

Circulation: 15,732

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Advertising Office:

HEALIO STRATEGIC SOLUTIONS

Matthew Holland
Chief Commercial Officer

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Advertising Solutions

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Vice President & Group Sales Director

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Leslie Celli

Senior Account Manager

lcelli@healiostrategicsolutions.com, ext. 330

Send Product insertion orders and ad materials to:

Wanda Granato
Sales Administrator

wgranato@healiostrategicsolutions.com, ext. 451

6900 Grove Road
Thorofare, NJ 08086-9447
856-994-9909 • 800-257-8290
Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
HEALIO GASTROENTEROLOGY AND LIVER DISEASE
LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

2020 RATE CARD

Print

Effective Rate Date: January 2020 for all advertisers.

RATES

Per Page rates:

Frequency	Full Page	1/2 Page
1x	\$3,995	\$2,655
6x	3,900	2,590
12x	3,780	2,520
24x	3,695	2,450
36x	3,645	2,425
48x	3,540	2,355
60x	3,470	2,310
72x	3,455	2,300
96x	3,420	2,275
120x	3,385	2,250
144x	3,355	2,225
196x	3,310	2,200
252x	3,265	2,175
320x	3,230	2,150
412x	3,200	2,125

- Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.
- Rates:**
 - Earned rates:** Given to advertisers (parent company and its subsidiaries) based on the total number of pages within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
 - 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.
- Bleed:** No extra charge.
- Covers, Positions:**
 - Covers:**
 - Fourth cover: 50% premium.
 - Second cover: 25% premium.
 - Table of Contents: 15% premium.
 - Center Spread: 15% premium.
 - All other special positions: 10% premium.
- Online Advertising Rates:** Please contact your sales representative 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 Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Helio and SLACK publications to achieve maximum frequency.
- New Advertiser Discount:** New advertisers with a minimum 3 ad commitment receive a 10% discount off all advertising placed in 2020. This discount may not be combined with the Continuity Discount. To qualify, the advertisement must be for a:
 - Product that has not advertised in HEALIO GASTROENTEROLOGY AND LIVER DISEASE in the past calendar year
 - New indication for a currently advertising product in HEALIO GASTROENTEROLOGY AND LIVER DISEASE
- 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.
 - 6 issues = 15% off
 - 12 issues = 25% off
- Prescribing Information Discount:** ALL Run-of-Book B&W prescribing information (PI) pages are eligible for a 75% 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.
- Multichannel Program:** Custom multichannel programs are available that meet your specific advertising needs. Contact your Sales Representative to discuss options.
- Corporate Discount:** Total net spending achieved in the year 2020 will set a Corporate Discount to be taken off 2021 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 Discount
 - Less Helio Strategic Solutions Corporate Discount
 - Less 15% Agency Discount

Equals Net Cost

ISSUANCE AND CLOSING

1. **Established:** January 2015
2. **Frequency:** 12 times per year.
3. **Mailing Dates & Class:** Mails within the issue months; Periodical Class.
4. **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. **General Editorial Direction:** HEALIO GASTROENTEROLOGY AND LIVER DISEASE is a news magazine of exclusive digital content produced by the award-winning publishers of Healio.com, a website that reports the latest clinical research by physicians to physicians in approximately 20 different specialties. Compiling essential online content from the most highly trafficked daily posts found at Healio.com/Gastroenterology, this innovative web-first print publication will offer its audience of 15,187 gastroenterologists and hepatologists late-breaking reports from national and international congresses, as well as treatment and diagnostic updates, FDA developments, clinical resources and guidelines for care. Intriguing headlines from Healio.com's highly popular *In the Journals* section, which features executive summaries and abstracts of research from the specialty's most important peer-reviewed journals, will also be showcased.
2. **Average Issue Projection:**
 - a) Average articles: 18
 - b) Average article length: 1,000 words
3. **Editorial features/columns**
 - a) **Features:**
 - Cover Story
 - Physician-Contributed Columns
 - In The Journals
 - Guideline
 - FDA/Drug Pipeline
 - Meeting News Coverage

- b) **Topics Covered:**
 - Diagnostics
 - Drug/drug interaction
 - Combination therapies
 - Guidelines
 - Practice management issues
 - Regulatory issues
 - Coding
 - General economic issues
 - Treatment of patients in special populations and those with comorbidities
 - Meeting coverage of leading congresses
4. **Origin of Editorial:**
 - a) Source: A mix of columns, article series and staff-written feature articles
 - b) Staff written: Yes
 - c) Solicited: Yes
 - d) Submitted: Yes

CIRCULATION

1. **Description of Circulation Parameters:**
 - a) HEALIO GASTROENTEROLOGY AND LIVER DISEASE circulation covers all gastroenterologists and hepatologists in the United States

