



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

- 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.
  - 3 issues = 5% off
  - 6 issues = 15% off
  - 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.
- 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.
- 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.
- 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.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**
  - Gross Cost:
  - Less New Advertiser/Product or Continuity Incentive
  - Less SLACK Corporate Discount Program
  - Less 15% Agency Discount**Equals net cost**

## ISSUANCE AND CLOSING

- Established:** February 1998
- Frequency:** 12 times per year
- Issue Dates:** 1st of the month of issue
- Mailing Dates & Class:** Mails within the issue month; Periodical Class.
- Extensions and Cancellations:**
  - 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.
  - 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.
- Average Issue Projection:**
  - Average Number of Articles per Issue:** 30
  - Average Article Length:** 21 inches
  - Editorial Sections:**
    - News Articles
    - Cover Story
    - Device of the Month
    - Commentary
    - In the Journals
    - Meetings and Courses
- Origin of Editorial:**
  - Staff Written:** 85%
  - Solicited:** 10%
  - Submitted:** 5%
  - Articles from Meetings:** 75%
  - Peer Review:** No.

## CIRCULATION

- Description of Circulation Parameters:**
  - Cardiovascular Diseases
  - Pediatrics, Cardiology
  - Interventional Cardiology
  - Cardiac Electrophysiology
  - Internal Medicine
- Demographic Selection Criteria:**
  - Prescribing:** NA
  - Circulation distribution:**
    - Controlled: 99.88%
    - Paid: 0.12%
    - Request (non-postal): 0%
  - Paid Information:**
    - Association members: NA
    - Is publication received as part of dues?: No
  - Subscription rates:** U.S.: \$358/yr individual; Canada: add 5% GST; Outside U.S.: add \$84/year
- Circulation Verification:**
  - Audit:** BPA Worldwide
  - Mailing House:** Publishers Press
- Date and source of breakdown:** BPA Worldwide, July 2017
- 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.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
  - Format: Within articles
  - Are ads rotated? Yes
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
  - Bonus Convention Distribution:** See Editorial Calendar
  - Other:** Advertiser Index
- Online Sponsorship Opportunities:** Contact your sales representative or visit [healio.com/cardiology](http://healio.com/cardiology) for more information.
- Additional Advertising Opportunities:**
  - BRC inserts:** See 5b, under Insert Information for specifications.
  - Split-run advertising.** Contact publisher for information.
- Reprints:** Yes, email: [reprints@healio.com](mailto:reprints@healio.com)

## INSERT INFORMATION

- Availability and Acceptance:**
  - 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.
  - Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.
- Insert Charges:**
  - Furnished Inserts:** Billed at the earned black-and-white space rate. Commissionable.
  - A-size inserts charged at Island half-page rate.
  - Tabloid-size inserts charged at the King page rate.
- 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"

  - Full size inserts:** supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
  - A-size:** Supply size: 8½" x 11" pre-trimmed on head and face. ⅛" foot and gutter grind.
- 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.
- BRCs:**
  - Pricing:** Contact your Sales Representative for prices. Non-commissionable.
  - 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.
- 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"	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"
⅓ Page (Vertical Block)	2.23"	x 6.25"	2.73"	x 6.75"
⅓ 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](http://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:

2. **Type of Binding:** Saddle-stitch or Perfect bound
3. **Print Ad Requirements:** For specifications, go to: [healio.com/slackadspecs](http://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.

**Cardiology**today  
NEWS & PERSPECTIVE FOR THE CARDIOVASCULAR SPECIALIST