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Healio

INFECTIOUS DISEASES IN CHILDREN

THE PEDIATRICIAN'S NO. 1 NEWS SOURCE

Volume 38 Number 3
MAY 2018

30th ANNIVERSARY

Head lice: Misinformation, resistance in the pediatrician's office

Head lice are common in the United States, but the recent rise in resistance to treatment has led to a resurgence in head lice. Many pediatricians will be treating the common itching patients and their families due to the increased prevalence of head lice. This is a common problem in the pediatrician's office.

Parents need to know whether school health policies are consistent with current AAP/IDC recommendations.

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Behind the label: ADHD over 30 years

ADHD is now defined as a pattern of inattention and hyperactivity beginning in childhood and persisting into adulthood. The diagnostic criteria and inclusion criteria for ADHD have changed over the years.

INFECTIOUS DISEASES IN CHILDREN BY THE NUMBERS

10% of children have head lice
15% of children have ADHD
25% of children have asthma

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	\$6,315	\$6,010	\$4,940	\$3,990	\$3,430	\$2,390
6x	6,270	5,940	4,865	3,915	3,390	2,380
12x	6,210	5,860	4,775	3,875	3,375	2,355
24x	6,180	5,805	4,700	3,860	3,325	2,325
36x	6,135	5,720	4,630	3,760	3,265	2,290
48x	6,050	5,650	4,565	3,725	3,215	2,270
60x	5,975	5,585	4,515	3,680	3,190	2,240
72x	5,940	5,520	4,400	3,610	3,165	2,220
96x	5,890	5,450	4,350	3,500	3,150	2,190
120x	5,840	5,385	4,315	3,470	3,110	2,170
144x	5,770	5,340	4,280	3,435	3,085	2,140
196x	5,730	5,290	4,235	3,390	3,045	2,090
252x	5,695	5,260	4,200	3,355	2,995	2,055
320x	5,655	5,220	4,180	3,355	2,995	2,055
412x	5,615	5,185	4,155	3,355	2,995	2,055

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

Charge per color per page or fraction	
Standard color	\$1,045
Matched color	1,155
Metallic color	1,575
Four color	3,000
Four color + PMS	4,140
Four color + Metallic	4,590

2. 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.

3. Bleed: No charge

4. Covers, Positions:

a) Covers:

- Second cover:** Earned b/w rate plus 40%. Color additional.
- Third cover:** Earned b/w rate plus 25%. 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 at slack@kerhgroup.com.

Toll Free: 855-233-8100

Phone: 484-362-2365

Advertising Office: **SLACK Incorporated**

Leslie Celli
National Account Manager
lcelli@healio.com, ext. 330

Send Product insertion orders and ad materials to:

Carolyn Boerner
Director of Sales Administration
cboerner@healio.com, ext. 355

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 DISEASES IN CHILDREN
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

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 product advertisers with a minimum 3 ad commitment receive a 20% 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 INFECTIOUS DISEASES IN CHILDREN in the past calendar year
 - b) New indication for currently advertising product in INFECTIOUS DISEASES IN CHILDREN
- 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) 3 issues = 5% off
 - b) 6 issues = 10% off
 - c) 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 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:**

Gross Cost:

 - a) Less New Advertiser/Product or Continuity Incentive
 - b) Less SLACK Corporate Discount
 - c) Less 15% Agency Discount

Equals Net Cost

ISSUANCE AND CLOSING

- 1. Established:** January 1988
- 2. Frequency:** 12 times per year
- 3. Issue Dates:** 1st week of the month of issue
- 4. Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- 5. 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. Editorial Direction:** INFECTIOUS DISEASES IN CHILDREN, a newspaper for the pediatrician, delivers the most up-to-date news in the field of pediatric diseases. The newspaper covers nationwide medical meetings, courses and symposia, as well as interviews with experts about vaccines, the treatment of infectious diseases, asthma and allergy, and more.
- 2. Average Issue Information:**
 - a) Average number of articles per issue: 30
 - b) Editorial departments and features

• Blogs	• Perspective
• Calendar of Events	• Pharmacology Consult
• Commentary	• Products & Services
• Everyday Pediatrics	• Spot the Rash
• In the Journals	• What's Your Diagnosis?
- 3. Origin of Editorial:**
 - a) **Articles or abstracts from meetings/journals:** 75%
 - b) **Staff Written:** 90%
 - c) **Solicited:** 5%
 - d) **Submitted:** 5%
 - e) **Peer review:** No. Meetings to be covered selected in advance.

CIRCULATION

- 1. Description of Circulation Parameters:**
 - a) Office and Hospital-based: Pediatricians
 - b) Hospital-based: Residents, Interns, Full-time staff
 - c) Osteopathic specialties: Pediatricians
 - d) Dermatologists with secondary in pediatrics
- 2. Demographic Selection Criteria:**
 - a) **Prescribing:** N/A
 - b) **Circulation distribution:**

Controlled: 99%

Paid: 1%

Request (non-postal): 0%
 - c) **Paid information:**

Association members: N/A

Is publication received as part of dues?: No
 - d) **Subscription rates:** \$368/yr. individual; \$591 institutional
- 3. Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mailing house:** Publishers Press
- 4. Date and Source of Breakdown:** BPA Worldwide, July 2017
- 5. Estimated Total Circulation for 2018:** 57,016

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 product 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:** See Editorial Calendar
 - b) **Other:** Advertiser Index
- 7. Online Advertising Opportunities:** See our online rate card for details.
- 8. Additional Advertising Opportunities**
 - a) **BRC inserts:** See 5b under Insert Information for specifications.
 - b) **Split-run advertising.** Contact publisher for information.
- 9. Reprints:** Yes, email 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

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 trim.

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 — 60,000 (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.

