

2010 Rate Card

INFECTIOUS DISEASES IN CHILDREN

THE PEDIATRICIAN'S NO. 1 NEWS SOURCE

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PediatricSuperSite.com

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INFECTIOUS DISEASES IN CHILDREN

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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 use to boys and men. The Advisory Committee on Immunization Practices (ACIP) is expected to discuss use of the vaccine to young men at its next regular meeting, and the FDA could make a decision by the end of the year.

Black, Block, and White (BBW) is a major linchpin for this vaccine. The ACIP meeting in late 2009 will consider 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. Cervix (GSK), meanwhile, is under FDA consideration for approval in girls and women.

BBW data from the 2006 National Human Papillomavirus Conference indicate that Cervrix 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 8.2 million people become newly infected each year. Considering only new cases in men, BBW is estimated to be afflicted 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 this vaccine," said Steve L. Black, MD, a practicing pediatrician and Infectious Diseases on the Centers Editorial Board member. "The FDA is looking at data in males aged 9 through 26. They must consider to make the efficacy for BBW. Black, MD, and safety and efficacy must be considered when discussing HPV vaccine use in males.

Prevention of transmission from males to females is a major linchpin for this vaccine.
-STEVE BLACK, MD

Survey helps discern characteristics of pediatric medication use

Researchers at Rutgers 2008 (14) indicate that more than half of a nationally representative sample of U.S. children aged younger than 12 receive one or more medications within a given week, data from the same survey, a nationwide digital data telephone survey, indicated.

"The most commonly consumed active ingredients (including vitamins) were acetaminophen, iron, digoxin and various cough/cold ingredients (pseudoephedrine, dextromethorphan and various generation antihistamines). Vitamin and collagen were also included," reported the researchers. "Diapers and multivitamins were at the top of the list with one of the earlier formulations outperforming."

Trends in Diagnosis Among Obesity-Related Hospitalizations, 1999-2005

EMERGING DISEASES
ACIP team recommendations for 2010.
PAGE 18

VACCINE-PREVENTABLE DISEASES
Discussion team invitation reduced vaccine discount.
PAGE 21

REGISTER TODAY!

The new national journal
INFECTIOUS DISEASES IN CHILDREN

November 21-22, 2009
Hudson New York Hotel & Towers • New York City

Call for details or registration
IDCNewYork.com

A SLACK Incorporated publication

RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 for all advertisers.
- Earned Rates:**
 - Earned rates** are given to advertisers (parent companies and its subsidiaries) based on the total number of pages placed within a 12-month period. A spread counts as two pages regardless of its size (King-size or A-size).
 - Agency commission:** 15% gross billings on space, color, cover, and preferred position charges.
 - Cash discount:** 2% if paid within 10 days of invoice date. No discount allowed after this period.
- Black and White Rates:**

Frequency	King	3/4 Page	Island / Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$5,340	\$5,075	\$4,180	\$3,375	\$2,905	\$2,025
6x	\$5,300	\$5,030	\$4,115	\$3,315	\$2,870	\$2,015
12x	\$5,250	\$4,950	\$4,040	\$3,275	\$2,855	\$1,995
24x	\$5,220	\$4,905	\$3,970	\$3,260	\$2,810	\$1,965
36x	\$5,190	\$4,835	\$3,920	\$3,185	\$2,760	\$1,935
48x	\$5,115	\$4,775	\$3,855	\$3,150	\$2,720	\$1,920
60x	\$5,055	\$4,730	\$3,815	\$3,110	\$2,695	\$1,895
72x	\$5,030	\$4,665	\$3,720	\$3,050	\$2,680	\$1,875
96x	\$4,980	\$4,610	\$3,675	\$2,960	\$2,665	\$1,855
120x	\$4,935	\$4,555	\$3,650	\$2,935	\$2,630	\$1,835
144x	\$4,880	\$4,510	\$3,625	\$2,910	\$2,605	\$1,810
196x	\$4,845	\$4,475	\$3,580	\$2,870	\$2,570	\$1,770
252x	\$4,815	\$4,445	\$3,550	\$2,835	\$2,530	\$1,735
320x	\$4,780	\$4,415	\$3,530	\$2,835	\$2,530	\$1,735
412x	\$4,750	\$4,380	\$3,510	\$2,835	\$2,530	\$1,735

Color: In addition to black and white rates:

Charge per color per page or fraction

Standard color \$910
Matched color\$1,010
Metallic color\$1,370
Four color\$2,610
Four color + PMS\$3,610
Four color + Metallic\$3,995

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

a) Covers:

Second cover: Earned b/w rate plus 40%. Color additional.
Third cover: Earned b/w rate plus 25%. Color additional.
Fourth cover: Earned b/w rate plus 50%. Color additional.

b) Special positions: Contact your Sales Representative for more details.

