

# Antimicrobial Stewardship & Healthcare Epidemiology



Media Information and  
Advertising Rate Card 2025

## 2025 Advertising Rate Card

### GENERAL INFORMATION

ISSN: 2732-494X (Online)

#### ADVERTISING SALES:

Michael Mrvica, Account Manager  
(mjmrvica@mrvica.com)

#### M. J. Mrvica Associates

2 West Taunton Avenue, Berlin, NJ 08009, USA  
Tel: 856-768-9360  
Email: mjmrvica@mrvica.com

#### PUBLISHER:

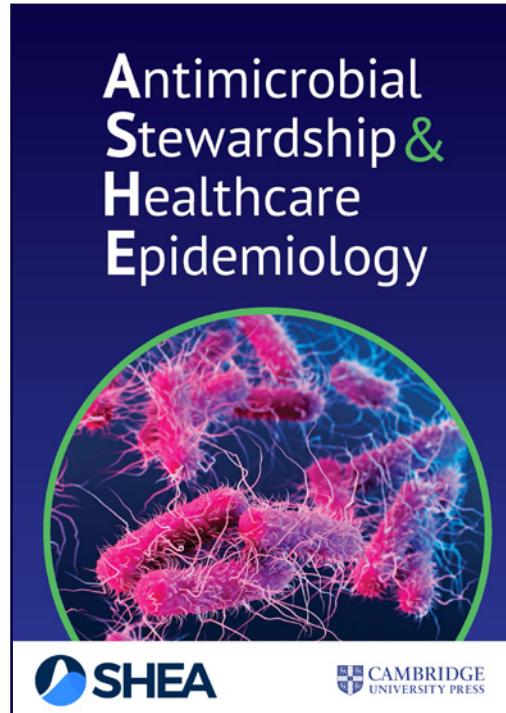
Cambridge University Press & Assessment  
One Liberty Plaza, Floor 20  
New York, NY 10006, USA  
cambridge.org/ashe

#### EDITOR-IN-CHIEF:

Gonzalo M. Bearman, MD, MPH, *Virginia Commonwealth University, USA*

### BACKGROUND

**Antimicrobial Stewardship & Healthcare Epidemiology (ASHE)** is a fully Gold Open Access journal that invites submissions of original investigations that will contribute to the fields of antimicrobial stewardship and the prevention of healthcare-associated infections, as well as other areas of quality improvement affecting health systems, with the ultimate goal of improving healthcare safety. Covered topics include the following broad areas of interest: infection prevention, antimicrobial stewardship, healthcare epidemiology, diagnostic stewardship, healthcare worker vaccination, public health policy, and occupational health concerns including blood-borne pathogen exposure prevention. ASHE will welcome submissions ranging from original research, review articles, practical perspectives and education-focused manuscripts. Articles can represent generalizable single-center experiences or multicenter trials with the goal of serving a global audience.



**TOTAL HOMEPAGE VIEWS:** 97,638

**AVERAGE MONTHLY HOMEPAGE VIEWS:** 8,137

#### AUDIENCE

SHEA members, epidemiologists, infection preventionists, infectious diseases pharmacists, clinicians, and scientists who engage in healthcare research involving hospitals and other facilities.

#### ACCEPTANCE OF ADVERTISING

All new and revised advertisements are subject to approval by the Editorial Committee. Advertisements should be submitted to Cambridge University Press four weeks before closing date for approval. The publisher reserves the right to reject advertising for any reason. The advertiser and agency are entirely responsible for conformance to government regulations of all advertising. The publisher has the right to hold the advertiser and/or its advertising agency jointly and severally liable for monies due and payable to the publisher for advertising placed by the advertiser or its agent.

# ADVERTISING RATES

**LEADERBOARD:** USD \$800 per month

**SIDE BANNER:** USD \$300 per month

## JOURNAL METRICS:

CiteScore	<b>1.0</b>
Scimago Journal Rank (SJR)	<b>0.441</b>
Source Normalised Impact per Paper (SNIP)	<b>0.438</b>

## REQUIREMENTS FOR ONLINE BANNER ADS

### ONLINE AD FILES SHOULD BE SIZED:

- Leaderboard 2000 x 240 pixels (w x h)
- Side banner 300 x 250 pixels (w x h)

FILES ACCEPTED: .GIF OR .JPEG

An URL must be provided with the file. Can accept files with multiple frames.

