

Healio
HemOnc today
 CLINICAL NEWS IN ONCOLOGY AND HEMATOLOGY

Volume 14 Number 14
 JULY 23, 2017

CONTRIBUTOR
FDA's 'breakneck pace' accelerates drug access, but concerns persist about lack of complete data

The FDA's recent approval of the first oral cancer drug to be approved in a quarter century is widely seen as a landmark moment in the industry. Other drugs have not to be seen here. The agency approved the drug last year.

IT'S OK to use [European endpoints] in certain drugs, as long as you follow up to ensure the drug is doing what it should be doing in the real world!

View A. Prasad, MD, PhD

Childhood cancer survivors experience fewer severe health problems

Childhood cancer survivors are more likely to experience severe health problems than the general population, according to a new study. The study found that survivors of childhood cancer are more likely to experience severe health problems than the general population, according to a new study. The study found that survivors of childhood cancer are more likely to experience severe health problems than the general population, according to a new study.

Impact of low testosterone in testicular cancer survivors

Low testosterone levels are associated with poor outcomes in testicular cancer survivors, according to a new study. The study found that survivors of testicular cancer with low testosterone levels are more likely to experience poor outcomes than those with normal testosterone levels, according to a new study.

EDITORIAL BOARD
 David R. Anderson, MD, PhD, Editor in Chief
 Prasad K. Iyer, MD, PhD, Editor
 Prasad K. Iyer, MD, PhD, Editor

MEETING NEWS
 ASCO 2017: Key findings from the annual meeting of the American Society of Clinical Oncology.

HEALTH CARE NEWS
 FDA approves first oral cancer drug.

A SLACK Incorporated publication

2018 RATE CARD

Print

Effective Rate Date: January 2018 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	\$5,205	\$4,810	\$4,005	\$3,005	\$2,800	\$2,600
6x	5,145	4,760	3,965	2,970	2,775	2,580
12x	5,115	4,725	3,925	2,945	2,760	2,555
24x	5,040	4,660	3,895	2,915	2,725	2,530
36x	5,005	4,605	3,840	2,890	2,690	2,505
48x	4,955	4,570	3,810	2,855	2,655	2,475
60x	4,895	4,525	3,760	2,825	2,630	2,435
72x	4,840	4,475	3,720	2,790	2,600	2,415
96x	4,780	4,425	3,690	2,770	2,580	2,390
120x	4,750	4,385	3,655	2,755	2,565	2,375
144x	4,700	4,335	3,605	2,725	2,545	2,350
196x	4,660	4,285	3,560	2,670	2,495	2,280
252x	4,610	4,250	3,530	2,630	2,460	2,250
320x	4,580	4,210	3,500	2,630	2,460	2,250
412x	4,550	4,175	3,455	2,630	2,460	2,250

Circulation: 42,870

[Click to view full circulation info](#)

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Send Product insertion orders and ad materials to:

Nina Maccarone
 Sales Administrator
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
 HEMONC TODAY
 Publishers Press, Inc.
 13487 S. Preston Highway
 Lebanon Junction, KY 40150-8218

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

- Earned Rates:**
 - 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).
 - 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.

- Bleed:** No charge
- Covers, Positions:**
 - 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.
 - Special positions:** Contact your sales representative.
- Online Advertising Rates:** Please contact your sales representative.
- 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:** 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 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 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 Incentive
 - Less SLACK 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. \$531/yr. individual
Outside the U.S.: add \$156/yr.
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing House:** Publishers Press
- Date and source of breakdown:** BPA Worldwide, July 2017
- Estimated total circulation for 2018:** 42,870

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 or visit Healio.com/HemOnc for more information.
- Additional Advertising Opportunities:**
 - BRC inserts:** See 5b under Insert Information for specifications.
 - Split-run advertising:** Contact publisher for information.
- Reprints:** Yes, reprints@healio.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.

Media: CDs and DVDs. Ads will not be accepted via e-mail. FTP site available

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 — 47,000 (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 shortages on press.

2018 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January 10	11/22/17	12/07/17	Breast cancer	San Antonio Breast Cancer Symposium; ASH Annual Meeting and Exposition	
January 25	12/06/17	12/20/17	Leukemia	San Antonio Breast Cancer Symposium; ASH Annual Meeting and Exposition	
February 10	12/20/17	01/11/18	Hemophilia		
February 25	01/08/18	01/25/18	Pancreatic cancer	Gastrointestinal Cancers Symposium	HEMONC TODAY New York
March 10	01/24/18	02/08/18	Renal cell carcinoma	Genitourinary Cancers Symposium	
March 25	02/07/18	02/22/18	Lymphoma		
April 10	02/23/18	03/09/18	Lung cancer	HEMONC TODAY New York	
April 25	03/09/18	03/23/18	Melanoma	HEMONC TODAY New York; Society of Gynecologic Oncology Annual Meeting	
May 10	03/23/18	04/11/18	Gynecologic cancers		
May 25	04/09/18	04/25/18	Head and neck cancer	AACR Annual Meeting	American Society of Clinical Oncology (ASCO)
June 10	04/25/18	05/09/18	Myeloma	AACR Annual Meeting	
June 25	05/09/18	05/23/18	Prostate Cancer	ASCO Annual Meeting; Oncology Nursing Society Annual Congress	
July 10	05/23/18	06/08/18	Colorectal cancer	ASCO Annual Meeting	
July 25	06/08/18	06/25/18	Myeloproliferative Neoplasms	ASCO Annual Meeting; European Hematology Association Congress	
August 10	06/25/18	07/11/18	Pediatric cancers		
August 25	07/11/18	07/26/18	Anticoagulation		
September 10	07/25/18	08/09/18	Cancer survivorship		
September 25	08/10/18	08/28/18	Bone marrow transplantation		
October 10	08/24/18	09/11/18	Sarcoma		
October 25	09/10/18	09/26/18	Palliative Care		
November 10	09/24/18	10/11/18	Sickle cell disease		
November 25	10/10/18	10/26/18	Neuro-oncology	ESMO Congress; ASTRO Annual Meeting	American Society of Hematology (ASH)
December 10	10/24/18	11/09/18	Bladder cancer	ESMO Congress	
December 25	11/09/18	11/27/18	CAR T-cell therapy	San Antonio Breast Cancer Symposium; ASH Annual Meeting and Exposition	

Note: Editorial content subject to change