

Circulation: 52,076

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#### Advertising Office: SLACK Incorporated

Matt Dechen

Group Sales Director

mdechen@healio.com, ext. 200

Kathy Huntley
Senior Account Manager
khuntley@healio.com, ext. 249

Jaime Collins

Account Manager

jcollins@healio.com, ext. 548

### Send Product insertion orders and ad materials to:

Ann Marie Haley
Sales Administrator

ahaley@healio.com, ext. 263

6900 Grove Road Thorofare, NJ 08086-9447 856-848-1000 • 800-257-8290 Fax 856-848-6091

#### Send inserts and BRCs to:

Jesse Davis CARDIOLOGY TODAY Publishers Press, Inc. 13487 S. Preston Highway Lebanon Junction, KY 40150-8218

# 2018 RATE CARD

Print

#### **RATES**

Effective Rate Date: January 2018 for all advertisers.

1. FULL RUN Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$6,345	\$5,855	\$4,870	\$3,660	\$3,420	\$3,200
6х	6,280	5,805	4,835	3,630	3,390	3,180
12x	6,230	5,745	4,800	3,585	3,350	3,130
24x	6,165	5,685	4,730	3,555	3,310	3,100
36x	6,105	5,625	4,690	3,530	3,275	3,075
48x	6,035	5,570	4,645	3,495	3,250	3,030
60x	5,985	5,520	4,590	3,445	3,220	2,990
72x	5,900	5,450	4,535	3,400	3,190	2,980
96x	5,855	5,415	4,495	3,375	3,150	2,955
120x	5,790	5,355	4,455	3,335	3,105	2,925
144x	5,735	5,305	4,415	3,300	3,085	2,890
196x	5,685	5,245	4,365	3,250	3,030	2,845
252x	5,635	5,200	4,305	3,205	2,975	2,805
320x	5,590	5,165	4,265	3,205	2,975	2,805
412x	5,545	5,105	4,200	3,205	2,975	2,805

#### **FULL RUN Color Rates:**

Charge per color per page	or fraction
Standard color	1,045
Matched color	1,135
Metallic color	1,550
Four color	2,960
Four color + PMS	4,100
Four color + Metallic	4,500

#### 2. Rates:

- a) 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)
- **b) Agency commission:** Fifteen percent gross billings 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.
- 3. Bleed: No charge
- 4. Covers, Positions:
  - a) Covers: Available only to Full Run Advertisers.
     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.
- Online Advertising Rates: Please contact your Sales Representative or visit healio.com/cardiology for more information.
- Recruitment/Classified Rates: Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

#### DISCOUNTS

- 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.
- 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 CARDIOLOGY TODAY in the past calendar year
  - b) New indication for currently advertised product in CARDIOLOGY TODAY



Black-and-White rates: CARD DEMO Black-and-white Rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$4,960	\$4,575	\$3,810	\$2,865	\$2,670	\$2,450
6x	4,910	4,535	3,780	2,835	2,650	2,435
12x	4,865	4,490	3,745	2,795	2,620	2,400
24x	4,810	4,445	3,705	2,770	2,595	2,375
36x	4,770	4,395	3,670	2,755	2,570	2,350
48x	4,730	4,350	3,635	2,730	2,535	2,315
60x	4,675	4,320	3,585	2,695	2,510	2,300
72x	4,610	4,260	3,550	2,665	2,490	2,285
96x	4,575	4,230	3,520	2,635	2,460	2,265
120x	4,525	4,185	3,485	2,610	2,430	2,240
144x	4,485	4,145	3,435	2,580	2,410	2,220
196x	4,445	4,105	3,400	2,535	2,365	2,180
252x	4,400	4,065	3,365	2,500	2,325	2,140
320x	4,360	4,025	3,325	2,500	2,325	2,140
412x	4,330	3,990	3,290	2,500	2,325	2,140

#### CARD DEMO Color Rates:

Charge per color per page or fraction					
Standard color	\$800				
Matched color	\$880				
Metallic color	\$1,200				
Four color	\$2,290				
Four color + PMS	\$3,175				
Four color + Metallic	\$3,485				

- 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 or Free Ad Program.
  - a) 3 issues = 5% off
  - **b)** 6 issues = 15% off
  - c) 12 issues = 25% off
- Free Ad Program: Buy 5 ads get 1 free. Purchase 5 ads and receive a 6th ad of equal or lesser size free. May not be combined with Continuity or New Advertiser Discounts.
- 5. Total Audience Discount: Any advertiser in who places an ad in every issue of CARDIOLOGY TODAY and CARDIOLOGY TODAY'S INTERVENTION is eligible for a 10% discount. May be combined with other earned discounts and incentives. Must be for the same product and indication in both publications.
- 6. 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.
- 7. 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.

- Multichannel Program: Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount: Total net spend achieved in the year 2018 will set a Corporate Discount to be taken off 2019 advertising.
- 10. 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 Program
- c) Less 15% Agency Discount Equals net cost

### ISSUANCE AND CLOSING

- 1. Established: February 1998
- 2. Frequency: 12 times per year
- 3. Issue Dates: 1st 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 closing date.

