackadspecs](http://healio.com/slackadspecs).
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. **Media:** CDs and DVDs. Ads will not be accepted via email. FTP site available.
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 10⅞". 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.



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# 2018

## EDITORIAL RATE CARD

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/6/2017	12/18/2017	Pancreatitis		
February	1/5/2018	1/19/2018	Colon Cancer	Crohn's & Colitis Foundation	
March	2/6/2018	2/20/2018	Hepatitis B	ECCO	
April	3/6/2018	3/19/2018	Interchangeability and biosimilars		
May	4/6/2018	4/20/2018	Improving ADR	SAGES EASL	Digestive Disease Week (DDW)
June	5/4/2018	5/21/2018	Wheat sensitivity	American Society of Colon and Rectal Surgeons (ASCRS) Annual Scientific Meeting 2018	
July	6/6/2018	6/20/2018	Irritable Bowel Disease	DDW	
August	7/6/2018	7/20/2018	Managing the pre/post-liver transplant patient		
September	8/6/2018	8/20/2018	Endoscopy		American College of Gastroenterology Scientific Meeting (ACG)
October	9/6/2018	9/21/2018	Gastroparesis		The Liver Meeting (AASLD)
November	10/5/2018	10/22/2018	Alternative medicine in gastroenterology	ACG	Advances in inflammatory Bowel Diseases (AIBD)
December	11/6/2018	11/20/2018	Diagnosis, management of NAFLD, NASH	AASLD	