### DEADLINES:

We will accept new materials for upload until the 20th of the month prior to flight date.

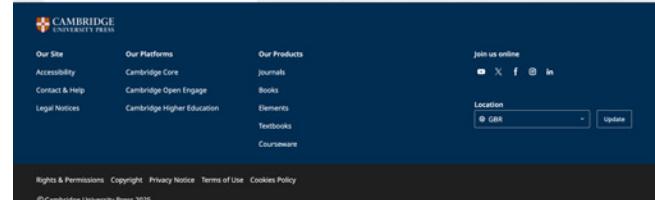
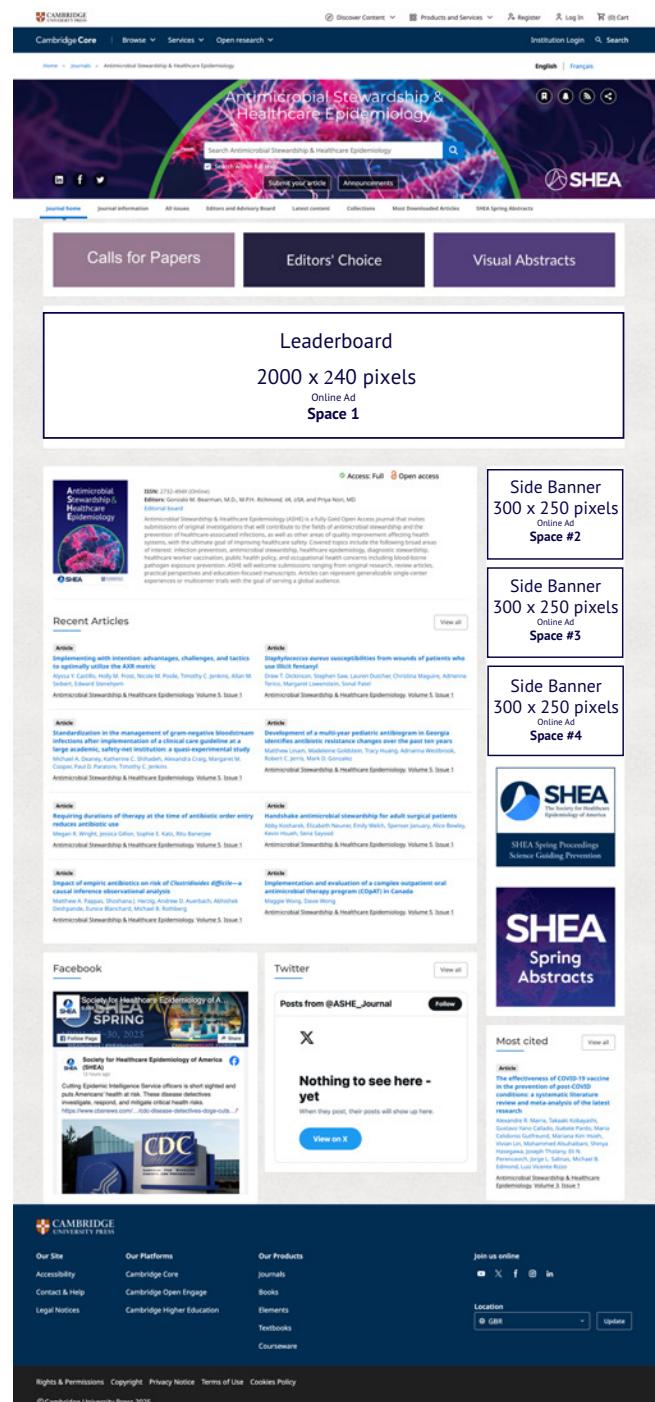
### GENERAL POLICY:

All advertising is subject to approval. The publisher and SHEA reserve the right to reject any advertising which is not in keeping with the publications' standards.

