

2009 Rate Card

Infectious Disease News®

E. Coli outbreak reported in California | 4 | New avian influenza cases in Vietnam | 16 | Herpes zoster vaccine 32

InfectiousDiseaseNews.com Volume 10, Number 8 FEBRUARY 2009

Infectious Disease News®

Circumcision-for-HIV-prevention trial stopped early due to clear efficacy
Study results led to widespread recommendations for male circumcision to reduce HIV transmission.

Public health experts recommended that male circumcision be recognized as an additional intervention to reduce the risk of HIV transmission.

Tracking the use of antibiotics may help fight resistance

Estimated AIDS cases among women, by transmission

MISA AND HOUSEHOLD INCOME

ANTIRETROVIRAL THERAPY

HIV TESTING IN AFRICA

A SLACK Incorporated publication

RATES AND DISCOUNTS

- Effective Rate Date:** January 2009 for all advertisers.
- Earned Rates:**
 - Earned rates** are given to advertisers (parent company and its subsidiaries) based on the total number of pages 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. No discount allowed after this period.
- Black-and-White Rates:**

Frequency	King Page	3/4 Page	Island Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page
1x	\$2,495	\$2,300	\$2,055	\$1,975	\$1,720	\$1,155	\$1,030
6x	2,425	2,230	1,960	1,945	1,675	1,120	980
12x	2,385	2,170	1,885	1,875	1,640	1,080	945
24x	2,335	2,120	1,865	1,845	1,600	1,045	910
36x	2,260	2,095	1,820	1,800	1,570	1,010	875
48x	2,230	2,055	1,770	1,755	1,510	945	845
60x	2,200	1,985	1,740	1,720	1,495	905	810
72x	2,170	1,960	1,695	1,675	1,455	855	740
96x	2,135	1,935	1,665	1,650	1,430	840	730
120x	2,115	1,910	1,640	1,630	1,405	830	720
144x	2,100	1,885	1,610	1,600	1,390	820	715
196x	2,075	1,865	1,590	1,580	1,370	810	705
252x	2,055	1,845	1,565	1,555	1,350	800	690
320x	2,020	1,810	1,530	1,520	1,350	800	690
412x	1,990	1,780	1,500	1,490	1,350	800	690

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

Charge per color per page or fraction

Standard color	\$795
Matched color	885
Metallic color	1,105
Four color	2,390
Four color + PMS	3,280
Four color + Metallic	3,495

4. Bleed: No charge

5. 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 for more details.



6900 Grove Road • Thorofare, New Jersey 08086-9447
800-257-8290 • 856-848-1000 • Fax 856-848-6091
InfectiousDiseaseNews.com

6. Discount Programs:

- a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
- b) **Free Ad Program:** Buy 10 advertisements, and receive 2 free (November and December). Ad units must be the same size and specifications, otherwise an average page/color formula will be utilized to determine the number of free ad pages earned.
- c) **New Advertiser/Product Program:** New advertisers receive a 10% discount off all advertising for 2009 with a minimum 3 ad commitment. To qualify as a new advertiser, the ad must either be for a company that has not advertised in IDN in the past calendar year or a new product from a company currently advertising with IDN.
- d) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2009 and earn valuable discounts in 2010. Spend levels achieved in the year 2009 will determine your Corporate Discount savings in 2010.
- e) **Insert Conversion Program:** For multi-page insert advertisers only. INFECTIOUS DISEASE NEWS will convert your A-size insert of 4 pages or more into three 4-color King pages plus one black-and-white island page (A), five 4-color King pages, plus one black-and-white island page (B) or seven 4-color King pages plus one black-and-white island page (C). Apply the following rates if taking advantage of this program. For all other ad units, please consult your sales representative for pricing.

Frequency	4-Page Insert	6-Page Insert	8-Page Insert
1x	\$11,700	\$18,540	\$25,380
6x	11,480	18,220	24,970
12x	11,350	18,030	24,720
24x	11,230	17,840	24,460
36x	11,040	17,550	24,060
48x	10,940	17,410	23,880
60x	10,860	17,280	23,710
72x	10,760	17,150	23,530
96x	10,670	17,000	23,340
120x	10,610	16,920	23,220
144x	10,560	16,840	23,130
196x	10,490	16,740	22,990
252x	10,430	16,650	22,880
320x	10,330	16,510	22,680
412x	10,250	16,380	22,510

- f) **When taking advantage of more than one discount, discounts must be taken in the following order:**

Gross Cost:

- 1) Less New Advertiser/Product Program
- 2) Less SLACK Corporate Discount
- 3) Less 15% Agency Discount

Equals net cost

7. **Online Advertising Rates:** Please contact your sales representative or visit InfectiousDiseaseNews.com for more information.

