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# HemOnc today

CLINICAL NEWS ON HEMATOLOGY AND ONCOLOGY

COVER STORY

## SHEPHERD and TRIUMPH: Eculizumab holds promise for PNH

Treatment of paroxysmal nocturnal hemoglobinuria may soon be greatly improved.

Paroxysmal nocturnal hemoglobinuria is a rare disorder that has fascinated clinicians and scientists for more than a hundred years. Recently, two trials have completed, both examining eculizumab for the treatment of PNH: TRIUMPH and SHEPHERD. Hem/Onc Today has spoken Edward Gordon-Smith, MD, and other experts in hematology, for the potential impact of eculizumab on the treatment of patients with this rare disorder.

The clinical features of PNH are unmistakable: acute intravascular hemolysis with hemoglobinuria appearing most noticeably in the morning, variable marrow suppression, thrombosis involving mostly the splanchnic vessel and

spasms of the gastrointestinal tract causing dysphagia and abdominal pains.

Many variations from the classic presentation occur, and there is a close association with aplastic anemia. The median survival is 10 years, with thrombosis and marrow failure as the main causes of death. Many patients with PNH require regular blood transfusions and lifelong warfarin. Thrombosis is a particular hazard during pregnancy

and in the puerperium.

The disease is due to a somatic mutation in the hemopoietic stem cell of the PIG-A gene on the X chromosome. PIG-A is the catalytic element in a large enzymatic complex, which

*"The TRIUMPH trial was an admirably designed and executed phase-3 study."*

—Edward Gordon Smith, MD

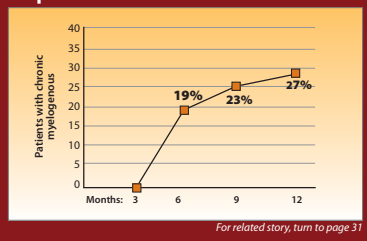
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Harry Jacob, MD, said long-term follow-up of eculizumab is essential.

HemOnc today BY THE NUMBERS

### Response to dasatinib



## FDA: More data needed for Sipuleucel-T

FDA decision goes against advisory panel recommendation.

In March, the FDA's Cellular, Tissue and Gene Therapies Advisory Committee endorsed sipuleucel-T for the treatment of androgen-independent prostate cancer, despite the concerns of leading prostate cancer experts and statisticians that the data are not strong enough to endorse the treatment's efficacy.

In May, the FDA subsequently ruled and agreed with

the dissenters: More data are needed before the sipuleucel-T vaccine (Provenge, Dendreon) can be approved. This decision sparked protests from patients and advocates who urged the FDA to reverse its ruling.

Although the available data indicated the vaccine was safe, the standard for efficacy was not reached. Neither of the two small trials presented to the commit-

tee reached their primary endpoints of time to progression. Both trials showed better overall survival for patients treated with sipuleucel-T; however, this was not a planned primary or secondary endpoint for either trial. The benefit was identified during a follow-up analysis.

For prostate cancer, the only treatment proven to extend survival is docetaxel (Taxotere, Sanofi Aventis)-based chemotherapy. However, docetaxel is a

FDA continues on page 7

### MELANOMA TREATMENT

Pegylated interferon alpha-2b had significant effect on survival for stage-III melanoma.  
PAGE 5

### FDA BANS BLOOD

Agency affirms lifetime ban on blood from men who have sex with men  
PAGE 12

### BREAST CANCER FOCUS

Latest study: Women getting fewer mammograms  
PAGE 17

**RATES AND DISCOUNTS**

1. **Effective Rate Date:** January 2008 for all advertisers.
2. **Rates:**

- a) **Full run:** 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).
- 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.

Frequency	King Page	¾ Page	Island Page	½ Page	⅓ Page	¼ Page	⅙ Page
1x	\$4,075	\$3,760	\$3,130	\$2,510	\$2,355	\$2,195	\$2,035
6x	4,030	3,725	3,100	2,485	2,325	2,170	2,020
12x	4,000	3,695	3,075	2,455	2,300	2,155	2,000
24x	3,940	3,645	3,050	2,430	2,280	2,125	1,980
36x	3,910	3,610	3,000	2,410	2,255	2,100	1,960
48x	3,875	3,575	2,975	2,385	2,235	2,080	1,935
60x	3,830	3,535	2,945	2,360	2,215	2,060	1,905
72x	3,785	3,495	2,915	2,330	2,185	2,035	1,890
96x	3,745	3,465	2,890	2,305	2,165	2,020	1,870
120x	3,715	3,430	2,860	2,280	2,150	2,005	1,855
144x	3,675	3,390	2,820	2,255	2,125	1,990	1,840
196x	3,645	3,360	2,790	2,225	2,090	1,955	1,790
252x	3,615	3,325	2,760	2,190	2,060	1,925	1,765
320x	3,585	3,295	2,730	2,190	2,060	1,925	1,765
412x	3,555	3,265	2,700	2,190	2,060	1,925	1,765

