

2010 Rate Card

Infectious Disease News®

Highlights from National HIV Prevention Conference 18 | Zoonotic Infections 27 | Pharmacology Consult 28

InfectiousDiseaseNews.com Volume 22, Number 6 SEPTEMBER 2009

Infectious Disease News®

COVER STORY

Health officials consider HPV vaccination for males

With one human papillomavirus vaccine on the market and another on the way, the Advisory Committee on Immunization Practices and the FDA have several factors to consider in determining whether to extend the vaccine to boys and men. The Advisory Committee on Immunization Practices (ACIP) is expected to discuss one of the vaccine in young men at its next regular meeting and the FDA...

"Efficacy and safety must be considered in the approval of this vaccine"
- STANL BLOCK, MD

Members of the ACIP meeting in June that they hope that data on Gardasil approved for use in women since 2006, will convince both the ACIP and the FDA that the vaccine is effective for the prevention of the malignancies that HPV can cause in men, such as penile and anal cancers, and cancers of the mouth and throat. Cervarix (CVR), meanwhile, is under FDA consideration for approval in girls and women.

Data from the 20th Annual Human Papillomavirus Conference indicate that Cervarix is protective against the most common and aggressive cancer-causing types, HPV 16 and HPV 18. CDC data indicate that about 20 million Americans are currently infected with HPV, and another 10 million people become newly infected each year. Considering only new cases, it is estimated to be affiliated with HPV, the American Cancer Society reported almost 10,000 new cases of cancer in 2008.

"Efficacy and safety must be considered in the approval of the vaccine," said Stan L. Block, MD, a practicing pediatrician in Kentucky.

"The FDA is looking at data to make sure it's through 24. They must consider in making the efficacy for the disease itself, the efficacy for the prevention and control, for men cancer-related ailments such as genital warts and for the vaccine here comes on page 18.

STAN L. BLOCK, MD, a pediatrician, said preventing transmission must make to benefit is a major highlight for this vaccine use in men.

High risk behavior in the past six months reported by patients with HIV

High risk behavior in the past six months reported by patients with HIV

Formed on the step, turn back to 18

ADSA outlines recommendations for health care reform

Minimum benefits package heads list of suggested elements for reform legislation.

The Infectious Disease Society of America has outlined recommendations for health care reform in an open letter to Rep. Henry Waxman, chairman of the House Energy and Commerce Committee. The IDSA proposed Congress for moving forward with deliberations on health care reform and encouraged representatives to consider the inclusion of several elements in the proposed legislation. The recommendations call for the establishment of a mandatory minimum benefits package for all private and public health insurance plans. The package should include appropriate preventive services. Coverage should be extended to include all vaccines recommended by the Advisory Committee on Immunization Practices for all age groups. [Return to contents page 11](#)

HIV/AIDS
HIV/AIDS update primary case guidelines for the management of HIV. [PAGE 21](#)

INFLUENZA A (H1N1)
Influenza A (H1N1) may be more severe in pregnant women. [PAGE 30](#)

LYME DISEASE
The CDC's 2009 Lyme disease treatment guidelines contained by gender. [PAGE 31](#)

A SLACK Incorporated publication

RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 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/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$2,570	\$2,370	\$2,115	\$1,770	\$1,190	\$1,060
6x	2,500	2,295	2,020	1,725	1,155	1,010
12x	2,455	2,235	1,940	1,690	1,110	975
24x	2,405	2,185	1,920	1,650	1,075	935
36x	2,330	2,160	1,875	1,615	1,040	900
48x	2,295	2,115	1,825	1,555	975	870
60x	2,265	2,045	1,790	1,540	930	835
72x	2,235	2,020	1,745	1,500	880	760
96x	2,200	1,995	1,715	1,475	865	750
120x	2,180	1,965	1,690	1,445	855	740
144x	2,165	1,940	1,660	1,430	845	735
196x	2,135	1,920	1,640	1,410	835	725
252x	2,115	1,900	1,610	1,390	825	710
320x	2,080	1,865	1,575	1,390	825	710
412x	2,050	1,835	1,545	1,390	825	710

Advertising Office: Mindworks Communications

Vice President, Sales: Michael Graziani
 National Account Manager: Matthew Dechen
 Director of Sales Administration: Carolyn Boerner
 Sales Administrator: Heidi Dybeck
 Sales Director, Classified/Recruitment Division: Kristy Farrell
 Classified/Recruitment Sales Representative: Lisa Sabatini

6900 Grove Road • Thorofare, NJ 08086-9447
 856-384-1793 • 877-307-5255 • Fax 856-848-6091

Publishing Office: SLACK Incorporated

Chief Operating Officer: John C. Carter
 Senior Vice President: Joan-Marie Stiglich, ELS
 Chief Medical Editor: Theodore C. Eickhoff, MD
 Managing Editor: Jay Lewis
 Circulation Director: Lester Robeson, CCCP



A Wyanoke Group Company

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

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

Charge per color per page or fraction

Standard color	\$820
Matched color	910
Metallic color	1,140
Four color	2,460
Four color + PMS	3,380
Four color + Metallic	3,600

- Bleed:** No charge
- Covers, Positions:**

- 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.
- Special Positions:** Contact your sales representative for more details.