ISSUANCE AND CLOSING

8. **Established:** July 1988
9. **Frequency:** 12 times per year
10. **Issue Dates:** 1st of the month of issue
11. **Mailing Dates & Class:** Mails within the issue month; Periodical Class.
12. **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

13. **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, infection control, immunizations, emerging diseases, antibacterial resistance, hepatitis 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.
14. **Average Issue Projection:**
 - a) **Average Number of Articles per Issue:** 30
 - b) **Average Article Length:** 21 inches
 - c) **Editorial Sections:**
 - News Articles
 - Interviews
 - From the Editor
 - Calendar of Events
 - Pharmacology Consult
 - Global Highlights
 - AIDS Compendium
 - Products and Services
 - Zoonotic Infections
 - News Notes
 - Letters to the Editor
 - What's Your Diagnosis?
15. **Origin of Editorial:**
 - a) **Articles or abstracts from meetings and interviews with experts in infectious diseases:** N/A
 - b) **Staff written:** 85%
 - c) **Solicited:** 15%
 - d) **Peer review:** No. Meetings to be covered selected by Editorial Board in advance. Content reviewed by Chief Medical Editor prior to publishing.

CIRCULATION

16. **Description of Circulation Parameters:**
 - a) **Office-based:** Infectious Disease Specialists
 - b) **Hospital-based:** Residents, Interns, Full-time staff
 - c) **Other professional activity:** Medical Teaching, Research
 - d) **Osteopathic specialties:** Infectious Disease Specialists
 - e) **Internal medicine:** High prescribers of HIV/AIDS therapies
17. **Demographic Selection Criteria:**
 - a) **Prescribing:** N/A
 - b) **Circulation distribution:**
Controlled: 99.5%
Paid: 0.5%
 - c) **Paid information:**
Association members: N/A
Is publication received as part of dues?: No
 - d) **Subscription rate:** \$299/year. Canada: add 6% GST; outside the U.S.: add \$70
18. **Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mailing house:** Publishers Press
19. **Date and source of breakdown:** BPA Worldwide, July 2008
20. **Estimated total circulation for 2009:** 8,900

GENERAL INFORMATION

21. **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.
22. **New Product Releases:** Yes
23. **Editorial Research:** Yes
24. **Ad Format and Placement Policy:**
 - a) **Format:**
 1. between articles_____
 2. welled_____
 3. stacked_____
 4. within articles XX
 - b) **Are ads rotated?** Yes
25. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
26. **Value-Added Services:**
 - a) **Free market research to qualified advertisers**
 - b) **Internet services available:** InfectiousDiseaseNews.com
 - c) **Other:** Advertiser Index, free online ad posting
 - d) **Bonus distribution:** ICAAC, IDSA

27. **Online Sponsorship Opportunities:**
 a) **Web site:** InfectiousDiseaseNews.com
 53,000+ registered users; including
 28,000 infectious disease specialists and other healthcare professionals.
 b) **News Wire:** Weekly e-mail; 18,000+ opt-in subscribers.
 See our online rate card for details.
28. **Additional Advertising Opportunities:**
 a) **BRC inserts.** See 39 b for specifications.
 b) **Split-run advertising.** Contact publisher for information.
29. **Reprints:** Yes, contact John Kain for pricing at 1-800-257-8290 ext. 238, or e-mail: jkain@slackinc.com.
30. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond Publisher's control.
31. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
32. **Competitor Information:** INFECTIOUS DISEASE NEWS does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.
33. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the top of the ad.
34. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

35. **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. Short-cut or gatefold inserts are accepted.
 b) **Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.
36. **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.
37. **Sizes and Specifications:**

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.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: 8 1/8" x 11" pre-trimmed on head and face. 1/8" foot and gutter grind.
38. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Inserts are jogged to foot.
39. **BRCs:**
 a) **Pricing:** Consult sales representative.
 b) **BRC Specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

40. **Quantity:** 12,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
41. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

42. 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	10" x	13.5"	10.5" x	14"
3/4 Page (Vertical)	7.05" x	13.5"	7.55" x	14"
3/4 Page (Horizontal)	10" x	10"	10.5" x	10.5"
Island 1/2	7.13" x	10"	7.63" x	10.5"
Island Spread	14.6" x	10"	15.1" x	10.5"
1/2 Page (Vertical)	4.68" x	13.5"	5.18" x	14"
1/2 Page (Horizontal)	10" x	6.5"	10.5" x	7.0"
1/3 Page	4.68" x	10"	5.18" x	10.5"
1/4 Page (Vertical Block)	4.68" x	6.25"	5.18" x	6.75"
1/4 Page (Horizontal Block)	7.13" x	4.75"	7.63" x	5.25"
1/4 Page (Vertical Strip)	2.23" x	13.5"	2.73" x	14"
1/4 Page (Horizontal Strip)	10" x	3"	10.5" x	3.5"
1/8 Page (Vertical Block)	2.23" x	6.25"	2.73" x	6.75"
1/8 Page (Horizontal Block)	4.68" x	2.84"	5.18" x	3.34"