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, tables, trademarks or other copyrighted matter) of advertisements published, and also assume responsibility for any claims arising therefrom made against the publishers. The publishers' liability for any error will not exceed the charge for the advertisement in question.

To submit your advertisement, or for more information about advertising options, please contact:

**M. J. Mrvica Associates**  
Michael Mrvica  
mjmrvica@mrvica.com  
856-768-9360



**CAMBRIDGE**  
UNIVERSITY PRESS

# Antimicrobial Stewardship & Healthcare Epidemiology

## ADVERTISING POLICIES AND PRINCIPLES

Advertisers, media buyers, and others who wish to advertise in *Antimicrobial Stewardship & Healthcare Epidemiology (ASHE)* should contact Michael Mrvica (mjmrvica@mrvica.com) or 856-768-9360.

ASHE accepts advertising and sponsorship according to the principles and policies stated below.

Society for Healthcare Epidemiology of America (SHEA) Principles Governing Advertising in ASHE

These principles, developed in conjunction with the Journal Editorial Office, Cambridge University Press, and SHEA Publications Committee are applied by SHEA to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising in the official journal of SHEA, ASHE, in both print and digital formats.

The appearance of advertising in SHEA publications is neither a guarantee nor an endorsement by SHEA or ASHE of the product or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared in an SHEA publication shall not be referred to in collateral advertising.

As a matter of policy, SHEA will sell advertising space in its publications when the inclusion of advertising does not interfere with the mission or objectives of SHEA or its publications. To maintain the integrity of SHEA publications, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content. SHEA publications' advertising sales representatives have no prior knowledge of specific editorial content before it is published. Placement of advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited.

1. SHEA, in its sole discretion, reserves the right to decline any submitted advertisement or to discontinue publication of any advertisement previously accepted.
2. Products or services eligible for advertising shall be germane to, effective in, and useful in: (a) the practice of medicine, (b) medical education, and/or (c) healthcare delivery and shall be commercially available.
3. In addition to the above, products and services that are offered by responsible advertisers that are of interest to physicians, other health professionals, and consumers are also eligible for advertising.
4. Pharmaceutical products for which approval of a New Drug Application by the Food and Drug Administration (FDA) is a prerequisite for marketing must comply with FDA regulations regarding advertising and promotion.
5. Institutional advertising germane to the practice of medicine and public service messages of interest to physicians may be considered eligible for appearance in SHEA publications.
6. Alcoholic beverages and tobacco products may not be advertised.
7. Equipment, Instruments, and Devices: SHEA determines the eligibility of advertising for products intended for preventive, diagnostic, or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. These data may be either published or unpublished. Samples of equipment, devices, or instruments should not be submitted. SHEA reserves the right to decline advertising for any product that is involved in litigation with a governmental agency with respect to claims made in the marketing of the product.
8. Books: A book may be requested for review to determine its eligibility to be advertised.
9. CME Programs: Advertisements for Continuing Medical Education (CME) programs are not eligible unless the CME sponsor is accredited by the ACCME and is an accredited medical school (or hospital affiliated with such a school), a state or county medical society, a national medical specialty society, or other organization affiliated with the ABMS member boards.
10. Miscellaneous Products and Services: Products or services not in the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising in SHEA publications.

### I. GENERAL ELIGIBILITY REQUIREMENTS

The current standards for ensuring the editorial integrity of print publications apply to advertising in electronic publications and derivative products, such as online journals, CD-ROMs, websites, and online databases, especially for publications in clinical and health-related fields.

Just as a print advertisement should not be placed next to an editorial page on the same topic, a digital advertisement should not be adjacent to editorial content on the same topic, either by linking or appearing adjacent in the content section of the same screen. Similarly, just as a print reader can choose to read an advertisement or skip over it, a computer user should have the option to click or not to click on an advertisement. Viewers will not be sent to a commercial site unless they choose to do so by clicking on an advertisement.

