

INFECTIOUS DISEASES IN CHILDREN



The
Pediatrician's
#1 NEWS
SOURCE

2002 Rate Card

Effective Date: January 2002

RATES

1. Effective Rate Date: January 2002 for all advertisers.

2. Earned Rates & Discounts:

- Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Each full page of an insert counts as one insertion.
- Agency commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
- Cash discount:** Two percent. Ten days invoice date. No discount allowed after this period.
- Combination Rates:** All insertions of a parent company and subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in INFECTIOUS DISEASES IN CHILDREN, PEDIATRIC ANNALS, HEM/ONC TODAY, CARDIOLOGY TODAY, INFECTIOUS DISEASE NEWS, PSYCHIATRIC ANNALS, JOURNAL OF PSYCHOSOCIAL NURSING, and INFECTION CONTROL & HOSPITAL EPIDEMIOLOGY.
- \$250/\$200 SLACK Combination Discount:** Advertise the same product in the same month (A-size or larger) in INFECTIOUS DISEASES IN CHILDREN and one or more other participating SLACK publications and receive a \$200 per page discount off each publication. If advertising in both INFECTIOUS DISEASES IN CHILDREN and PEDIATRIC ANNALS, receive \$250 off ads in these two publications only. All fractional ads receive \$50 off per page. See the information sheet enclosed in the media kit for details and a list of participating publications.
- Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2002 and earn valuable discounts in 2003. Spend levels achieved in the year 2002 will determine your Corporate Discount savings in 2003. Please see the information sheet enclosed in your media kit for details.
- When taking advantage of more than one publication or the SLACK Corporate Discount Program, discounts must be taken in the following order:**
Gross Cost:
1) less \$200/\$250 SLACK Combination Discount
2) less SLACK Corporate Discount
3) less 15% Agency Discount
Equals Net Cost

3. Rates: Full run:

Frequency	King Page	3/4 Page	Island 1/2 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page
1 Time	\$3,980	\$3,785	\$3,115	\$3,035	\$2,505	\$2,165	\$1,510
6 Times	3,945	3,745	3,070	2,985	2,475	2,140	1,500
12 Times	3,915	3,685	3,010	2,955	2,445	2,130	1,490
24 Times	3,895	3,650	2,955	2,935	2,430	2,090	1,465
36 Times	3,865	3,605	2,925	2,875	2,365	2,055	1,440
48 Times	3,815	3,555	2,875	2,850	2,345	2,030	1,430
60 Times	3,770	3,520	2,845	2,815	2,325	2,010	1,410
72 Times	3,745	3,475	2,775	2,760	2,270	1,995	1,400
96 Times	3,710	3,430	2,745	2,715	2,210	1,980	1,380

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

Charge per color per page or fraction

Standard color	\$720
Matched color	795
Metallic color.....	1,085
Four color	2,065
Four color + PMS.....	2,860
Four color + metallic	3,150

5. 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 4-color king pages. Apply the following rates:

Frequency	4-Page Insert	6-Page Insert	8-Page Insert	10-Page Insert
1 Time	\$17,440	\$26,170	\$34,890	\$43,610
6 Times	17,190	25,790	34,380	42,980
12 Times	16,860	25,280	33,710	42,140
24 Times	16,550	24,820	33,100	41,370
36 Times	16,380	24,570	32,760	40,950
48 Times	16,100	24,150	32,200	40,250
60 Times	15,930	23,900	31,860	39,830
72 Times	15,540	23,310	31,080	38,850
96 Times	15,370	23,060	30,740	38,430

6. Bleed: No charge.

7. Covers, Positions:

- 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.
- Positions:** Add % to earned b/w rate. Color additional. Contact your Sales Representative for more details.

8. Classified Display:

Frequency Discount

B/W	2-Color	4-Color
1x \$168	1x \$198	1x \$223
3x \$150	3x \$180	3x \$205
6x \$132	6x \$162	6x \$187
12x \$116	12x \$146	12x \$171
18x \$101	18x \$131	18x \$156
24x \$83	24x \$113	24x \$138

For an additional 25% of the cost of your ad, we will put your ad on the Internet offering valuable exposure to the fastest growing resources used by professional job seekers. For more information, contact Jennifer Fayter at 1-800-257-8290, ext. 420; by Fax: 856-848-6091; or via e-mail at jfayter@slackinc.com.

INSERT INFORMATION

9. 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.

10. Charges:

- Furnished inserts billed at black-and-white space rate. Commissionable.
- A-size inserts charged at island half-page rate.
- Tabloid-size inserts charged at the king page rate.

11. Sizes and Specifications:

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.