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: Lori Morro

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856-384-1793 • 877-307-5255 • Fax 856-848-6091

Publishing Office: SLACK Incorporated

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Chief Medical Editor: Richard F. Jacobs, MD
Senior Vice President: Joan-Marie Stiglich, ELS
Executive Editor: Colleen Zacharyczuk
Circulation Director: Lester Robeson, CCCP



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6. Incentive 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) **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 DISEASES IN CHILDREN the past calendar year
 - new product from a company currently advertising with INFECTIOUS DISEASES IN CHILDREN
 - new indication for an existing product currently advertising in INFECTIOUS DISEASES IN CHILDREN
- 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.
- 3 issues = 5% off
 - 6 issues = 10% off
 - 12 issues = 15% off
- d) **Pediatric Market Reach Incentive:** Advertise the same product, in the same month (A-size or larger), in both INFECTIOUS DISEASES IN CHILDREN and PEDIATRIC ANNALS and receive a \$300 discount on a page-for-page basis in both publications. Fractional pages receive \$50 off on a page-for-page basis.
- e) **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.
- f) **Insert Conversion Program:** For multi-page insert advertisers only. INFECTIOUS DISEASES IN CHILDREN will convert your A-size insert of 4 pages or more 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	\$19,625	\$30,755	\$41,885
6x	\$19,490	\$30,565	\$41,635
12x	\$19,330	\$30,330	\$41,330
24x	\$19,225	\$30,190	\$41,155
36x	\$19,125	\$30,050	\$40,970
48x	\$18,920	\$29,735	\$40,550
60x	\$18,775	\$29,505	\$40,240
72x	\$18,650	\$29,350	\$40,045
96x	\$18,515	\$29,140	\$39,765
120x	\$18,400	\$28,960	\$39,520
144x	\$18,270	\$28,760	\$39,250
196x	\$18,165	\$28,600	\$39,040
252x	\$18,075	\$28,470	\$38,870
320x	\$17,985	\$28,330	\$38,675
412x	\$17,910	\$28,215	\$38,515

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

Gross Cost:

- 1) Less Pediatric Market Reach Incentive
- 2) Less New Advertiser/Product or Continuity Incentive
- 3) Less SLACK Corporate Discount
- 4) Less 15% Agency Discount

Equals Net Cost

7. **Online Advertising Rates:** Please contact your sales representative or visit PediatricSuperSite.com for more information.
8. **Recruitment/Classified Rates:** Please contact Lori Morro at 856-384-1793 or lmorro@gomindworks.com for information on available opportunities.

ISSUANCE AND CLOSING

9. **Established:** January 1988
10. **Frequency:** 12 times per year
11. **Issue Dates:** 1st week of the month of issue

12. **Mailing Dates & Class:** Mails within the issue month, Periodical Class

13. Extensions & 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 cancelled 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. **Editorial Direction:** INFECTIOUS DISEASES IN CHILDREN, a newspaper for the pediatrician, delivers the most up-to-date news in the field of pediatric diseases. The newspaper covers nationwide medical meetings, courses and symposia, as well as interviews with experts about the treatment of infectious diseases, asthma and allergy, vaccines, and more.

15. Average Issue Information:

- a) **Average number of articles per issue:** 30

b) Editorial departments and feature

- Asthma & Allergy News
- Calendar of Events
- Clinical Practice Primer
- Health of the Nation
- Vaccination News
- What's Your Diagnosis?
- Resident Rounds
- Web Watch
- Practice Pearls
- News Notes
- From the Editor
- Global Highlights
- Letters to the Editor
- Pharmacology Consult
- Products & Services
- Spot the Rash

16. Origin of Editorial:

- a) **Articles or abstracts from meetings:** 75%
- b) **Staff Written:** 90%
- c) **Solicited:** 5%
- d) **Submitted:** 5%
- e) **Peer review:** No. Meetings to be covered selected in advance.

CIRCULATION

17. Description of Circulation Parameters:

- a) **Office and Hospital-based:** Pediatricians
- b) **Hospital-based:** Residents, Interns, Full-time staff
- c) **Pediatric Nurse Practitioners**
- d) **Osteopathic specialties:** Pediatricians
- e) **Dermatologists with secondary in pediatrics**
- f) **Pediatric Physician Assistants**

18. Demographic Selection Criteria:

- a) **Prescribing:** N/A
- b) **Circulation distribution:**
Controlled: 99%
Paid: 1%
Request (non-postal): 0%
- c) **Paid information:**
Association members: N/A
Is publication received as part of dues?: No
- d) **Subscription rates:** \$299/year; Canada: add 5% tax; outside U.S.: add \$70/yr

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:

 67,400

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:** Within articles
- b) **Are ads rotated?:** Yes

