2018 RATE CARD

Print

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
cashman@healio.com, ext. 455
cell: 732-500-6114

Kristen Weil
National Account Manager
kweil@healio.com, ext. 372

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

RATES

Per Page rates:

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

1. Color: No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.

2. Rates:
   a) 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.
   b) Agency commission: Fifteen percent gross billing on space, color, cover, and preferred position charges.
   c) Cash discount: Two percent if paid within ten days of invoice date. No discount allowed after this period.


4. Covers, Positions:
   a) Covers:
      • Fourth cover: 50% premium.
      • Second cover: 25% premium.
      • Table of Contents: 15% premium.
      • Center Spread: 15% premium.
      • All other special positions: 10% premium.

5. Online Advertising Rates: Please contact your sales representative for more information.

6. Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com.

DISCOUNTS

1. 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.

2. 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:
   a) Product that has not advertised in Healio Gastroenterology in the past calendar year
   b) New indication for a currently advertising product in Healio Gastroenterology

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 not be combined with the New Advertiser Discount.
   a) 6 issues = 15% off
   b) 12 issues = 25% off

4. Prescribing Information Discount: All Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% 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.

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 spending achieved in the year 2018 will set a Corporate Discount to be taken off 2019 advertising.

8. When taking advantage of more than one discount program, discounts must be taken in the following order:
   a) Less New Advertiser/Product or Continuity Discount
   b) Less SLACK Corporate Discount
   c) Less 15% Agency Discount

Equal Net Cost

Effective Rate Date: January 2018 for all advertisers.
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

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

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gastroenterology (GE)</td>
<td>15,024</td>
</tr>
<tr>
<td>Hepatology (HEP)</td>
<td>134</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>15,187</td>
</tr>
</tbody>
</table>

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
2018 Rate Card: Print

AD SPECIFICATIONS

1. Available Ad Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>Non-bleed (Live area) sizes: Width x Height</th>
<th>Bleed sizes* Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Spread</td>
<td>15 1/4” x 10 1/8”</td>
<td>16 1/2” x 11 1/4”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 1/4” x 10 1/8”</td>
<td>8 3/8” x 11 1/4”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 1/4” x 4 3/4”</td>
<td>8 3/8” x 5 1/2”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3 3/4” x 10 1/8”</td>
<td>4 3/8” x 11 1/4”</td>
</tr>
</tbody>
</table>

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

a) Trim size of journal: 8 1/8” x 10 7/8”
b) To view thumbnails of ad specs, visit healio.com/slackadspecs.

2. Type of Binding: Saddle-stitch
3. Print Ad Requirements: For specifications go to 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.

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock Max</th>
<th>Paper Stock Min</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004”</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004”</td>
</tr>
</tbody>
</table>

4. Trimming: Supply size: 8 1/4” x 11 5/8”. Trim size 8 1/4” x 10 3/8”. Trimming of oversized inserts will be charged at cost. Keep live matter 1/4” from trim edges and 3/16” from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8”.

5. BRCs:
   a) Pricing: Contact your sales representative for prices. Non-commissionable.
   b) BRC Specifications: 3 1/2” x 5” minimum to 4 1/4” x 6” maximum; perforated with 1/2” lip (from perforation) for tipping/binding. Add 1/4” 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.
## 2018 EDITORIAL RATE CARD
### Print

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