6. Incentive Programs

- a) **Combined Earned Frequency:** 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) **New Advertiser/Product Incentive:** New product advertisers receive a 10% discount off all advertising placed in 2010 with a minimum 3 ad commitment. This discount may not be combined with the Continuity Incentive. It may be combined with the Insert Conversion program. To qualify as a new product advertiser, the advertisement must either be for a:
- company that has not advertised in INFECTIOUS DISEASE NEWS in the past calendar year
 - new product from a company currently advertising with INFECTIOUS DISEASE NEWS
 - new indication for an existing product currently advertising in INFECTIOUS DISEASE NEWS
- c) **Continuity Incentive:** 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/Product Incentive.
- 6 issues = 10% off
 - 12 issues = 15% off
- d) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in the year 2010 will determine your Corporate Discount savings in 2011 based on a total net spend.
- e) **Insert Conversion Program:** For multi-page insert advertisers only. INFECTIOUS DISEASE NEWS will convert your A-size insert of 4 pages or larger into (A) three 4-color King pages plus one black-and-white island page, (B) five 4-color King pages plus one black-and-white island page or (C) seven 4-color King pages plus one black-and-white island page. Apply the following rates if taking advantage of this program. For all other ad units, please consult your sales representative for pricing.

Frequency	(A) 4-Page Insert Conversion	(B) 6-Page Insert Conversion	(C) 8-Page Insert Conversion
1x	\$12,050	\$19,090	\$26,135
6x	11,830	18,770	25,715
12x	11,685	18,575	25,460
24x	11,565	18,380	25,190
36x	11,370	18,075	24,780
48x	11,270	17,930	24,595
60x	11,185	17,800	24,420
72x	11,085	17,660	24,235
96x	10,990	17,515	24,040
120x	10,925	17,425	23,920
144x	10,875	17,345	23,820
196x	10,805	17,245	23,680
252x	10,745	17,155	23,560
320x	10,640	17,000	23,360
412x	10,555	16,870	23,185

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

Gross Cost:

- 1) Less New Advertiser/Product or Continuity Incentive
- 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.
8. **Recruitment/Classified Rates:** Please contact Lisa Sabatini at 856-384-1793 or lsabatini@gomindworks.com for information on available opportunities.

ISSUANCE AND CLOSING

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

13. 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

14. **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.

15. 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
 - Letters to the Editor
 - Zoonotic Infections
 - AIDS Compendium
 - What's Your Diagnosis?

16. 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

17. 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

18. 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 5% GST; outside the U.S.: add \$70

19. Circulation Verification:

- a) **Audit:** BPA Worldwide
- b) **Mailing house:** Publishers Press

20. Date and source of breakdown:

 BPA Worldwide, July 2009

21. Estimated total circulation for 2010:

 8,800

GENERAL INFORMATION

22. **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.
23. **New Product Releases:** Yes
24. **Editorial Research:** Yes

25. Ad Format and Placement Policy:

- a) **Format:**
 1. between articles _____ 3. stacked _____
 2. welled _____ 4. within articles XX

b) **Are ads rotated?** Yes

26. **Ad/Edit Information:** 50/50 Ad/Edit Ratio

27. **Value-Added Services:**

- a) **Bonus convention distribution:** ICAAC, IDSA
 b) **Other:** Advertiser Index

28. **Online Sponsorship Opportunities:** See our online rate card for details.

29. **Additional Advertising Opportunities:**

- a) **BRC inserts.** See 40b for specifications.
 b) **Split-run advertising.** Contact publisher for information.

30. **Reprints:** Yes, contact John Kain for pricing at 1-800-257-8290 ext. 238, or e-mail: jkain@slackinc.com.

31. **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.

32. **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.

33. **Competitor Information:** INFECTIOUS DISEASE NEWS does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.

34. **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.

35. **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

36. **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.

37. **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.

38. **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.

39. **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.

40. **BRCs:**

- a) **Pricing:** Consult sales representative. 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 binding. Add 1/8" for foot trim. Cardstock minimum: 75 lb. bulk or higher.