26. Ad/Edit Information:

 50/50 Ad/Edit Ratio

27. **Value-Added Services:**
- Ad Studies:** March issue
 - Bonus convention distribution**
 - Other:** Advertiser Index
28. **Online Sponsorship Opportunities**
- Web site.** PediatricSuperSite.com
 - News Wire.** Specialty topic e-mails
See our online rate card for details.
29. **Additional Advertising Opportunities**
- BRC inserts.** See 40b for specifications.
 - Split-run advertising.** Contact publisher for information.
30. **Reprints:** Yes, contact John Kain for pricing at 856-848-1000, 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 the 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 DISEASES IN CHILDREN 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:**
- Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
37. **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.
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"

- All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
 - A-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 trimmed edges and 1/8" from gutter trim. Inserts are jogged to the foot. Book trims 1/8" at head, face and foot.
40. **BRCs:**
- Pricing:** Contact your Sales Representative for prices. Non-commissionable.
 - 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:** Full run – 74,000 (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" x	13.5"	21" x	14"
King Page	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 Page	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"

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

b) To view thumbnails of ads specs, visit slackinc.com/digitalads

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.

44. **Paper Stock:**
- Inside pages:** 40 lb. text
 - Covers:** 80 lb. cover
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:** Digital materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

48. **Insertion Orders:**
Send product insertion orders to:
Heidi Dybeck
Sales Administrator
hdybeck@gomindworks.com
(856) 384-1793 x320
49. **Materials:**
Send inserts to:
Julie Duncan
INFECTIOUS DISEASES IN CHILDREN
Publishers Press
100 Frank E. Simon Ave.
Shepherdsville, KY 40165
- Send classified/recruitment insertion orders to:**
Lori Morro
Classified/Recruitment
Sales Representative
lmorro@gomindworks.com
(856) 384-1793 x469
- Send digital materials to:**
Heidi Dybeck
INFECTIOUS DISEASES IN CHILDREN
c/o Mindworks Communications
6900 Grove Road
Thorofare, NJ 08086-9447
(856) 384-1793 x320
- INFECTIOUS DISEASES IN CHILDREN
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INFECTIOUS DISEASES IN CHILDREN

► 2010 Editorial Calendar

ISSUE	DATES	FEATURES
JANUARY	Ad closing: 12/1/09 Material due: 12/9/09	Focus on: Immunization issues featuring new childhood immunization schedule from CDC
FEBRUARY	Ad closing: 1/4/10 Material due: 1/15/10	Focus on: Adolescent Medicine
MARCH	Ad closing: 2/1/10 Material due: 2/12/10	Focus on: STDs Meeting Coverage: Conference on Retroviruses and Antiretroviral Infections Ad Test Issue
APRIL	Ad closing: 3/1/10 Material due: 3/16/10	Focus on: Asthma and Allergy Meeting Coverage: American Academy of Dermatology; American Academy of Allergy, Asthma and Immunology Bonus Distribution: NAPNAP, April 15-18, Chicago
MAY	Ad closing: 4/1/10 Material due: 4/13/10	Focus on: Vaccines Meeting Coverage: National Immunization Conference
JUNE	Ad closing: 5/3/10 Material due: 5/12/10	Focus on: Hot Topics in Pediatrics Meeting Coverage: Pediatric Academic Societies (PAS)
JULY	Ad closing: 6/1/10 Material due: 6/15/10	Focus on: Nosocomial Infections Meeting Coverage: American Society for Microbiology 110th General Meeting
AUGUST	Ad closing: 7/1/10 Material due: 7/15/10	Focus on: Emerging Diseases Meeting Coverage: International Conference on Emerging Infectious Diseases
SEPTEMBER	Ad closing: 8/2/10 Material due: 8/12/10	Focus on: Back to School Special Report: Behavioral medicine, including stories on depression treatment and the latest on ADHD medications Bonus Distribution: AAP, October 2-5, San Francisco; ICAAC, September 12-15, Boston
OCTOBER	Ad closing: 9/1/10 Material due: 9/14/10	Focus on: Respiratory Illnesses Meeting Coverage: Interscience Conference on Antimicrobial Agents and Chemotherapy Bonus Distribution: IDSA, October 21-24, Vancouver
NOVEMBER	Ad closing: 10/1/10 Material due: 10/13/10	Focus on: Well Baby Visit Meeting Coverage: American Academy of Pediatrics National Conference; Infectious Diseases Society of America Bonus Distribution: 23rd Annual INFECTIOUS DISEASES IN CHILDREN Symposium, November 20-21, New York
DECEMBER	Ad closing: 11/1/10 Material due: 11/15/10	Focus on: Year in Review Meeting Coverage: INFECTIOUS DISEASES IN CHILDREN Symposium