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Healio

Infectious Disease News

30th Anniversary

C. auris: 'A nasty bug' threatening US hospitals

Las Vegas, NV—The CDC issued a clinical alert on health care facilities in the United States about *Candida auris*, an emerging and other drug-resistant fungus with a high potential to cause hospital-acquired infections.

At the time, *C. auris* infections had been reported as a kind of "silent killer" because the CDC was aware of the case but the organism had not been identified as a pathogen. However, the CDC made the organism a national priority because of its ability to spread in health care settings and its resistance to antifungal drugs.

This is a nasty bug that sets up shop and spreads differently than the rest of the mold Candida.

—Dr. Charles Clancy, MD, Director of the CDC's Hospital Infection Program

HCV over 3 decades: From a disease with no name to a cure

In 1982, the CDC announced the discovery of the hepatitis C virus (HCV). Since then, the CDC has been working to understand the disease and its impact on public health. In 2014, the CDC announced the availability of direct-acting antiviral (DAA) drugs, which have revolutionized the treatment of HCV. Today, the CDC is working to increase awareness of the disease and its treatment, and to ensure that all people who need it have access to the cure.

HEALTH CARE NEWS | **PHARMACEUTICAL NEWS** | **EMERGING DISEASES**

HEALTH CARE NEWS: 10,813
PHARMACEUTICAL NEWS: 10,813
EMERGING DISEASES: 10,813

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	\$3,350	\$3,085	\$2,760	\$2,310	\$1,555	\$1,380
6x	3,255	2,990	2,630	2,245	1,510	1,315
12x	3,205	2,910	2,535	2,200	1,450	1,270
24x	3,135	2,850	2,505	2,155	1,400	1,225
36x	3,040	2,815	2,440	2,105	1,355	1,170
48x	2,990	2,760	2,380	2,025	1,270	1,130
60x	2,955	2,670	2,335	2,010	1,215	1,085
72x	2,910	2,630	2,270	1,950	1,145	995
96x	2,870	2,600	2,235	1,925	1,125	980
120x	2,845	2,570	2,200	1,885	1,110	960
144x	2,825	2,535	2,170	1,870	1,100	955
196x	2,785	2,505	2,140	1,840	1,085	935
252x	2,760	2,475	2,100	1,810	1,075	920
320x	2,710	2,430	2,050	1,810	1,075	920
412x	2,675	2,395	2,015	1,810	1,075	920

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
Standard color	\$845
Matched color	935
Metallic color	1,175
Four color	2,575
Four color + PMS	3,480
Four color + Metallic	3,710

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 regional sales representative at 800-257-8290.

Circulation: 10,813

[Click to view full circulation info](#)

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

Advertising Office: SLACK Incorporated

Susan Fagan
Senior Account Manager
sfagan@healio.com, ext. 291

Send Product insertion orders and ad materials to:

Wanda Granato
Sales Administrator
wgranato@healio.com, ext. 451

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

Send inserts and BRCs to:

Jesse Davis
INFECTIOUS DISEASE NEWS
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

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 2018 Continuity Discount. To qualify, the advertisement must be for a:
 - Product that has not advertised in Infectious Disease News in the past calendar year
 - New indication for a currently advertising product in Infectious Disease News
- 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 = 10% off
 - 12 issues = 15% off
- 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.
- 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, 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:** July 1988
- Frequency:** 12 times per year
- Issue Dates:** 1st 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:**
INFECTIOUS DISEASE NEWS is a monthly newspaper designed to provide the latest information and news to the busy infectious disease specialist.

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. Areas 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.
- Average Issue Projection:**
 - Average Number of Articles per Issue:** 30
 - Average Article Length:** 21 inches
 - Editorial Sections:**
 - News Articles
 - Pharmacology Consult
 - Antimicrobials
 - HIV/AIDS
 - Commentary
 - Perspective
 - Calendar of Events
- Origin of Editorial:**
 - Articles or abstracts from meetings and interviews with experts in infectious diseases:** N/A
 - Staff written:** 85%
 - Solicited:** 15%
 - Peer review:** No. Meetings to be covered selected by Editorial Board in advance. Content reviewed by Chief Medical Editor prior to publishing.

CIRCULATION

- Description of Circulation Parameters:**
 - Office-based: Infectious Disease Specialists
 - Hospital-based: Residents, Interns, Full-time staff
 - Other professional activity: Medical Teaching, Research
 - Osteopathic specialties: Infectious Disease Specialists
 - Internal medicine: High prescribers of HIV/AIDS therapies
- Demographic Selection Criteria:**
 - Prescribing:** N/A
 - Circulation distribution:**
Controlled: 99.5%
Paid: 0.5%
 - Paid information:**
Association members: N/A
Is publication received as part of dues?: No
 - Subscription rate:** \$368/year. Outside the U.S.: add \$84
- Circulation Verification:**
 - Audit:** BPA Worldwide
 - Mailing house:** Publishers Press
- Date and source of breakdown:**
[BPA Worldwide, July 2017](#)
- Estimated total circulation for 2018:** 10,813

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 2 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:** See Editorial Calendar
 - Other:** Advertiser Index
- Online Advertising Opportunities:** Contact your sales representative or visit Healio.com/ID for more information.
- Additional Advertising Opportunities:**
 - BRC inserts:** See 5b under Insert Information for specifications.
 - Split-run advertising:** Contact sales representative for information.
- Reprints:** Yes, e-mail: 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:

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:

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: 8⅞" 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 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 — 12,000 (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.

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C. auris: 'A nasty bug' threatening US hospitals



This is a nasty bug that sets up shop and spreads differently than the rest of the mold

HCV over 3 decades: From a disease with no name to a cure

What's new in the antibiotic pipeline?

Pharmaceutical Council

Emerging Diseases

2018 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIALS DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/5/2017	12/19/2017	Fungal pathogens: Testing and treatment		
February	1/5/2018	1/19/2018	Emerging diseases		
March	2/5/2018	2/16/2018	Foodborne infection	Advisory Committee on Immunization Practices (ACIP)	
April	3/6/2018	3/20/2018	Tackling HIV drug resistance	Conferences on Retroviruses and Opportunistic Infections (CROI)	
May	4/5/2018	4/19/2018	Immunizing at-risk populations	International Liver Congress (EASL) NFID's Annual Conference on Vaccine Research European Congress of Clinical Microbiology and Infectious Disease (ECCMID)	ASM Microbe
June	5/4/2018	5/18/2018	Preventing and treating nosocomial infections		
July	6/6/2018	6/20/2018	What's new in the antibiotic pipeline?	Digestive Disease Week (DDW) ACIP Association for Professionals in Infection Control and Hospital Epidemiology Annual Meeting (APIC) ASM Microbe	
August	7/6/2018	7/20/2018	Improving HIV treatment	International AIDS Conference (AIDS 2018)	
September	8/6/2018	8/20/2018	Innovations in diagnostic testing		IDWeek
October	9/6/2018	9/19/2018	Stamping out STDs		
November	10/5/2018	10/19/2018	Breakthroughs in clinical research	ACIP IDWeek	
December	11/5/2018	11/19/2018	Advances in Hepatitis C	American Society of Tropical Medicine and Hygiene annual meeting (ASTMH 2018) AAASLD: The Liver Meeting IDC New York	