### II. ADVERTISING IN DIGITAL PUBLICATIONS

#### A. ADVERTISING

1. Digital advertising may be placed on the ASHE website.
2. Digital advertisements must be readily distinguishable from editorial content and the word "Advertisement" shall be added.
3. Digital advertisements may appear as fixed banners or rich media files. Digital advertisements may not be juxtaposed with, appear in line with, or appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic. However, just as advertising may appear across from the print Table of Contents, banner advertisements may appear adjacent to listings of article titles such as the Tables of Contents.
4. SHEA's logo may not appear on commercial websites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within SHEA.
5. Advertisements may link off-site to a commercial website landing page by way of an active click on the advertisement.
6. Websites shall not frame the ASHE website content without express permission; shall not prevent the viewer from returning to the ASHE site or other previously viewed screens, and shall not redirect the viewer to a website the viewer did not intend to visit. ASHE reserves the right to not link to or to remove links to other websites.
7. All online advertising (including but not limited to banner advertisements) must be reviewed and approved by SHEA. Such review will include the website landing page to which the advertisement links.

#### B. Online Advertisement Requirements

1. Advertisements must not include unsubstantiated claims.
2. For advertisements that display additional content on larger space than the advertisement itself (i.e., PointRoll or other expandable ad units), the additional content must display only when the user clicks, not just rolls over the ad. They should be set for "expand on click."
3. The word "Advertisement" will appear adjacent to the advertisement and will be hyperlinked to a landing page that states the following: "This is a paid advertising placement. ASHE does not endorse the advertised product. Advertisements must adhere to the SHEA Principles for Online Advertising."
4. The website URL to which the advertisement links must be provided to Publisher for review and prior approval, and must contain the following elements:
  - a. The company sponsoring the website is clearly displayed
  - b. No registration of personal information (including DEA) is required before reaching website.

#### C. PRICE COMPARISONS

These guidelines on advertising containing price comparisons are an attempt to ensure fairness to all advertisers while establishing a base of comparison for the reader. All price comparison advertising in SHEA publications must meet the following:

1. General Guidelines: The source of all prices quoted must be identified with the advertisement and substantiation must be available on request. If a price comparison is based on the advertiser's own research, that research must be available on request. All advertising must contain a qualification similar to the following: "Prices will vary from pharmacy to pharmacy due to location and services offered."
2. Pharmaceutical Product Advertising: In the absence of standard retail price comparison data, the manufacturers' suggested wholesale price may be used for comparisons.
3. OTC Product Advertising: Comparisons must be based on manufacturers' suggested retail (or resale) price. These guidelines are in addition to, and in no way modify, other SHEA standards of advertising acceptance.

### III. POLICY ON PHARMACEUTICAL ADVERTISING

Pharmaceutical advertisements appearing in SHEA publications serve an important function in calling attention to available pharmaceuticals and in providing a direct channel of communication between the manufacturer and the physician. Physicians do not rely exclusively on pharmaceutical advertisements and pharmaceutical representatives as sources of drug information. Physicians also refer to articles appearing in ASHE other authoritative medical journals, drug-prescribing references, and selected books in determining the products used in the treatment of patients. Information derived from these diverse sources supplements the experience of individual physicians and their colleagues.

The policy of SHEA with respect to pharmaceutical advertising is to offer ethical manufacturers the opportunity to communicate directly with the medical profession about their products. It should be noted, however, that the regulations of the FDA provide exacting legal controls over the claims that pharmaceutical advertisers may make for their products and require them to state contraindications, hazards, etc.—unless in remainder advertising they make no product claims. Adherence to legal requirements concerning advertising by pharmaceutical companies is their responsibility.

#### **IV. GUIDELINES FOR ADVERTISING COPY**

1. The advertisement should clearly identify the advertiser of the product or service offered. In the case of pharmaceutical advertisements, the full generic name of each active ingredient shall appear.
2. Layout, artwork, and format shall be such as to be readily distinguishable from editorial content and to avoid any confusion with the editorial content of the publication. The word “advertisement” may be required.
3. Unfair comparisons or unwarranted disparagement of a competitor’s products or services will not be allowed.
4. It is the responsibility of the manufacturer to comply with the laws and regulations applicable to the marketing and sale of its products. Acceptance of advertising in SHEA publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations.
5. Advertisements may not be deceptive or misleading.
6. Advertisements will not be accepted if they are offensive in either text or artwork, or contain attacks or derogations of a personal, racial, sexual, or religious nature, or are demeaning or discriminatory toward an individual or group on the basis of age, sex, race, ethnicity, religion, physical appearance, or disability.

