Infection Control & Hospital Epidemiology

ICHE



Media Information in Print and Digital, and Advertising Rate Card 2026

SHEA
The Society for Healthcare Epidemiology of America

CAMBRIDGE UNIVERSITY PRESS

SHEA
The Society for Healthcare Epidemiology of America

Infection Control & Hospital Epidemiology

Official Publication of the Society for Healthcare Epidemiology of America

2026 Advertising Rate Card

GENERAL INFORMATION

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/iche

ISSUANCE: Monthly

ESTABLISHED: 1980

EDITORIAL
Infection Control and Hospital Epidemiology, publishes scientifically authoritative research on control and evaluation of the transmission of pathogens in healthcare institutions and on the use of epidemiological principles and methods to evaluate and improve the delivery of care. Major areas of research include infection control practices, surveillance, cost-benefit analyses, resource use, occupational health, and regulatory issues.

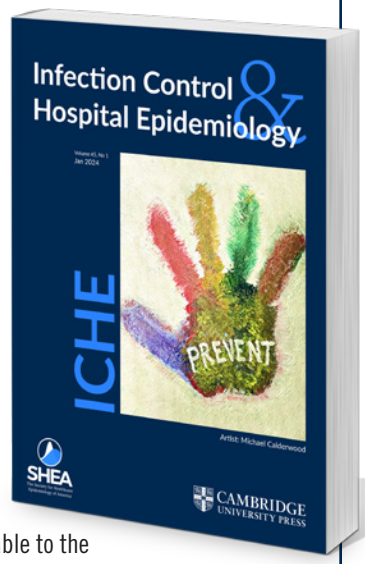
TOTAL CIRCULATION: c. 3,600*
*including institutions with full online access via consortia

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

CONFERENCES

SHEA Spring 2026: Defending Science, Protecting Patients
April 7 – 10, 2026 at Hyatt Regency Chicago, Chicago, IL

ESCMID 2026 (Congress of the European Society of Clinical Microbiology and Infectious Diseases):
April 17 – 21, 2026 in Munich, Germany



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.

PLACEMENT POLICY
Advertising precedes and follows editorial section.

EARNED RATES AND FREQUENCY DISCOUNT
Earned rates are based on accumulated space for a 12-month period (i.e., 6 full pages and 6 half pages earns a 12x rate).
Rates are subject to change upon notice from the publisher.

Advertisers will be short-rated if they do not use the amount of space upon which their advertising has been billed during the 12-month contract period.

Money will be rebated if advertisers earn a higher frequency rate.

Agency discount 15%. No cash discount

PAYMENT TERMS
All payments are to be made payable to M.J. Mrvica Associates, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

ADVERTISING RATES

PREFERRED POSITIONS

Table of Contents:	$ 500
Cover 2:	$ 700
Cover 3:	$ 400
Cover 4:	$ 1,000

COLOR RATES

Standard	$ 700
Matched	$ 825
Four Color	$1,750

B&W RATES

	1x	3x	6x	12x	24x	48x
Full Page	$2,140	2,100	2,015	1,980	1,920	1,875
Half Page	$1,380	1,350	1,325	1,300	1,205	1,155

ONLINE ADS on **cambridge.org/iche** available

Rate per month: $650

NEW ADVERTISING OPPORTUNITY

Half page Cover Tips available: $7,800 net
Specs: 8.25” x 5.4375”
8pt white C2S cover stock

COMMISSION

Terms: 30 days. 15% of gross billing (excluding back-up charges) granted to recognized agencies, only if paid within 30 days of invoice date.

CLOSINGS

Issue	Space	Art
January	December 3	December 10
February	January 8	January 15
March	January 30	February 6
April	February 27	March 9
May	March 27	April 3
June	April 24	May 1
July	May 27	June 3
August	June 24	July 1
September	July 24	July 31
October	August 26	September 2
November	September 24	October 1
December	October 23	October 30

MECHANICAL SPECIFICATIONS

UNIT SIZE WIDTH DEPTH

Full Page 7.75” x 10.375”

Half Vertical 3.5” x 10.375”

Half Horizontal 7.75” x 5.188”

Trim Size 8.25” x 10.875”

BLEED SIZE

Bleed plate size: 8.5” x 11.188”

This includes .125” trim from all sides.

Keep live matter .25” from trim.

TRIM SIZE

Journal trims 8.25" x 10.875" with bleed all the way around (8.5" x 11.125") and live matter .25” from trim.

PRODUCTION REQUIREMENTS

Recommended submission format (print ads):
High-res PDFs with embedded fonts, plus supporting files and fonts. Windows format PSD, TIF, or EPS files accepted; MAC format accepted. Images saved with OPI cannot be accepted. CMYK only: NOT RGB.

Recommended submission format (online ads):
Files (300 w x 250 h pixels) should be submitted as email attachments in GIF or JPG and must be in RGB. Please include URL along with file. Files with multiple frames and geotargeting are accepted.

INSERT REQUIREMENTS:

Please allow for 4,000 inserts per issue

70# Minimum stock weight

2-page insert: 8.5” x 11.188”

4-page insert: 17” x 11.188” (before folding)

Keep live matter at least .25” from trim.

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

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

CAMBRIDGE UNIVERSITY PRESS

SHEA
The Society for Healthcare Epidemiology of America

Infection Control & Hospital Epidemiology

ADVERTISING POLICIES AND PRINCIPLES

Advertisers, media buyers, and others who wish to advertise in ***Infection Control and Hospital Epidemiology*** (***ICHE***) should contact Michael Mrvica (mjmrvica@mrvica.com) or 856-768-9360.

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

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

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, ICHE, in both print and digital formats.

The appearance of advertising in SHEA publications is neither a guarantee nor an endorsement by SHEA or ICHE 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 ICHE 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 ICHE website content without express permission; shall not prevent the viewer from returning to the ICHE site or other previously viewed screens, and shall not redirect the viewer to a website the viewer did not intend to visit. ICHE 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. ICHE 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 ICHE 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 • 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 ICHE

1. All advertisements are subject to approval of the Cambridge University Press ("the Publisher"), acting on behalf of ICHE 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 ICHE 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 severely 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 ICHE'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 ICHE.

(August 2017— reviewed by editors)