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

	Charge per color per page or fraction
Standard color	\$.750
Matched color	.850
Metallic color	1.105
Four color	2.130
Four color + PMS	2.980
Four color + Metallic	3.245

4. **Bleed:** No charge

5. **Covers, Positions:**

- a) **Covers:**  
**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.
- b) **Positions:**  
**Special positions:** Contact your sales representative for more details.

6. **Discount programs:**

- a) **Combination Rates:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in HEM/ONC TODAY, CARDIOLOGY TODAY, INFECTIOUS DISEASES IN CHILDREN, PEDIATRIC ANNALS, INFECTIOUS DISEASE NEWS, PSYCHIATRIC ANNALS, THE JOURNAL OF KNEE SURGERY, JOURNAL OF GERONTOLOGICAL NURSING, JOURNAL OF PSYCHOSOCIAL NURSING, ENDOCRINE TODAY, DIABETES VITAL, ORTHOPEDICS TODAY, and ORTHOPEDICS.
- b) **\$200 SLACK Combination Discount:** Advertise the same product, in the same month (A-size or larger) in HEM/ONC TODAY and one or more other participating SLACK publication and receive a \$200 per page discount off each publication on a page-for-page basis. All fractional ads receive \$50 off per page on a page-for-page basis. Please see the information sheet enclosed in the media kit for details and a list of all participating publications.
- c) **NEW FOR 2008! Continuity Discount Program:**  
 Buy 3 consecutive ads, get the 4th ad FREE. Buy any 5 ads, get the 6th ad FREE. FREE ads count towards earned frequency.

- d) **SLACK Corporate Discount Program:** Take advantage of SLACK's advertising, custom publishing, event management, and other marketing services in 2008 and earn valuable discounts in 2009. Spend levels achieved in the year 2008 will determine your SLACK Corporate Discount savings in 2009. For details, please see the information sheet enclosed in the media kit.
- e) **Insert Conversion Program:** For multi-page insert advertisers only. HEM/ONC TODAY will convert your A-size insert of 4 pages or larger 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	4-Page Insert	6-Page Insert	8-Page Insert
1x	\$15,220	\$23,910	\$32,600
6x	15,110	23,730	32,350
12x	15,030	23,610	32,190
24x	14,880	23,380	31,880
36x	14,780	23,240	31,700
48x	14,690	23,100	31,510
60x	14,580	22,920	31,270
72x	14,460	22,740	31,020
96x	14,360	22,590	30,810
120x	14,280	22,460	30,640
144x	14,160	22,290	30,420
196x	14,080	22,170	30,250
252x	14,000	22,040	30,080
320x	13,920	21,920	29,920
412x	13,830	21,790	29,750

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

- Gross Cost:**
- 1) Less \$200 SLACK Combination Discount
  - 2) Less Individual Publication Discounts
  - 3) Less SLACK Corporate Discount
  - 4) Less 15% Agency Discount
- Equals net cost**

7. **Classified/Recruitment Rates:**

	1"	2"	3"	4"	5"
1x	\$185	\$370	\$555	\$740	\$925
3x	\$165	\$330	\$495	\$660	\$825
6x	\$145	\$290	\$435	\$580	\$725
12x	\$130	\$260	\$390	\$520	\$650
18x	\$115	\$230	\$345	\$460	\$575
24x	\$95	\$190	\$285	\$380	\$475

- a) **Color Charges:** One color: \$75  
 Full color: \$250

- b) **Online Advertising:** Online ad rate (with print ad): \$75  
 Duration: 30 days

8. **Online Advertising Rates**

- a) **Banner Rates**  
 Registered Web Site Members ..... 17,066\*  
*Of these users, 9,576 are healthcare professionals*  
 Monthly Rates ..... \$5,500\*\*  
*\*Please contact your Sales Representative for available and current impressions.*

- b) **News Wire Rates**  
 Subscribers ..... 8,366\*  
 1-year Ad Placement ..... \$30,000\*\*  
 Frequency: 12 times per year  
*\*Please contact your Sales Representative for current number of registered users.  
 \*\*Costs may be pro-rated based on length of commitment.*

Registration Data: August 2007 Webtrends Report.