	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"

12. Trimming: Ship folded to: INFECTIOUS DISEASES IN CHILDREN.

13. Quantity: Full run - 59,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).

14. Shipping: Carton packing preferred with publication name, date, and insert quantity clearly marked.

Ship to: Martha Stewart
 INFECTIOUS DISEASES IN CHILDREN
 Publishers Press
 100 Frank E. Simon Ave.
 Shepherdsville, KY 40165

EDITORIAL

15. Special Issues:

January	Immigration: The Changing Face of Pediatrics
February	Breathe Easier: Helping Patients with Asthma
March	Vaccine Update: Getting Kids Vaccinated
April	What's New in Dermatologic Infections?
May	Allergy Watch
June	Spotlight on Summer
July	Vaccines: Safety and Risk Communication
August	Focus on Gastrointestinal Infections
September	Back to School
October	Nothing to Sneeze at: Respiratory Infections
November	Diagnosis and Treating: Otitis & Sinusitis
December	Year in Review

16. Index Issues: NA

17. General Editorial Direction: INFECTIOUS DISEASES IN CHILDREN, a newspaper for the pediatrician, delivers the most up-to-date news in the field of pediatric infectious diseases. The newspaper covers nationwide medical meetings, courses and symposia, as well as interviews with experts about the treatment of infectious diseases.

18. Average Issue Projection:

Average Number of Articles per Issue: 30

Average Article Length: 21 inches

Editorial Departments and Features:

- Asthma & Allergy News
- Calendar of Events
- Clinical Practice Primer
- Statewide Survey
- Vaccination News
- What's Your Diagnosis?
- Resident Rounds
- Web Watch
- General News in Pediatrics
- News Articles
- News Notes
- From the Editor
- Global Highlights
- Interviews
- Letters to the Editor
- Pharmacology Consult
- Products & Services

19. Origin of Editorial:

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

ISSUANCE AND CLOSING

20. First Issue: January 1988.

21. Frequency: 12 times per year.

22. Issue Dates: 1st of the month of issue.

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

24. Closing Dates:

Issue Date	Ad Closing	Final Ad Material Due
January	12/03/01	12/14/01
February	1/02/02	1/16/02
March	2/01/02	2/15/02
April	3/01/02	3/15/02
May	4/01/02	4/15/02
June	5/01/02	5/17/02
July	6/03/02	6/17/02
August	7/01/02	7/17/02
September	8/01/02	8/16/02
October	9/03/02	9/16/02
November	10/01/02	10/16/02
December	11/01/02	11/15/02

- 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 former ad at full rates. If the advertiser has not previously run an ad, advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after closing date.
- c) All materials for classified ads to be typeset by SLACK must be received 7 working days prior to the material due date.

CIRCULATION

25. Description of Circulation Parameters:

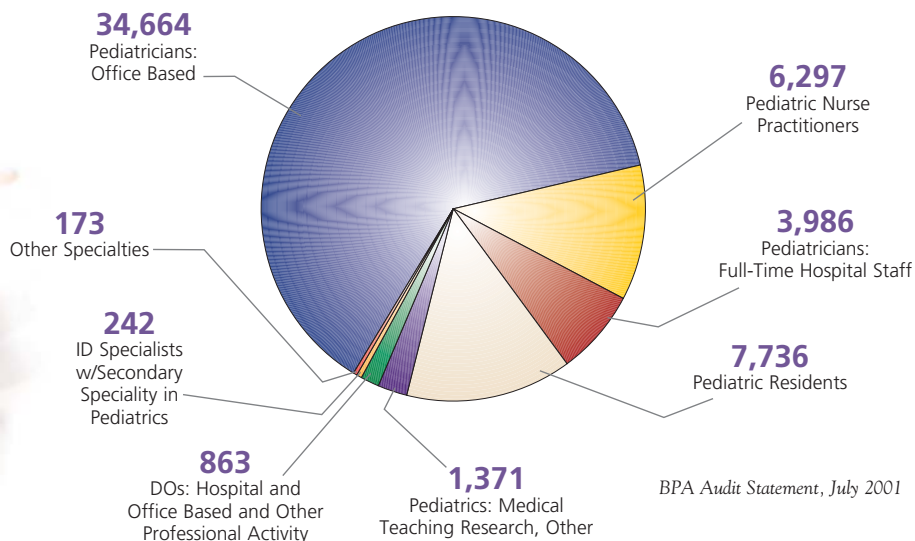
- a) **Office-based:** Pediatricians
- b) **Hospital-based:** Residents, Interns, Full-time staff
- c) Pediatric Nurse Practitioners
- d) **Osteopathic specialties:** Pediatricians

26. Demographic Selection Criteria:

- a) **Age:** Practicing physicians and nurses
- b) **Prescribing:** NA
- c) **Circulation distribution:**
 Controlled: 99.7%
 Paid: 0.3%
 Request (non-postal): 0%
- d) **Paid Information:**
 Association members: NA
 Is publication received as part of dues?: NA
- e) **Subscription rates:** \$179/yr.; Canada: add 7% tax.
- f) **Renewal rate:** 78.3

Total Circulation:

55,332



BPA Audit Statement, July 2001

27. Circulation Verification:

- a) Audit: BPA International
- b) Mailing House: Publishers Press

28. Coverage:

- a) Date and source of breakdown: BPA, July 2001

29. Estimated total circulation for 2002: 55,332**GENERAL INFORMATION****30. 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 products and service advertisers must submit ad copy two weeks prior to closing date.

