Healio.com/Pediatrics

Pediculus humanus capitis

be spending the summer helping patients and children in the United States, the season is nearly upon us, and for many

Humans as their sole source of food as well as spread through contact with animals, leaving a species-specific parasite, head lice cannot be hair shafts on the human head. Additionally, as hardy parasites, head lice are ambulant nor particularly Homo sapiens by about 1.18 known to predate modern est parasites, head lice are considered 6 million to 12 years; this age demographic is also most likely to gather in settings where children aged 3 to 11 years; this age demographic.
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
      - Calendar of Events
      - Commentary
      - Everyday Pediatrics
      - In the Journals
      - Perspective
      - Pharmacology Consult
      - Products & Services
      - Spot the Rash
      - 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

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) 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.
   a) 3 issues = 5% off
   b) 6 issues = 10% off
   c) 12 issues = 15% off
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.
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 Total net spend achieved in the year. Contact your Sales Representative to discuss options.
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 Incentive
   b) Less SLACK Corporate Discount
   c) Less 15% Agency Discount
   Equals Net Cost
AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Trim sizes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5” x 13.5”</td>
<td>21” x 14”</td>
</tr>
<tr>
<td>King Page</td>
<td>10” x 13.5”</td>
<td>10.5” x 14”</td>
</tr>
<tr>
<td>¼ Page (Vertical)</td>
<td>7.05” x 13.5”</td>
<td>7.55” x 14”</td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10” x 10”</td>
<td>10.5” x 10.5”</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13” x 10”</td>
<td>7.63” x 10.5”</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6” x 10”</td>
<td>15.1” x 10.5”</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68” x 13.5”</td>
<td>5.18” x 14”</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10” x 6.5”</td>
<td>10.5” x 7.0”</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68” x 6.25”</td>
<td>5.18” x 6.75”</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13” x 4.75”</td>
<td>7.63” x 5.25”</td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23” x 13.5”</td>
<td>2.73” x 14”</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10” x 3”</td>
<td>10.5” x 3.5”</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>2.23” x 6.25”</td>
<td>2.73” x 6.75”</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>4.68” x 2.84”</td>
<td>5.18” x 3.34”</td>
</tr>
</tbody>
</table>

- a) Trim size of journal: 10.5” x 14”
- b) To view thumbnails of ads specs, visit [healio.com/slackadspecs](http://healio.com/slackadspecs)

For spread ads, keep content (images/text) ¼ in on each side of the gutter
For bleed ads, add ¼” on all sides of trim size.

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:

<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>

- 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. ¼” foot trim.

4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½” from trim edges and ¼” from gutter trim.
   Inserts are jogged to the foot. Book trims ¼” 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 4½” x 6” maximum; perforated with ½” lip (from perforation) for binding. Add ¼” 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.
Summer is nearly upon us, and for many families, this season signals the start of a new routine, filled with activities like swimming, picnics, and family gatherings. However, for many children, this period also brings an unwelcome visitor: head lice.

Head lice are small, wingless insects that spend their entire life cycle on the human head. They are well adapted to anchor themselves to the scalp, and, in fact, their entire development occurs within the hair shafts. They feed on the blood of their human hosts, and their eggs (nits) are usually found attached to the hair shafts, just behind the hairline. Head lice are neither ambulant nor particularly hardy parasites, dying within 1 or 2 days once removed from the scalp. It is estimated that 6 million to 12 million infestations each year in the U.S. among children aged 3 to 11 years; this age demographic is most likely to gather in settings where children are in close proximity to one another.

Considered one of the oldest diseases, head lice cannot be traced to a species-specific parasite. Head lice have been found on our species for thousands of years, with evidence of infestations of lice found in ancient remains of people from as early as the 18th century. Head lice thrive on a diet of human blood, but their primary attraction to humans is the smell of our hair and scalp. They are not known to predate modern Homo sapiens and continue to thrive on the scalp of today's humans as their sole source of food as well as their only means of transportation and dissemination from their only host for up to 6 months.

Despite their largely understood life cycle, their resistance to insecticides is a challenge. Head lice have developed resistance to many commonly used treatments, and parental misinformation remains a principal challenge in the management of head lice among children. In fact, over 30% of parents have reported using ineffective treatments over the past 12 months, contributing to the persistence of lice infestations.

In the pediatrician's office, parents need to know — JOSEPH A. BOCCHINI JR., MD, FAAP, professor and chairman of pediatrics at Louisiana State University Health — Shreveport. "They are developed relationship for a species that was only starting to be understood."

"Most experts now agree that ADHD exists — the last in a century of terminological shifts pertaining to a neurodevelopmental condition that was only starting to be understood. Although childhood hyperactivity and inattention have been described in medical literature since as early as the 18th century, it was not until 1987 that the term "Attention-Deficit/Hyperactivity Disorder" (ADHD) was introduced into the Diagnostic and Statistical Manual of Mental Disorders (DSM-III). ADHD is now defined as a pattern of inattention and/or hyperactivity-impulsivity that negatively impacts childhood development and, in fact, their entire life. Although ADHD is considered one of the old diseases, "it continues on page 10."

"Parental concerns over MiraLAX continue to spur closer review. Parental concerns over MiraLAX continue to spur closer review."

"Though over 30 years have impacted pediatric care over the past 3 decades, partly as a result of neuroimaging studies that provide visible evidence of the ways ADHD affects the brain. The brain of children with ADHD is also most likely to gather in settings where children are in close proximity to one another: home, school, and sports."

"Parents need to know..."

For more information, search "Zika-related birth defects" on Healio.com/Pediatrics.