**ISSUANCE AND CLOSING**

9. **Established:** March 2000

10. **Frequency:** 12 times per year

11. **Issue Dates:** 1st of the month of issue  
 12. **Mailing Dates & Class:** Mails within the issue month; Periodical Class.  
 13. **Closing Dates:**

Issue Date	Ad Closing	Final Ad Materials Due
Jan	11/29/2007	12/10/2007
10-Feb	1/2/2008	1/14/2008
25-Feb	1/16/2008	1/29/2008
10-Mar	1/30/2008	2/12/2008
25-Mar	2/13/2008	2/26/2008
10-Apr	2/29/2008	3/13/2008
25-Apr	3/17/2008	3/31/2008
10-May	4/1/2008	4/14/2008
25-May	4/15/2008	4/28/2008
10-Jun	4/30/2008	5/13/2008
25-Jun	5/15/2008	5/29/2008
10-Jul	5/30/2008	6/12/2008
25-Jul	6/16/2008	6/27/2008
10-Aug	6/30/2008	7/14/2008
25-Aug	7/16/2008	7/29/2008
10-Sep	7/29/2008	8/13/2008
25-Sep	8/15/2008	8/28/2008
10-Oct	9/2/2008	9/15/2008
25-Oct	9/16/2008	9/29/2008
10-Nov	10/1/2008	10/14/2008
25-Nov	10/16/2008	10/29/2008
10-Dec	10/29/2008	11/11/2008
25-Dec	11/11/2008	11/24/2008

- 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.  
 c) All materials for classified ads to be typeset by SLACK must be received 7 working days prior to the materials due date.

## EDITORIAL

14. **General Editorial Direction:** HEM/ONC TODAY delivers the most up-to-date news in oncology and hematology, including topics in non-malignant blood disorders, anemia and hemostasis, as well as the latest information on breast cancer, lung cancer and other solid tumors. While the emphasis in HEM/ONC TODAY is on treatment and pharmacology, the practice management section presents information on malpractice, legislative and socioeconomic topics of interest to hematologists and oncologists.
15. **Average Issue Projection:**
- a) **Average number of articles per issue:** 35
- b) **Editorial departments and features:**
- News Articles
  - Commentary
  - Drugs in the Pipeline
  - Pharmacology Consult
  - Interviews
  - Special Reports throughout the Year
  - Special Focus
  - Practice Management
  - Washington Update
  - Clinical Trial Scorecards
  - Virtual Digest
  - Final Consult
  - Letters to the Editor
  - Meetings and Courses
  - Legislative Notebook
  - Pro/Con
  - What's Your Diagnosis?
16. **Origin of Editorial:**
- a) **Articles or abstracts from meetings and interviews with oncology and hematology experts.**
- b) **Staff Written:** 85%
- c) **Solicited:** 10%
- d) **Submitted:** 5%
- e) **Peer review:** No. Meetings to be covered selected in advance.

## CIRCULATION

17. **Description of Circulation Parameters:**
- a) Oncologists  
 b) Hematologists  
 c) Hem/Oncs  
 d) Gynecological Oncologists  
 e) Pediatric Hem/Oncs  
 f) Radiation Oncologists  
 g) Oncologic Pharmacists  
 h) Oncology Nurses  
 i) Secondary Oncology  
 j) Surgical Oncologists
18. **Demographic Selection Criteria:**
- a) **Prescribing:** NA  
 b) **Circulation distribution:**  
 Controlled: 99.97%  
 Paid: 0.03%  
 c) **Paid Information:**  
 Association members: NA  
 Is publication received as part of dues? No  
 d) **Subscription rates:**  
 Individual: \$399 per year (24 issues)  
 Institutional: \$519 per year (24 issues)
19. **Circulation Verification:**
- a) **Audit:** BPA Worldwide  
 b) **Mailing House:** Publishers Press
20. **Date and source of breakdown:** BPA Worldwide, July 2007
21. **Total circulation for 2008:** 34,000