For spread ads, keep content (images/text) 1/4" in on each side of the gutter
For bleed ads, add 1/8" on all sides of trim size.

a) **Trim size of journal:** 10.5" x 14"

b) To view thumbnails of ads specs, [visit slackinc.com/digitalads](http://visit.slackinc.com/digitalads)

43. Paper Stock:

- a) **Inside pages:** 45 lb. gloss
 b) **Covers:** 80 lb. gloss

44. Type of Binding:

Saddle stitch or Perfect bound

45. Digital Ad Requirements:

For specifications go to slackinc.com/digitalads
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.**

46. Disposition of Digital Materials:

Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

47. Insertion Orders:

Send insertion orders to:
Jennine Kane
 Senior Account Manager
 (856) 848-1000 x372
 jkane@slackinc.com

Anabella O'Brien
 Classified/Recruitment
 (856) 848-1000 x312
 aobrien@slackinc.com

INFECTIOUS DISEASE NEWS
 SLACK Incorporated
 6900 Grove Road
 Thorofare, NJ 08086-9447

48. Materials:

Send inserts to:
Julie Duncan
 INFECTIOUS DISEASE NEWS
 Publishers Press
 100 Frank E. Simon Ave.
 Shepherdsville, KY 40165

Send digital ads to:
Suzanne Demarest
 Sales Administrator
 (856) 848-1000 x468
 INFECTIOUS DISEASE NEWS
 SLACK Incorporated
 6900 Grove Road
 Thorofare, NJ 08086-9447

► 2009 Editorial Calendar

ISSUE	DATES	FEATURES	BONUS DISTRIBUTION
JANUARY	Ad closing: 12/5/2008 Material due: 12/19/2008	Special Section: The Travel Clinic <i>The latest news about travel and tropical medicine will be featured this month.</i> Meeting Coverage: American Society of Tropical Medicine and Hygiene	
FEBRUARY	Ad closing: 1/7/2009 Material due: 1/23/2009	Special Section: ID Issues Around the Globe <i>IDN looks outside the borders of the United States, examining global health issues.</i>	
MARCH	Ad closing: 2/6/2009 Material due: 2/20/2009	Special Section: HIV Therapy Options <i>IDN brings readers the latest information about treating patients with HIV.</i> Meeting Coverage: Conference for Retroviruses and Opportunistic Infections	
APRIL	Ad closing: 3/6/2009 Material due: 3/23/2009	Special Section: Nosocomial Infections <i>This issue will feature important information about reducing patients' risk for nosocomial infections.</i> Meeting Coverage: Society for Healthcare Epidemiology of America	
MAY	Ad closing: 4/6/2009 Material due: 4/22/2009	Special Section: Gastrointestinal Infections <i>IDN reports on information about treating patients with gastrointestinal infections, including hepatitis.</i>	
JUNE	Ad closing: 5/6/2009 Material due: 5/21/2009	Special Section: Infection Control <i>IDN will examine strategies to reduce the risk of infections in health care settings.</i> Meeting Coverage: European Conference of Clinical Microbiology and Infectious Diseases, American Conference for the Treatment of HIV	
JULY	Ad closing: 6/5/2009 Material due: 6/23/2009	Special Section: Issues of Resistance <i>New information about the important issue of resistance will be featured this month.</i> Meeting Coverage: Antimicrobial Resistance Conference, American Society for Microbiology	
AUGUST	Ad closing: 7/6/2009 Material due: 7/23/2009	Special Section: Immunizations <i>Adult immunization can reduce the risk of illness and save lives. IDN will present the latest information.</i>	
SEPTEMBER	Ad closing: 8/3/2009 Material due: 8/13/2009	Special Section: HIV Comorbidities <i>IDN will report on the risk of comorbidities – including heart disease, cancer and depression – in patients with HIV.</i>	Interscience Conference on Antimicrobial Agents and Chemotherapy Meeting September 11-14, San Francisco
OCTOBER	Ad closing: 9/8/2009 Material due: 9/23/2009	Special Section: Emerging Diseases <i>Emerging diseases – including West Nile Virus and avian influenza – will be examined in this issue.</i> Meeting Coverage: Interscience Conference on Antimicrobial Agents and Chemotherapy	Infectious Diseases Society of America Meeting October 29-November 1, Philadelphia
NOVEMBER	Ad closing: 10/7/2009 Material due: 10/22/2009	Special Section: Respiratory Infections <i>This month, IDN will report on otitis, sinusitis, influenza and other respiratory infections.</i>	
DECEMBER	Ad closing: 11/6/2009 Material due: 11/24/2009	Special Section: Year In Review <i>The IDN editorial advisory board's picks for the most important stories of 2009.</i> Meeting Coverage: Infectious Diseases Society of America	