#### **V. Correspondence**

**M. J. Mrvica Associates**  
2 West Taunton Avenue, Berlin, NJ 08009  
E-mail: [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com) • Tel: 856-768-9360 • Fax: 856-753-0064

#### **VI. SCHEDULE**

Although SHEA cannot guarantee adherence in all cases to a fixed time schedule, every effort will be made to expedite SHEA consideration in the following time intervals.

1. Advertisements for currently eligible products: From the time copy and, if necessary, supportive data are received, 3 working days should be allowed for SHEA consideration.
2. Advertisements for new products: From the time copy and supportive data are received, 4 working days should be allowed for SHEA consideration. In those cases in which SHEA consideration cannot be completed prior to the expiration of the foregoing time intervals, the advertiser or agency will be so informed.

As a matter of policy, SHEA periodically reviews its advertising principles with the view of keeping pace with changes that may occur in the industry and in the profession. This practice of continuous review and reevaluation is intended to ensure and improve the timeliness, relevance, and appropriateness of the advertising content of SHEA publications.

(Last updated August 2017)

#### **CAMBRIDGE UNIVERSITY PRESS POLICIES GOVERNING ADVERTISING IN ASHE**

1. All advertisements are subject to approval of the Cambridge University Press (“the Publisher”), acting on behalf of ASHE and its sponsoring society, the Society for Healthcare Epidemiology of America (SHEA), which reserves the right to reject or cancel any advertisement at any time.
2. The Publisher concurs with SHEA Principles Governing Advertising in ASHE outlined above.
3. Advertising is separate from content. Advertisers and sponsors have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising. The Publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product. Advertisers do not influence any editorial decisions or advertising policies.
4. The Publisher’s advertising sales representatives have neither control over, nor prior knowledge of, specific editorial content before it is published.
5. Advertisers have no control or influence over the results of searches a user may conduct on the Publisher’s website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).

6. The Publisher does not release personally identifiable data on the users of our websites to advertisers.
7. Online advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was clicked on.
8. Any reference to the Publisher or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to the Publisher’s prior written approval in each instance.
9. Advertiser links to other websites cannot prevent a user from easily returning to the Publisher’s website.
10. Advertorials are not accepted on the Publisher’s website.
11. Advertised products must be compliant with the regulations in the country where the advertisement will be seen.
12. Advertisements may not include offers for free merchandise or contests.
13. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
14. Advertising that appears at the Publisher’s website must be clearly distinguishable from editorial content.
15. Advertising copy must be factual and in good taste.
16. All insertion orders, and the provisions of these Online Advertising Policies, shall be governed by the laws of the state of New York, without regard for its principles concerning conflict of laws.
17. All advertisements are accepted and published by the Publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
18. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless the Publisher, 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 privacy, copyright infringement, or plagiarism.
19. The Publisher shall not be liable for any failure to publish any advertisement accepted by the Publisher; however, the Publisher shall use its reasonable efforts to place such advertisement in subsequent available space.
20. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, the Publisher cannot guarantee fixed positioning.
21. The Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
22. In the event of nonpayment, the Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
23. The Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.
24. The Publisher is not responsible for incidental or consequential damage for errors in displaying an advertisement.

#### **POLICY ON RECRUITMENT ADVERTISEMENTS**

All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status, or physical handicap will not be accepted.

International recruitment advertisers are required to confirm in writing that they are an equal opportunity employer.

#### **POLICY FOR ONLINE ADVERTISEMENTS**

Generally acceptable for consideration: Pharmaceutical products; medical-equipment products and services; medical software; practice-management products and services (including office equipment and supplies, medical billing systems, medical software products) and medical websites.

#### **SPONSORSHIPS**

Sponsorship and editorial content are clearly separated. A link to ASHE’s Internet Advertising Policy will appear with all sponsorship on the website. Acknowledgment of support will not make any claims for any supporting company’s product(s). The final wording and position of the acknowledgments will be determined by ASHE.

(August 2017— reviewed by editors)