## 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:**
- a) **Custom Market Surveys:** Contact Publisher  
 b) **Focus Groups:** Contact Publisher  
 c) **BRC & Split-run Advertising:** Contact Publisher  
 d) **Availability of mailing list:** Not available  
 e) **Other:** Advertiser's Index  
 f) **Bonus Distribution**
28. **Reprints: Yes.** Contact John Kain for pricing at 1-800-257-8290, ext. 238, or email: jkain@slackinc.com.
29. **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.
30. **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.
31. **Competitor Information:** HEM/ONC TODAY does not accept advertisements that contain competitor(s) names, publication covers, logos, or other content.
32. **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.

- 33. 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

### 34. 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.
- b) **Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.

### 35. Charges:

- a) **Furnished inserts:** Billed at the earned black-and-white-space rate. Commissionable.

### 36. Sizes and Specifications:

	Paper Stock		Max Micrometer
	Maximum	Minimum	Reading
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.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: 8½" x 11" pre-trimmed on head and face. 1/8" foot and gutter grind.
- 37. Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ¾" from gutter trim. Inserts are jogged to the foot. Book trims ¼" at head face and foot.
- 38. BRCs:**
- a) **Pricing:** Contact your Sales Representative for prices.
- b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ¼" for foot trim. Cardstock minimum: 75lb bulk or higher.
- 39. Quantity:** Full run—39,000. Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
- 40. Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.



A Wyanoke Group Company

6900 Grove Road  
 Thorofare, New Jersey 08086-9447  
 800-257-8290 • 856-848-1000  
 Fax 856-848-6091 • HemOncToday.com

#### Advertising Office

Vice President Sales: Frank Cassera  
 Sales Director, Pharmaceutical Division: Robin Geller  
 Director of Sales Administration: Carolyn Boerner  
 Sales Administrator: Andrea Keely  
 Sales Director, Classified/Recruitment Division: Kristy Irwin  
 Classified/Recruitment Sales Representative: Sheri Pattillo

#### Publishing Office

Chief Operating Officer: John C. Carter  
 Chief Medical Editor: Harry Jacob, MD  
 Associate Medical Editor: Joseph Bertino, MD  
 Vice President, Publishing Operations, Specialty Medicine: Kathy Holliman, MEd  
 Executive Editor: Evan Young  
 Managing Editor: Jeremy Moore, MA  
 Circulation Director: Lester Robeson, CCCP

## AD REQUIREMENTS

### 41. Available Advertising Unit Sizes:

	Non-bleed sizes: (Live Area)		Trim sizes:	
	Width	x Height	Width	x Height
King Spread	20.5"	x 13.5"	21"	x 14"
King	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	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 14.5"
- b) To view thumbnails of ad specs, visit [slackinc.com/digitalads](http://slackinc.com/digitalads)  
 For spread ads, keep content (image/text) ¼" in on each side of the gutter.

For bleed ads, add ¼" on all sides of trim size.

### 42. Paper Stock:

- a) **Inside pages:** 40 lb. text  
 b) **Covers:** 70 lb. cover

### 43. Type of Binding:

Saddle-stitch or Perfect bound

### 44. Digital Ad Requirements:

For specifications, go to: [slackinc.com/digitalads](http://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.**

### 45. Disposition of Digital Files:

Digital ad materials will be held one year from date of last insertion.

## CONTACT INFORMATION

### 46. Insertion Orders:

**Send product insertion orders to:**  
 Robin Geller  
 HEM/ONC TODAY  
 SLACK Incorporated  
 6900 Grove Road  
 Thorofare, NJ 08086-9447  
 rgeller@slackinc.com

**Send classified/recruitment insertion orders to:**  
 Sheri Pattillo  
 HEM/ONC TODAY  
 SLACK Incorporated  
 6900 Grove Road  
 Thorofare, NJ 08086-9447  
 spattillo@slackinc.com

### 47. Materials:

**Send inserts to:**  
 Julie Duncan  
 HEM/ONC TODAY  
 Publishers Press  
 100 Frank E. Simon Ave.  
 Shepherdsville, KY 40165

**Send digital materials to:**  
 Andrea Keely  
 HEM/ONC TODAY  
 SLACK Incorporated  
 6900 Grove Road  
 Thorofare, NJ 08086-9447