31. New Product Releases: Yes**32. Editorial Research:** Yes**33. Ad Format and Placement Policy:**

- a) Format:
 - 1. between articles _____ 3. stacked _____
 - 2. welled _____ 4. within articles XX
- b) Are ads rotated?: Yes

34. Ad/Edit Information: 50/50 Ad/Edit Ratio**35. Services:**

- a) Bonus Convention Distribution
- b) Free Market Research to Qualified Advertisers
- c) Internet Services Available: www.idinchildren.com
- d) Other: Advertiser's Index
- e) Availability of Mailing List: No

MECHANICAL REQUIREMENTS**36. Ad sizes and bleed sizes:**

	Ad Sizes:		Bleed Sizes:	
	Width	Depth	Width	Depth
King Page	11" x	15"	11 1/4" x	15 1/4"
3/4 Page (Vertical)	8" x	15"	8 1/4" x	15 1/4"
3/4 Page (Horizontal)	11" x	11"	11 1/4" x	11 1/4"
1/2 Page (Island)	8" x	11"	8 1/4" x	11 1/4"
1/2 Page (Vertical)	5 3/8" x	15"	5 5/8" x	15 1/4"
1/2 Page (Horizontal)	11" x	7 5/8"	11 1/4" x	7 7/8"
1/3 Page Island	5 3/8" x	11"	5 5/8" x	11"
1/4 Page (Vert. Block)	5 3/8" x	7 1/8"	5 5/8" x	7 3/8"
1/4 Page (Horizontal Block)	8" x	5 1/2"	8 1/4" x	5 3/4"
1/4 Page (Vertical)	2 3/4" x	15"	3" x	15 1/4"
1/4 Page (Horizontal)	11" x	3 3/4"	11 1/4" x	4"
1/8 Page (Vertical)	2 3/4" x	7 1/8"	3" x	7 3/8"
1/8 Page (Horizontal)	5 3/8" x	3 1/2"	5 3/8" x	3 3/4"

- a) Hold live matter in 1/2" from all sides.
- b) Trim size of journal: 11" x 15"

37. Paper Stock:

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

38. Type of Binding: Saddle stitch or Perfect bound.**39. Screen Requirements:**

- a) Covers and inside: 150 line screen recommended.

40. Film Requirements:

- a) Offset negatives, right reading, emulsion side down, or camera ready copy. One set of color proofs complete with color bars is to be included for all color ads. Ink hues and densities must conform to S.W.O.P. standards.
- b) Advertiser will be charged for all ads that are to be set by the Publisher.

41. Digital Ad Requirements: As a service to our advertisers, SLACK Incorporated now accepts digital ad submissions for your convenience. Acceptable file formats are PDF and Postscript files. The preferred platform is PC.

Contact Wanda Granato at **1-800-257-8290, ext. 290** for file preparation instructions. Or visit our Web site at www.slackinc.com.

Note: SLACK Incorporated cannot be responsible for digitally submitted ads that do not meet our requirements. *SLACK cannot accept digital ads sent via e-mail.*

Delivery Instructions

Send file to: SLACK Incorporated, 6900 Grove Road, Thorofare, NJ 08086-9447 Attn: Wanda Granato

42. Disposition of Material: Reproduction material will be held one year from date of last insertion and then destroyed.**43. Publisher's Liability:** 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 Publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond Publisher's control.**44. 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.**45. 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.**ADDRESSES****46. Insertion Orders:**

Send insertion orders to:
Mike LoPresti/Jennine Kane
mlopresti@slackinc.com
jkane@slackinc.com

Classified/Recruitment:
Jennifer Fayter
jfayter@slackinc.com
INFECTIOUS DISEASES IN CHILDREN
SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447

47. Materials:

Send negatives, inserts, mechanicals, etc., to:
Martha Stewart
INFECTIOUS DISEASES IN CHILDREN
Publishers Press
100 Frank E. Simon Ave.
Shepherdsville, KY 40165



6900 Grove Road • Thorofare, New Jersey 08086-9447
856-848-1000 • Fax 856-848-6091
www.idinchildren.com

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