

# 2020 Advertising Rate Card

## Alzheimer's & Dementia: Journal of the Alzheimer's Association

**Alzheimer's & Dementia** is the official journal of the Alzheimer's Association. The mission of *Alzheimer's & Dementia* is to bridge the knowledge gaps across a wide range of bench-to-bedside investigation. The journal publishes the results of studies in: behavior, biochemistry, genetics, molecular biology, pharmacology, physiology, protein chemistry, neurology, neuropathology, psychiatry, geriatrics, neuropsychology, epidemiology, sociology, health services research, health economics, political science and public policy.

Content emphasizes interdisciplinary investigations, integrative/translational articles, related to: etiology, risk factors, early detection, disease modifying interventions, prevention of dementia and applications of new technologies in health services.

### Advertising & Sales Office

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### Publisher & Editorial Office

**John Wiley & Sons, Inc.**

111 River Street, Hoboken, NJ 07030

Emma Brink: Journal Publishing Manager

### Circulation

**Total Circulation:** 329

**Coverage:** United

States and  
International

**Markets Served:**

Biochemists, Geneticists, Geriatric psychiatrists, Geriatric specialists, Molecular/Cell biologists, Neurologists, Neuroscientists, Pharmacologists, Pathologists, Physicians, Psychologists, Radiologists, Research nurses,

<https://onlinelibrary.wiley.com/journal/15525279>



### Editorial Information

**Editor-in-Chief:** Zaven Khachaturian, PhD

Alzheimer's Association

### Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

### Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,645	\$1,635	\$1,365
6x	\$2,405	\$1,425	\$1,150
12x	\$2,220	\$1,295	\$1,015

**Color Rates** (in addition to earned B&W rate):

4-color process:	\$1,740
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**Cover and Preferred Position** (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
First Non Cover Ad:	25%
Adjacent Table of Contents:	25%

Positions available on a non-cancelable basis.

### Inserts Rates

2-page insert:	2 times earned B&W rate plus 10%
4-page insert:	4 times earned B&W rate plus 10%
6-page insert:	6 times earned B&W rate plus 10%
8-page insert:	8 times earned B&W rate plus 10%

### Digital Advertising Opportunities

Banner Advertising Opportunities Available

- Leaderboard: 728 x 90 pixels
- MPU (square) 300 x 250 pixels (2)

Contact your sales rep for rates and opportunities.

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## Alzheimer's & Dementia: Journal of the Alzheimer's Association

### Issuance & Closing Dates

**Frequency:** 12x per year

**Mailing Date:** Approximately the 1st of each month

**2020 Closing Dates:**

Vol/ Issue	Cover Date	Reservation	Material Due	Inserts Due
16:1	January	12/6/19	12/16/19	12/20/19
16:2	February	1/3/20	1/13/20	1/17/20
16:3	March	2/5/20	2/13/20	2/19/20
16:4	April	3/5/20	3/16/20	3/19/20
16:5	May	4/3/20	4/13/20	4/17/20
16:6	June	5/1/20	5/11/20	5/15/20
16:7	July	5/3/20	6/12/20	6/17/20
16:8	August	7/3/20	7/13/20	7/17/20
16:9	September	8/6/20	8/14/20	8/20/20
16:10	October	9/3/20	9/11/20	9/17/20
16:11	November	10/7/20	10/15/20	10/21/20
16:12	December	11/3/20	11/12/20	11/17/20

### Bonus Distribution

Issue	Conference
March	AAN American Academy of Neurology
July	Alzheimer's Association International

### Mechanical Requirements

**Trim Size:** 8.25" x 10.875", **Bleed:** 0.25"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.2666"	11.125"
1/2 page horizontal	8.5"	5.5625"
Bellybands	18.25"	4.5"
Cover Tips	7"	5"
Two-page spreads	17"	11.25"

Cover Tips, Outserts, Inserts: Contact your sales rep for rates and opportunities.

### Submission of Ads

- Send Creative to Al Liburd at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com) and cc [BLawrence@wiley.com](mailto:BLawrence@wiley.com)
- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.

### Contacts

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### Ship Inserts, Cover Tips, Outserts to:

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