Specialty:	Total based off BPA July 2019 analyzed issue
Gastroenterology (GE)	15,611
Hepatology (HEP)	139
TOTAL:	15,750

2. **Demographic Selection Criteria:**
 - a) Prescribing: No
3. **Circulation distribution: Controlled:** 100%
4. **Paid information:**
 - a) Association members: N/A
 - b) Is publication received as part of dues?: No
 - c) Subscription rate: \$316/year. Outside the U.S.: add \$92
5. **Circulation Verification:**
 - a) Address files provided by Direct Medical Data (DMD)
6. **Mailing house:** LSC Communications
7. **Estimated total circulation for 2020:** 15,732

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 health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
2. **Editorial Research:** Yes
3. **Ad Format and Placement Policy:** Interspersed within articles
4. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
5. **Value-Added Services:**
 - a) Bonus Convention Distribution
6. **Additional Advertising Opportunities:**
 - a) BRC inserts: See 5b under Insert Information for specifications
 - b) Split-run advertising: Contact publisher for more information
 - c) Reprints: Yes, email: scsreprints@sheridan.com.

AD SPECIFICATIONS

1. Available Ad Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:*	
	Width	Height	Width	Height
Full Page Spread	15¾" x	10⅜"	16½" x	11⅞"
Full Page	7⅝" x	10⅜"	8⅜" x	11⅞"
½ Page Horizontal	7⅝" x	4¾"	8⅜" x	5½"
½ Page Vertical	3⅜" x	10⅜"	4⅞" x	11⅞"

*Bleed ads use non-bleed size for live area.

a) **Trim size of journal:** 8⅝" x 10⅜"

b) To view thumbnails of ads specs, visit healio.com/slackadspecs.

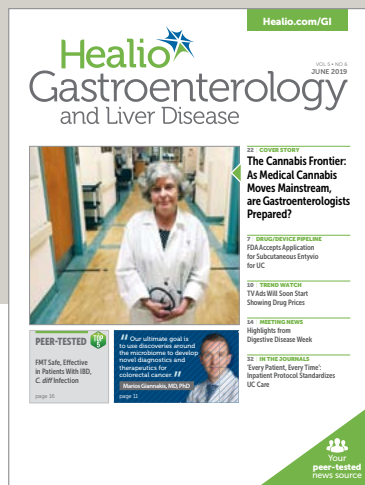
2. **Type of Binding:** Saddle-stitch
3. **Print Ad Requirements:** For specifications go to healio.com/slackadspecs.
4. **Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs. **If only color lasers are furnished, color match on press cannot be guaranteed.**
5. **Note:** Spread ads should be sent as a one-page file.
6. **Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.
7. **Disposition of Ad Materials:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

INSERT INFORMATION

1. **Availability and Acceptance:**
 - a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
2. **Insert Charges:** Furnished inserts billed at space rate on a page-for-page basis.
3. **Sizes and Specifications:** All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

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"

4. **Trimming:** Supply size: 8¼" x 11⅞". Trim size 8⅝" x 10⅜". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".
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 tipping/binding. Add ⅛" for foot trim. Cardstock minimum: 75 lb. bulk or higher.
6. **Quantity:** Full run — 17,000 (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 Healio Strategic Solutions will not be responsible for shortage on press.



2020

EDITORIAL RATE CARD

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/6/2019	12/19/2019	Hepatitis C	AIBD	Crohns and Colitis Foundation
February	1/6/2020	1/22/2020	Therapeutic drug monitoring in IBD Healio Hot Topic: IBS	CCC NASH TAG (remote)	
March	2/5/2020	2/19/2020	Fecal Microbiota Transplant	ECCO (remote)	
April	3/6/2020	3/20/2020	Diversity in GI physicians Healio Hot Topic: Endoscopy		DDW
May	4/6/2020	4/20/2020	Nutrition	International Liver Congress IAS	
June	5/6/2020	5/21/2020	Global hepatitis elimination update Healio Hot Topic: IBD	DDW	
July	6/4/2020	6/18/2020	Endoscopy	ASCO	GI Outlook
August	7/6/2020	7/20/2020	Bariatric surgery complications Healio Hot Topic: Motility		
September	8/6/2020	8/20/2020	Neurogastro	GI Outlook	ACG Annual Meeting
October	9/3/2020	9/21/2020	Pancreas/Biliary Endoscopy Healio Hot Topic: NASH		The Liver Meeting
November	10/6/2020	10/20/2020	IBD	ACG UEG Week (remote)	AIBD
TBD					
December	11/4/2020	11/18/2020	Expert Year in Review Healio Hot Topic: Endoscopy	The Liver Meeting	

Note: Editorial content subject to change