41. **Quantity:** 11,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

42. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

43. **Available Advertising Unit Sizes:**

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	13.5"	21"	14"
King Page	10"	13.5"	10.5"	14"
3/4 Page (Vertical)	7.05"	13.5"	7.55"	14"
3/4 Page (Horizontal)	10"	10"	10.5"	10.5"
Island 1/2 Page	7.13"	10"	7.63"	10.5"
Island Spread	14.6"	10"	15.1"	10.5"
1/2 Page (Vertical)	4.68"	13.5"	5.18"	14"
1/2 Page (Horizontal)	10"	6.5"	10.5"	7.0"
1/3 Page Page	4.68"	10"	5.18"	10.5"
1/4 Page (Vertical Block)	4.68"	6.25"	5.18"	6.75"
1/4 Page (Horizontal Block)	7.13"	4.75"	7.63"	5.25"
1/4 Page (Vertical Strip)	2.23"	13.5"	2.73"	14"
1/4 Page (Horizontal Strip)	10"	3"	10.5"	3.5"
1/8 Page (Vertical Block)	2.23"	6.25"	2.73"	6.75"
1/8 Page (Horizontal Block)	4.68"	2.84"	5.18"	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

44. **Paper Stock:**

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

45. **Type of Binding:** Saddle stitch or Perfect bound

46. **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.**

47. **Disposition of Digital Materials:** Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

48. **Insertion Orders:**

Send product insertion orders to:
Matthew Dechen
 National Account Manager
 (856) 384-1793 x346
 mdechen@gomindworks.com

Send classified/recruitment insertion orders to:
Lisa Sabatini
 Classified/Recruitment Sales Representative
 (856) 384-1793 x305
 lsabatini@gomindworks.com
 INFECTIOUS DISEASE NEWS
 c/o Mindworks Communications
 6900 Grove Road
 Thorofare, NJ 08086-9447

49. **Materials:**

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

Send digital ad materials to:
Heidi Dybeck
 Sales Administrator
 (856) 384-1793 x320
 INFECTIOUS DISEASE NEWS
 c/o Mindworks Communications
 6900 Grove Road
 Thorofare, NJ 08086-9447

Infectious Disease News®

► 2010 Editorial Calendar

ISSUE	DATES	FEATURES
JANUARY	Ad closing: 12/4/2009 Material due: 12/18/2009	Special Section: Vaccine-Preventable Diseases <i>Includes CDC's 2010 immunization calendar.</i>
FEBRUARY	Ad closing: 1/6/2010 Material due: 1/22/2010	Special Section: HIV Comorbidities <i>IDN will report on the risk of comorbidities – including heart disease, cancer and depression – in patients with HIV.</i>
MARCH	Ad closing: 2/5/2010 Material due: 2/19/2010	Special Section: HIV Therapy Options <i>IDN brings you the latest information about treating patients with HIV.</i> Meeting Coverage: Conference for Retroviruses and Opportunistic Infections
APRIL	Ad closing: 3/5/2010 Material due: 3/24/2010	Special Section: Nosocomial Infections <i>Features important information about reducing patients' risk for nosocomial infections.</i> Meeting Coverage: Society for Healthcare Epidemiology of America, STD Prevention Conference
MAY	Ad closing: 4/7/2010 Material due: 4/22/2010	Special Section: Immunization Meeting Coverage: National Immunization Conference
JUNE	Ad closing: 5/6/2010 Material due: 5/20/2010	Special Section: Gastrointestinal Infections <i>Information about treating patients with gastrointestinal infections, including hepatitis.</i> Meeting Coverage: American Society for Microbiology
JULY	Ad closing: 6/4/2010 Material due: 6/23/2010	Special Section: Infection Control <i>Examine strategies to reduce the risk of infections in health care settings.</i> Meeting Coverage: Association of Professionals in Infection Control
AUGUST	Ad closing: 7/7/2010 Material due: 7/23/2010	Special Section: Emerging Diseases <i>Emerging diseases – including West Nile Virus and avian influenza – will be examined.</i> Meeting Coverage: International Conference on Emerging Infections and Diseases
SEPTEMBER	Ad closing: 8/4/2010 Material due: 8/16/2010	Special Section: HIV Around the World Bonus Distribution: Interscience Conference on Antimicrobial Agents and Chemotherapy, September 12-15, Boston
OCTOBER	Ad closing: 9/8/2010 Material due: 9/23/2010	Special Section: Issues of Resistance <i>New information about the important issue of resistance will be featured.</i> Meeting Coverage: Interscience Conference on Antimicrobial Agents and Chemotherapy Bonus Distribution: Infectious Diseases Society of America, October 21-24, Vancouver
NOVEMBER	Ad closing: 10/6/2010 Material due: 10/22/2010	Special Section: ID Issues Around the World Meeting Coverage: Infectious Diseases Society of America
DECEMBER	Ad closing: 11/5/2010 Material due: 11/24/2010	Special Section: The Travel Clinic <i>The latest news about travel and tropical medicine will be featured.</i> Meeting Coverage: American Society of Tropical Medicine and Hygiene