#### **EDITORIAL**

- General Editorial Direction: CARDIOLOGY TODAY delivers
  the most up-to-date news in the field of cardiac
  medicine. The newspaper provides timely coverage of
  scientific meetings and events, with special emphasis
  on coronary heart disease, electrophysiology and
  arrhythmias, interventional cardiology including
  catheterization, myocardial disorders and cardiovascular
  pharmacology. In addition, the newspaper provides news
  about the latest legislative and regulatory developments
  affecting the practice of cardiology.
- 2. Average Issue Projection:
  - a) Average Number of Articles per Issue: 30
  - b) Average Article Length: 21 inches
  - c) Editorial Sections:
    - · News Articles
    - Cover Story
    - · Device of the Month
    - Commentary
    - In the Journals
    - · Meetings and Courses
- 3. Origin of Editorial:
  - a) Staff Written: 85%
  - b) Solicited: 10%
  - c) Submitted: 5%
  - d) Articles from Meetings: 75%
  - e) Peer Review: No.

#### CIRCULATION

- 1. Description of Circulation Parameters:
  - a) Cardiovascular Diseases
  - **b)** Pediatrics, Cardiology
  - c) Interventional Cardiology
  - d) Cardiac Electrophysiology
  - e) Internal Medicine
- 2. Demographic Selection Criteria:
  - a) Prescribing: NA
  - b) Circulation distribution:

Controlled: 99.88%

Paid: 0.12%

Request (non-postal): 0%

c) Paid Information:

Association members: NA

Is publication received as part of dues?: No

- d) Subscription rates: U.S.: \$358/yr individual; Canada: add 5% GST; Outside U.S.: add \$84/year
- 3. Circulation Verification:
  - a) Audit: BPA Worldwide
  - b) Mailing House: Publishers Press
- Date and source of breakdown: BPA Worldwide, July 2017
- 5. Estimated total circulation for 2018: 52,076

### GENERAL INFORMATION

- 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
- Online Sponsorship Opportunities: Contact your sales representative or visit healio.com/cardiology for more information.
- 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

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

	Pa	aper Stock	Max Micrometer Reading		
No. of Pages	Max	Min	max microfficter reading		
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: 8%" x 11" pre-trimmed on head and face. 1%" foot and gutter grind.
- 4. Trimming: Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ¾6" from gutter trim. Inserts are jogged to the foot. Book trims ½" 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 %" for foot trim. Cardstock minimum: 75# bulk or higher.
- Quantity: Full run 58,000, CARD Demo 33,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
- 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.

#### AD SPECIFICATIONS

#### 1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:			
	Width		Height	Width		Height
King Spread	20.5"	Х	13.5"	21"	Х	14"
King Page	10"	X	13.5"	10.5"	Χ	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"	Χ	10.5"
Island Spread	14.6"	X	10"	15.1"	Χ	10.5"
1/2 Page (Vertical)	4.68"	X	13.5"	5.18"	Χ	14"
1/2 Page (Horizontal)	10"	X	6.5"	10.5"	Х	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"	Х	6.75"
1/4 Page (Horizontal Block)	7.13"	X	4.75"	7.63"	Х	5.25"
1/4 Page (Vertical Strip)	2.23"	X	13.5"	2.73"	X	14"
¼ Page (Horizontal Strip)	10"	Х	3"	10.5"	Х	3.5"
1/8 Page (Vertical Block)	2.23"	Х	6.25"	2.73"	Х	6.75"
1/8 Page (Horizontal Block)	4.68"	Х	2.84"	5.18"	Х	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) '4" in on each side of the gutter

For bleed ads, add 1/8" on all sides of trim size.

- 2. Type of Binding: Saddle-stitch or Perfect bound
- 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

 Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.





## 2018 EDITORIAL CALENDAR Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/1/2017	12/12/2017	2017 Device and Drug Update		
February	1/2/2018	1/12/2018	New Frontiers in Cardiovascular Disease Prevention		American College of Cardiology (ACC)/i2 Summit Annual Scientific & Expo
March	2/1/2018	2/12/2018	Advances in Cardio-Oncology	International Stroke Conference	
April	3/1/2018	3/13/2018	Trends in Genetic Research and Testing	American College of Cardiology	National Lipid Association (NLA)
May	4/2/2018	4/11/2018	Update on Heart Failure and Transplantation		
June	5/1/2018	5/11/2018	Highlights in Blood Pressure and Hypertension	National Lipid Association Society for Cardiovascular Angiography and Interventions Heart Rhythm Society	
July	6/1/2018	6/12/2018	Insights on Lipids and Cardiometabolic Disorders		American Society for Preventive Cardiology (ASPC)
August	7/2/2018	7/16/2018	Technological Innovations in Treatment of Arrhythmias		
September	8/1/2018	8/13/2018	Focus on Cardiac and Vascular Intervention		Transcatheter Cardiovascular Therapeutics (TCT)
October	9/4/2018	9/14/2018	Challenges in Stroke Prevention and Treatment	European Society of Cardiology	Cardiometabolic Health Congress (CMHC)
November	10/1/2018	10/15/2018	Progress Made in MI and Vascular Disorders	Transcatheter Cardiovascular Therapeutics Cardiometabolic Health Congress	American Heart Association (AHA)
December	11/1/2018	11/13/2018	Managing Cardiovascular Risk in Diabetes	American Heart Association	

