

2020 Advertising Rate Card

Epilepsia



Epilepsia is the leading, most authoritative source for current clinical and research results on all aspects of epilepsy. As a journal of the International League Against Epilepsy, **Epilepsia** presents subscribers with scientific evidence and clinical methodology in: clinical neurology, neurophysiology, molecular biology, neuroimaging, neurochemistry, neurosurgery, pharmacology, neuroepidemiology, and therapeutic trials.

Advertising & Sales Office

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Pharmaceutical Media, Inc.

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Pharmaceutical Media, Inc.

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Publisher & Editorial Office

Wiley

101 Station Landing, Suite 300, Medford, MA 02155

Alison Labbate: Publisher ~ E: alabbate@wiley.com

Circulation

Total Circulation: 3,273

Circulation Verification: Sworn statement

Circulation Basis: Paid, benefit of dues

Coverage: United States and International

Markets Served: Members of the International League Against Epilepsy and the American Epilepsy Society, Clinical Neurologists, Pharmacologists, Neurochemists, EEG Technicians, and other professionals interested in all aspects of epilepsy.

Editorial Information

Editor: Cathy Krendel

Editors-in-Chief: Gary W. Mathern, MD
and Astrid Nehlig, PhD

2018 Impact Factor: 5.562

ISI Journal Citation Reports® Ranking 2018: 25/199
(Clinical Neurology)

Peer Review: Acceptance of articles solely determined by the Editorial Board based on rigorous peer review.

Editorial/Ad Ratio: 90/10

Advertising Information

Ask about digital advertising opportunities in Epilepsia

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).

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

Policy on Ad Placement: Stacked.

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

Cover Tips and Outserts Accepted: Contact your sales representative for information

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,290	\$1,770	\$920
6x	\$2,260	\$1,705	\$910
12x	\$2,180	\$1,650	\$900
24x	\$2,160	\$1,590	\$890
36x	\$2,110	\$1,550	\$870
48x	\$2,080	\$1,505	\$855
60x	\$2,000	\$1,455	\$825
72x	\$1,970	\$1,395	\$790
96x	\$1,900	\$1,315	\$760

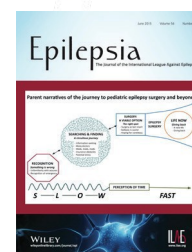
Color Rates (in addition to earned B&W rate):

4-color process: \$2,100

Premium Positions (in addition to earned B&W rate):

2nd Cover:	50%
4th Cover:	50%
Opposite Table of Contents:	25%
Opposite First Text:	50%

Inserts: Earned B&W page rate times the number of pages plus one page.



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Issuance & Closing Dates

Frequency: Monthly

Closing Dates:

ISS	Cover Date	Reservation	Material Due	Inserts Due
61:1	January	12/10/19	12/17/19	12/24/19
61:2	February	1/13/20	1/20/20	1/27/20
61:3	March	2/10/20	2/17/20	2/24/20
61:4	April	3/9/20	3/16/20	3/23/20
61:5	May	4/6/20	4/13/20	4/20/20
61:6	June	5/8/20	5/15/20	5/22/20
61:7	July	6/8/20	6/15/20	6/23/20
61:8	August	7/10/20	7/17/20	7/24/20
61:9	September	8/10/20	8/17/20	8/24/20
61:10	October	9/9/20	9/16/20	9/23/20
61:11	November	10/5/20	10/12/20	10/19/20
61:12	December	11/9/20	11/16/20	11/23/20

Bonus Distribution

Issue	Conference
April	American Academy of Neurology
November	American Epilepsy Society

Mechanical Requirements

Trim Size: 8.25" x 10.875"

Live Area: 7.125" x 10.375"

Paper Stock: Covers: 8pt. C2S; Interior 60 lb. Sterling Ultra Matte.

Binding: Perfect.

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	4.25"	11.125"
1/2 page horizontal	8.5"	5.5625"

Submission of Ads

- 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.
- Electronic Transfer (Preferred): Prior to submitting file via FTP, contact Susan Tagliaferro at Stagliaferro@pminy.com.

- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- Multi-page inserts are to be furnished folded (two samples).
- Delivered size: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Keep live matter 0.5" from trim.
- Jogs to head.
- Stock weights acceptable: Not to exceed 80 lb. coated.
- Instructions: Carton packing preferred, with quantity, publication name, and month clearly indicated.
- Insert quantity: 4,000

Contacts

Ship all insertion orders, advertising material, and insert samples to:

Pharmaceutical Media, Inc.
Susan Tagliaferro, Advertising Production
Pharmaceutical Media, Inc.
30 East 33rd St
New York, NY 10016
P: 212-904-0378 E: Stagliaferro@pminy.com

Ship inserts to:

Sheridan PA (SPA)
Attn: Lynne Small
EPI, Volume: __, Issue: __
450 Fame Avenue
Hanover, PA 17331
717-632-3535
E: lynne.small@sheridan.com

